



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPTEMBER 6, 2019  
Re: WEEKLY INFORMATION UPDATE

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### City of Fruita to be featured in 2020 ICMA Calendar

This week, the International City/County Management Association (ICMA) announced that Fruita is one of 14 communities to be featured in the 2020 ICMA Calendar. ICMA is an international organization and this calendar will be distributed not just in the United States, but in other countries as well. The press release states that "all submitted images represent the beauty of our community across the United States and abroad". The section on Fruita is below, and you can view the [full press release here](#). We are excited to be a part of this calendar and show off our beautiful community.

### January | Fruita, Colorado



A rare, rainy night on the Colorado National Monument in Fruita, Colorado. More than just a monument, towering monoliths exist within a vast plateau and canyon panorama. You can experience sheer-walled, red rock canyons, sandstone towers, and gravity-defying boulders all within the 32-square-mile national monument.

*Honor the Past – Envision the Future* **FRUITA**

### **Irrigation Water Disruptions Next Week**

Next week, from September 9, 2019 to September 11, 2019, irrigation water to residents on the Encanto Link (subdivisions like Brandon Estates, Vista Valley, Canterbury Park, Windsor Park, and some residences off of Pine) will be out of service for work related to the new elementary school at K.4 Road and Freemont Street. We do apologize for any inconvenience, and if you have any questions, please feel free to call us our office during normal business hours at 970-858-3663 or email [communications@fruita.org](mailto:communications@fruita.org).

### **Tourism and Special Event Funding Application Now Available**

Each year, the Fruita Tourism and Advisory Board accepts applications for Tourism and Special Events funding. The deadline to apply for tourism or special event funding for next year, fiscal year 2020, will be on Friday, September 20, 2019 at 5:00 p.m. MST. Final decisions on funding requests will be made no later than December 13, 2019, and applicants will be notified of the decision on their funding request. In the past, this money has helped fund events such as the Fruita Fall Festival, the Fat Tire Festival, Deserts Rats Triathlon, and many more events. If you have any questions or would like more information, please feel free to reach out to [Odette Brach](#). Applications are available at this [link](#).

### **General Updates**

- The Fall City Link is now available and should be arriving at homes and businesses this weekend or early next week. If you want to view it online, you can [here](#).
- In August, residents recycled 44 tons of cans, bottles, paper, and cardboard. The full report is provided below.
- The August Planning and Development Report and the Breakdown of New Code Enforcement Issues is now available and can be viewed at this [link](#).
- We had a good turnout for the Coffee with the City Manager at Starbucks on Thursday. We discussed the community plan update, the Fruita Rec Center, and other issues that were on the resident's minds. Our next event will be a hike up Dino Hill on September 24, 2019 at 4:00 p.m.
- Thursday morning, Mayor Pro Tem Buck, Councilor Karisny, staff and I interviewed three candidates for the role of Municipal Prosecutor. We should be bringing a contract to the City Council at the September 17, 2019 meeting to fill this position.
- If you're heading out to Highline Lake this weekend, don't forget that the Desert's Edge Triathlon Festival is happening on Saturday and Sunday. The City of Fruita is a sponsor of this event, and it is two days of racing and camping.
- The Draft Plan Party for the Community Plan Update will be on October 3, 2019 from 4:00 p.m. to 7:30 p.m. at the Civic Center Park. This is an opportunity for the community to learn about the plan in a fun and interactive environment. The main ideas will be presented, and there will be food and drinks provided as well. Hope that everyone can make it! The full flyer is below.
- The Survey for the name of the new Fruita Elementary School has closed and will be revealed at the upcoming groundbreaking. If you are interested in attending the groundbreaking, it is on September 17th at 4:30 p.m. at the new school site.
- The last Food Truck Friday of the year is tonight! Head downtown for a variety of food, live local music, and family fun.

- Had a great conversation with Superintendent Diana Sirko related to the new school project and K.4 Rd project. Next week they will determine if these items will be placed on their Board agenda on the 17<sup>th</sup>. If so, we will send a representative to discuss. We were also able to tour one board member to the sites Thursday.

### **Administration/Finance**

- The online payment system has been in place for one month. The City had 139 online payment transactions for the month. We have seen a significant increase in customers signing up for ACH payments (automatic monthly debits from their account) over the last month and approximately 20% of our customers on ACH. This is the most efficient method of payment for our staff.
- Work continues on the budget and the draft 2020 Budget is scheduled to be presented to the Council at the September 24<sup>th</sup> workshop.

### **Engineering**

- The Encanto Irrigation Line will be out of service next week Monday and Tuesday for relocation and connections related to the new elementary school. Notice to affected neighborhoods has been made.
- Kokopelli Trail Extension at 16 Road notice of award sent to MA Concrete Construction, Inc.
- The crosswalk at Sycamore St. & Ottley Avenue is complete. It should provide a safer crossing of Ottley. The refuge island reduces the crossing distance while meeting the requirements of ADA. The crossing was placed west of the street alignment to allow northbound left turns onto Ottley room to negotiate the turn as well as would not provide a conflict for any westbound left turns onto Sycamore St. to conflict with the island.

### **Human Resources**

- The St. Mary's Bloodmobile will be in the Civic Center Parking Lot on Tuesday, September 10, 2019 from 1:30 p.m. to 3:30 p.m. accepting blood donations.

### **Parks and Recreation**

- Another reminder, the Fruita Recreation Center (FCC) will be closed from September 15, 2019 to September 22, 2019 for our annual maintenance week.
- Staff continues to make progress on filling the Youth Activities Coordinator position at the FCC. For the first time, the Fruita Youth Action Council participated in the interviews and completed a team building exercise with the applicants. Nine members of the Council participated, and it was great to have their input on the applicants.
- The Parks and Recreation Advisory Board meeting has been rescheduled to this upcoming Monday, September 9, 2019 at 6:00 p.m. at the City Shops.

### **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

### **Major/ Minor Subdivisions:**

- Iron Wheel Major Subdivision final plat/plan application will be before City Council 8/20/19. (Located at the Intersection on 19 Rd & Iron Drive)
- Garden Estates Final Plat will be before City Council 8/20/19 (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- KCP Minor Subdivision (536 Kokopelli Blvd)

#### **Site Design Review:**

- Colorado Canyons (Family Health West) has received a Certificate of Occupancy and finished Construction.
- Einstein's Bagels/Qdoba: (401 Jurassic Ave #B) has received their planning clearance and is nearly complete with construction.
- Quench Drinks Site Design Review is complete and getting ready for construction.
- Coloramo Site Design Review (333 W Aspen)

#### **Other Land Use Applications:**

- Griffin VRBO
- Richwood Avenue VRBO
- 259 N. Elm Street VRBO

#### **Police Department**

- Chief Krouse attended a kick-off meeting beginning the process of updating the Mesa County Hazards Mitigation plan to be completed in 2020.

#### **FRUITA IN THE NEWS (and regional news of impact to Fruita):**

- [No slowing down.](#)
- [Mental health provider returns.](#)
- [2 on school board run unopposed.](#)
- [No monsoon, big problem: Parts of Colorado back in drought again.](#)
- [Job fair to offer connections between employers and potential employees.](#)
- [Colorado's scenic and historic byways: Dinosaur Diamond.](#)
- [West Nile virus hits Mesa County.](#)
- [Coffee klatch for mental wellness.](#)
- [Weather back to 'normal'?](#)
- [Mesa County Safety Council having event on "How to Survive an Active Shooter".](#)
- [September is Suicide Awareness Month.](#)
- [State aims to cut vehicle, pedestrian crashes.](#)
- [Fire officials discuss ways to reduce wildfires.](#)
- [Are Colorado's oil and gas and recreation industries all that different? Economists say no – and we need to protect them both.](#)

**UPCOMING EVENTS** *(Please let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you when needed.):*

- **September 6, 2019** – Food Truck Friday at Civic Center Park, 5:30 p.m. to 8:30 p.m.
- **September 12, 2019** – Ribbon Cutting, Grand Opening, and Chamber Business After Hours for the expansion of the Colorado Canyons Hospital and Medical Center at 5:30 p.m. The event will be at Family Health West at 300 W. Ottley Ave, Fruita Co.
- **September 15, 2019** – Dog Daze at the Fruita Community Center, 6:00 p.m. to 8:00 p.m.
- **September 17, 2019** – Groundbreaking and naming of new Fruita Elementary School, 4:30 p.m. at 18.5 Road and K.4 Road.
- **September 23, 2019** – Meet and Greet with the new Director of the Mesa County Libraries at the Fruita Branch, 5:00 to 7:00 p.m.
- **September 24, 2019** – Hike Dino Hill with Mike at 4:00 p.m.
- **September 25, 2019** – How to Start a Business in Western Colorado at FWorks in the Fruita Civic Center, 1:00 p.m. to 4:00 p.m.
- **September 27-29, 2019** – Fruita Fall Festival, Downtown Fruita
- **September 28, 2019** – Bike Rodeo at the Fruita Community Center, 9:00 a.m. to 11:00 a.m.
- **October 3, 2019** – Comprehensive Plan Draft Plan Party at the Fruita Civic Center, 4:00 p.m. to 7:30 p.m.
- **October 26, 2019** – Truck and Treat at Civic Center Park, 10:00 a.m. to 12:00 p.m.
- **October 31, 2019** – Trick or Treat Street, Downtown Fruita, 3:00 p.m. to 5:00 p.m.
- **November 2, 2019** – Rim Rock Marathon, Colorado National Monument, Fruita Co at 8:00 a.m.
- **December 18, 2019** – Cookies N' Claus at the Fruita Community Center at 6:00 p.m.
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at [communications@fruita.org](mailto:communications@fruita.org).



# BUSINESS AFTER HOURS

You are invited to join the Fruita Area Chamber of Commerce for a Ribbon Cutting, Grand Opening & Business After Hours for the expansion of the Colorado Canyons Hospital & Medical Center. The evening will include great conversations, tours and refreshments.

September 12, 2019

5:30-7:30PM

5:30PM Ribbon Cutting

## FAMILY HEALTH WEST

@ COLORADO CANYONS HOSPITAL & MEDICAL CENTER  
300 W. OTTLEY AVE, FRUITA, CO 81521



FREE FOR MEMBERS  
& INVITED GUESTS  
RSVP REQUIRED

RSVP ONLINE AT [EVENTS.FRUITACHAMBER.ORG](http://EVENTS.FRUITACHAMBER.ORG)

HOSTED BY:





# DRAFT PLAN PARTY

## Draft Plan Party - October 3<sup>rd</sup>

The City of Fruita is holding a draft plan party at Civic Center Park to share a draft of the Comprehensive Plan. This community gathering is your opportunity to see neighbors and learn about the plan in a fun, interactive environment. The main ideas of the plan will be presented and there will be engaging activities for you to offer comments and feedback. Food and drink will be provided. Please come by to learn about the plan and share your ideas!

**Location:** Civic Center Park

**Time:** 4 pm to 7:30 pm

**Date:** October 3<sup>rd</sup>



## What is a Comprehensive Plan?

A comprehensive plan is a long-range planning document that provides policies and strategies for the city. The comprehensive plan was last updated in 2008 and Fruita is ready for a new plan based on where the city is today. Public input is essential to a comprehensive plan, ensuring it reflects the values of the community. Ultimately, the plan update will help the city guide development going forward and incorporate the community's vision and goals into future policies and actions.

For more information about the draft plan party and this planning process, visit:

[www.fruitainmotion.org](http://www.fruitainmotion.org)



## August 2019 Recycling Benefits for the City of Fruita

In August 2019, we recycled 44 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

### 483 Mature Trees

Represents enough saved timber resources to produce 5,984,600 sheets of printing and copy paper!

### 161 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 207 people!

### 83,610 kWh of Electricity

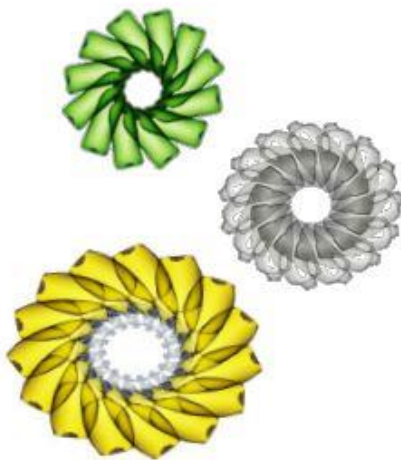
Enough power to fulfill the annual electricity needs of 8 homes!

### Avoided 123 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

### 239,750 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,196 people!



Prepared by Waste Management

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2016



# Explore Fruita with the City Manager

## Upcoming Dates:

7.2.19 at 8:00 a.m.

Coffee with Mike at  
Enstroms Candies Fruita

7.31.19 at 7:00 p.m.

Paddleboard with Mike  
at Imondi Wake Zone

8.13.19 at 10:00 a.m.

Walk Downtown Fruita  
with Mike

8.21.19 at 5:30 p.m.

Beer or Rootbeer with  
Mike at Copper Club

9.5.19 at 7:30 a.m.

Coffee with Mike at  
Fruita Starbucks

9.24.19 at 4:00 p.m.

Hike Dino Hill with  
Mike



Is there anything that you would like to discuss personally with the City Manager? Join City Manager Mike Bennett and guests for informal discussions about Fruita while exploring what our community has to offer. Join us at any of the following dates. For more information and the most current schedule, please visit [fruita.org](http://fruita.org).



**FRUITA**  
COLORADO



**WHY FRUITA?** The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

**Quality of Place (QP)** The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

**Economic Health (EH)** The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

**Lifestyle (L)** The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



# FRUITA COLORADO



*City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.*

## **We are Fruita. We are...**

**Fun**—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

**Respectful**—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

**United**—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

**Innovative**—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

**Transparent**—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

**Authentic**—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.