



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
 From: MIKE BENNETT, CITY MANAGER
 Date: OCTOBER 25, 2019
 Re: WEEKLY INFORMATION UPDATE

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Fruita Schools Open House Schedule for Comprehensive Plan Update

Haven't been able to participate in the Community Plan but want to? The Road Show and Open Houses for the Comprehensive Plan update continues. On Thursday night, Dan and I hosted an open house setting with about 30 residents at Rimrock Elementary School. Over the upcoming weeks, we will also host open houses at Fruita Middle School on October 29th, Fruita Monument High School on November 18th, and at Shelledy Elementary School on December 2nd. Food and drink will be provided, and this is an opportunity for residents to drop in and out to provide feedback on Fruita's future. The full flyer is provided below.



General Updates

- Coffee with the City Manager is next Tuesday at Judy's Restaurant, bright and early at 7:00 a.m. to 8:00 a.m. If you are interested, please feel free to join.
- The final Fruita Fourth Friday is tonight! Downtown, on north Mulberry between Aspen and the alley, there will be live music, food, a bonfire with S'mores, discounts at local businesses, a pet costume and pet parade, and more! There will also be a silent auction with proceeds going towards two Fruita women fighting breast cancer. We hope to see you there.
- Truck and Treat is also this weekend at the Civic Center. Put on a costume and head down to the Civic Center to collect candy and explore fun vehicles. Truck N Treat is from 10:00 a.m. to 12:00 p.m. and is a free event. We anticipate hosting 2,000 + little ghouls and goblins.
- Congratulations to Family Health West for the grand opening of the new Wellness location on the third floor of the Support Services Building, celebrated Thursday evening.
- Shannon and I had a great experience attending the annual International City/County Manager's Association conference earlier this week. We both went to great sessions focused on current City efforts.
- The City's new Innovation Team kicked off their first meeting with the training from the Alliance for Innovation this week.
- Feel free to drop into the Civic Center on Halloween to see the staff dressed up, potluck finger foods and handing out candy for Trick or Treat Street.

Engineering

- Submitted 2 draft grant applications for multi-modal grant funds available through the GVMPO. The 2 projects are:
 - Active Circulation Plan
 - Fremont St. Multi-Modal Design
- The concrete replacement/grinding project is complete with all concrete placed for the curb ramps on the Circle.
- The concrete grinding on various sidewalks was also completed this week.
- A preconstruction meeting was held this week on the Highway 6 Sewer Extension Project.

Marketing and Tourism

- The Fruita Tourism Advisory Council (FTAC) met on Thursday morning and discussed the 2020 Marketing and Promotion Budget and a possible meeting with the Palisade Tourism Board. The FTAC also cancelled the meetings scheduled for November 28, 2019 and December 26, 2019. If a meeting is set up with Palisade, it will be posted on here and on the website.

Parks and Recreation

- A Request for Qualifications to recruit an artist(s) and a Request for Proposal to recruit a Landscape Architect have been issued on BidNet and are posted on the Fruita Arts and Culture web page: <https://www.fruita.org/parksrec/page/fruita-art>. These requests are to select an artist(s) and a landscape architect to develop artwork and final design / plan for the roundabouts on highway 340.

- Next Saturday, November 2nd, the Rim Rock Marathon will be hosted in Fruita. Race registration will be at the Fruita Community Center and the finish line is at Circle Park. Thanks to the Greater Grand Junction Sports Commission for coordinating this growing and fun event.
- Parks are winterized and ready for the coming cold months. In the next few weeks, Parks staff will start decorating the community for Christmas.
- The Fall maintenance crew funded by the Fruita Trail Initiative and managed by Western Colorado Conservation Corps, will wrap up their six-week of maintenance at the North Fruita Desert and Kokopelli Trail system next week.

Planning & Development

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

Major/ Minor Subdivisions:

- KCP Minor Subdivision (536 Kokopelli Blvd)

Site Design Review:

- Coloramo Site Design Review (333 W Aspen)
- Monument Powder Coating (1596 Cipolla)
- Pediatric Dental Specialist (197 & 101 Jurassic)

Other Land Use Applications:

- Richwood Avenue VRBO
- Vic's Place VRBO
- Diddo House VRBO
- Transportation Impact Fee Land Use Code Amendment
- Little Imaginations Conditional Use Permit to operate a childcare facility at 433 E Aspen Avenue

Public Works

- Crews shut down and drained the City's irrigation system this week.
- Nick Hampton started as maintenance worker on our facilities crew this week.
- Continuing to recruit for a wastewater operator and had the first interview this week.
- Assisting with traffic control for Fourth Friday today and Truck-n-Treat event tomorrow.

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

- [Top 5 Cities For An Unforgettable Outdoor Adventure.](#)
- [Commercial real estate outlook upbeat.](#)
- [6 Great Female-Focused Adventure Films.](#)
- [CPW urges hunters to be careful with campfires.](#)
- [Mesa County jobless rate drops to record low.](#)
- [Weekend reboots, rebooted.](#)
- [Dinosaur Journey Hosts Monster Mash on Halloween.](#)
- [Park status for Colorado National Monument remains a priority.](#)
- [Wheelchair accessible hiking trails.](#)

- [Mesa County Sheriff's Office is asking the public for help in a shooting investigation.](#)
- [Getting outside with children at local parks.](#)

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.):*

- **October 25, 2019** – Fruita Fourth Friday, Downtown Fruita, 5:00 p.m. to 8:30 p.m. N. Mulberry between Aspen Ave. and the alley is planned to be closed with games and a bonfire for s'mores.
- **October 26, 2019** – Truck and Treat at Civic Center Park, 10:00 a.m. to 12:00 p.m.
- **October 29, 2019** – Coffee with the City Manager at Judy's Restaurant at 7:00 a.m.
- **October 29, 2019** – Comprehensive Plan Open House at the Fruita Middle School Library, 4:00 p.m. to 6:00 p.m.
- **October 31, 2019** – Trick or Treat Street, Downtown Fruita, 3:00 p.m. to 5:00 p.m.
- **November 1, 2019** – Colorado West Land Trust Open House, 4:00 p.m. to 7:00 p.m.
- **November 2, 2019** – Rim Rock Marathon, Colorado National Monument, Fruita Co at 8:00 a.m.
- **November 4, 2019** – Walk Snooks Bottom with the City Manager at 9:00 a.m.
- **November 18, 2019** – Comprehensive Plan Open House at the Fruita Monument High School Library from 4:00 p.m. to 6:00 p.m.
- **December 2, 2019** – Comprehensive Plan Open House at the Shelledy Elementary Gym, 4:00 p.m. to 6:00 p.m.
- **December 11, 2019** – Coffee with the City Manager at Camilla's Kaffe at 8:00 a.m.
- **December 14, 2019** – Holiday Arts and Crafts Fair, 10:00 a.m. to 3:00 p.m., Fruita Community Center.
- **December 14, 2019** – Holiday Christmas and Parade of Lights – Downtown Fruita at Dusk.
- **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.

final FOURTH FRIDAY

Join us for delicious food and help us raise money
for two local Fruita women fighting
Breast Cancer.



October 25, 2019 | 5:30-9 PM | Fruita

6pm-9pm Bonfire with S'mores on Mulberry & Aspen

6pm Chow Down will have a Pet Costume contest & Pet Parade

LIVE MUSIC. SILENT AUCTION, BAKE SALE. S'MORES.

POPCORN. HOT DOGS.

LOCAL BUSINESS DISCOUNTS.





PLAN LIKE A LOCAL
**FRUITA
IN
MOTION**

COMPREHENSIVE PLAN UPDATE

Fruita Schools Open House Schedule

The City of Fruita is updating its Comprehensive Plan this year. The plan is called “Fruita in Motion: Plan Like a Local,” to highlight the key role local residents will play in crafting the city’s future and this plan. This open house schedule follows several recent outreach efforts to vet the plan with the community.

Please feel free join us at one of the following locations:

- *Rimrock Elementary School Cafeteria on October 24th 4pm-6pm*
- *Fruita Middle School Library on October 29th 4pm-6pm*
- *Fruita Monument High School Library on November 18th 4pm-6pm*
- *Shelley Elementary Gym on December 2nd 4pm-6pm*

Food & Drink will be provided while you engage in feedback regarding Fruita’s future!


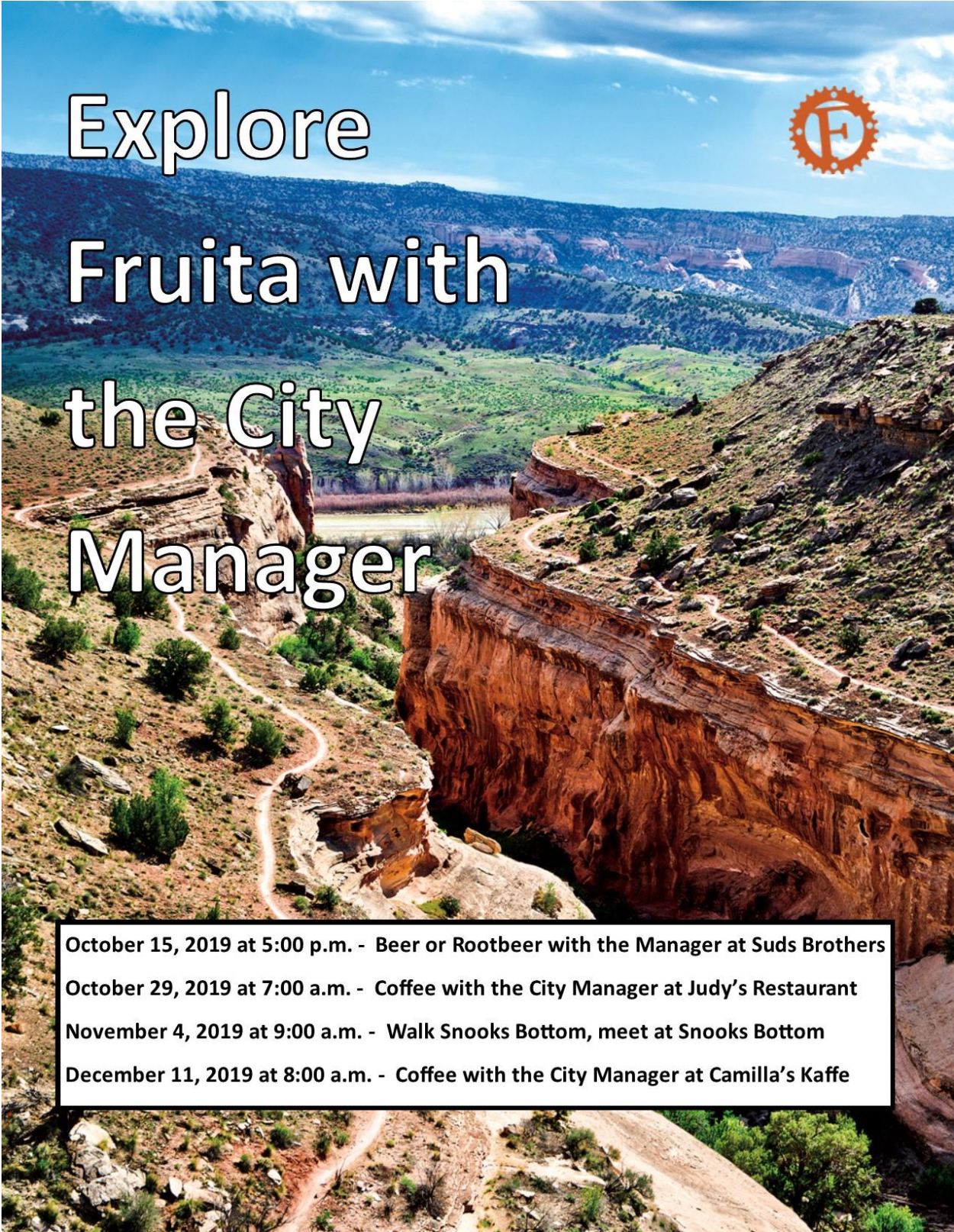


What is a Comprehensive Plan?

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 open house and this planning process, visit:

www.fruitainmotion.org



Explore Fruita with the City Manager

October 15, 2019 at 5:00 p.m. - Beer or Rootbeer with the Manager at Suds Brothers

October 29, 2019 at 7:00 a.m. - Coffee with the City Manager at Judy's Restaurant

November 4, 2019 at 9:00 a.m. - Walk Snooks Bottom, meet at Snooks Bottom

December 11, 2019 at 8:00 a.m. - Coffee with the City Manager at Camilla's Kaffe



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.