



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 13, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting on December 17, 2019 at 7:00 p.m.

This Tuesday will be our last City Council meeting of year, and it is going to be busy. We will begin by considering three items on the consent agenda. There are two legislative hearings, the first considering changes to Transportation Impact Fees, and the second on dissolving the 5-2-1 Drainage Authority. We will conclude with discussing a possible ballot language for an increase to the Lodging Tax.

Fruita Holiday Arts & Crafts Fair and Parade of Lights

The Arts & Crafts Fair is this Saturday at the Community Center from 10 am – 3pm. The parade is slated to start at 5:30 pm and will end with the tree lighting in Circle Park. City staff have created a creative City float and you and your families are invited to walk along with the float. If interested, please meet us at 5:15pm in front of the Chamber of Commerce. BTW, there are 104,500 LED lights, 36 flood lights and 7 laser lights on the float – it is the Parade OF Lights, not the Parade with Lights 😊

#GOFRUITA!!!! Vote for Fruita Businesses in the Elevation Outdoors 2020 Best of the Rockies!

The nominations are in, and you can now vote for Fruita and many businesses/events for the Elevation Outdoors Best of the Rockies! Here is a list of all of the nominations, and you can vote at this [link!](#)

- Horsethief Bench – Best Mountain Bike Ride
- Fruita, Colorado – Best Kid-friendly Outdoor Destination
- Imondi Wake Zone – Best Adventure Park
- Rim Rock Marathon – Best Running Race
- Over the Edge Fruita – Best Bike Shop
- Colorado Back Country Biker – Best Bike Guide company
- Rim Rock Adventures – Best Whitewater Guide Company
- Thrive Fruita Yoga – Best Yoga Studio
- Copper Club Brewing Company – Best Brewery
- Hot Tomato – Best Restaurant
- Best Slope Coffee – Best Coffee Shop
- Big Mikes Pork N Wings – Best Food Truck

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

General Updates

- In October, City sales taxes were up .53% over Oct. 2018 and are up 12.72% for the year overall.
- In addition to the sales taxes, lodging taxes were up 72.47% in October, and County sales tax were up 5.66%.
- Last month, Fruita residents recycled 44 tons of cans, bottles, paper, and cardboard. The full report can be found below.
- The Fruita Chamber of Commerce is hiring for an Executive Director to manage the Chamber and the special events that the Chamber puts on. It has been great working with Jennifer, and we wish her the best of luck! For information on the position, you can visit the Chamber's website [here](#).
- Thursday night was a productive final Fruita in Motion Steering Committee with Planning Commissioners and City Council in attendance as well. The plan moving forward is to take the draft plan to Planning Commission January 14, hold a joint Planning Commission-City Council workshop on Jan. 28 and final adoption with City Council in February.
- Feel free to drop by the Civic Center Thursday, Dec. 19 to see us decked out in our ugly Christmas sweaters and enjoy some soup or chili.
- I met with Chief Cavaliere this week to coordinate efforts. They have updated their logo to once again include the dinosaur and it looks great. We also discussed that we are on the same page moving forward with the current updates to the Mesa County EMS Resolution.
- We had a great group of residents join us for the Coffee with the Manager at Camilla's this week to answer questions and give overviews of current discussions on transportation impact fees, Fruita in Motion and subsequent master plan updates, lodging tax, etc.
- I attended the Grand Valley Regional Transit Commission board meeting Monday. Ridership was up in October and November but down 5% for the year. The free bus rides for Veterans in November resulted in 2,480 free trips. Final applications are due Dec. 20 for the grant process we have two requests in for design of Fremont South and an all transportation circulation plan.
- GVT is also providing free Saturday rides and the remaining Saturdays include Dec 14 and 21.
- Our Recreations staff have partnered with GVT to be at the Arts and Crafts Fair in front of the Community Center from 11am – 1pm this Saturday to educate the public on their service, including using <http://www.gvteta.com/> to plan their trip and determine which routes to take and what times the last bus will get them back to where they need to go. Free cookies to the first visitors.
- GVT drivers will get festive with ugly sweaters Dec. 9-14 with voting by the public through Mobile Mesa County Facebook and Instagram.
- Colorado Mesa University has released the Mesa County Economic Update for the fourth quarter of this year. View it [here](#).

Engineering

- Staff will be meeting with the HOA Board of Village at Country Creek on January 13th at their scheduled board meeting to discuss a speed reduction request.
- The bore under Grand Valley Independent Ranchman's Canal has been completed for the Highway 6 Sewer Interceptor Extension Project. Work is being performed to prepare the bore pit for the bore under Highway 6 and the Union Pacific Railroad tracks.
- Work has started on the Kokopelli Trail 16 Road Connection Project.

Human Resources

- The City of Fruita is currently seeking a full time Accounting Technician to perform all Payroll and Accounts Payable functions for the City. The deadline to apply for this position is 5:00 p.m. on Friday, December 27, 2019. For more information on the job including the entire posting, you can visit this link [here](#).

Parks and Recreation

- Interviews to select a consulting firm to help the City create the Parks, Health, Recreation, Open Space and Trails Master Plan are set for Monday evening. An interview panel of City Councilors, Parks and Recreation Advisory Board members and other interested participants has been set. We are all looking forward to getting the PHROST Master Plan going in 2020.
- Vetting for a Landscape Architect and interviews of three local artists were conducted this week. In early January, staff is planning to discuss with City Council the upcoming process of designing the roundabouts.
- Staff have been meeting with the new principle at Monument Ridge Elementary to prepare a GOCO grant application for playground equipment. At the January 7th meeting, a resolution and Intergovernmental Agreement will be presented to City Council to support this grant application.
- Recreation staff interviewed three candidates for the Athletics Coordinator position this past week. A decision will hopefully be made early next week as to who the next Coordinator will be.

Planning & Development

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

Major/ Minor Subdivisions:

- Village at County Creek North

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:

- Transportation Impact Fee Land Use Code Amendment

Police Department

- Chief Krouse was the keynote speaker at the graduation ceremony for the Colorado Law Enforcement Training Academy at Colorado Mountain College – Spring Valley Campus.
- Investigation continues into the shooting that occurred last week.

Public Works

- Facility staff painted the Rotary Room in the Civic Center this week and will be prepping for carpet replacement on the second floor in the first quarter of 2020.
- The wastewater shutdown on Wednesday morning (2:00 – 3:00 a.m.) went well. M.A. Concrete assisted in entering the confined space at the plant, identifying the cause of the non-operational valve, and manually closing the valve. This will allow staff to isolate the areas needed for permanent repairs and planned concrete rehabilitation.

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

- [Colorado National Monument raising its entry fee to \\$25.](#)
- [Report: Mesa County poised for growth in 2020.](#)
- [Local Fruita film student directs unsolved murder movie.](#)
- [Signatures submitted to put wolves on November ballot.](#)
- [Nonprofits brings in \\$39.6 million for Colorado Gives Day.](#)
- [Library to discontinue overdue fines Jan. 1.](#)

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.):*

- **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.
- **December 18, 2019** – Start the Conversation on the topic of Marijuana, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **January 7, 2020** – Coffee with the City Manager at Einstein’s Bagels at 9:00 a.m.
- **January 15, 2020** – Start the Conversation on Resilience and Happiness, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **February 4, 2020** – Beer or Rootbeer with the City Manager at Hot Tomato, 5:00 p.m.
- **February 8, 2020** – Fruita Chamber of Commerce Annual Banquet at the Fruita Community Center, 5:30 p.m. to 10:30 p.m. If interested, RSVP [here](#).
- **February 15, 2020** – Sweetheart 5K/10K Run at 9:00 a.m., Fruita Community Center.
- **February 18, 2020** – Start the Conversation on the topic of Stress Management, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **March 5, 2020** – Bike with the City Manager at 4:30 p.m., meet at Fruita Community Center.
- **March 7, 2020** – An Evening of Art in Fruita, 6:30 p.m. to 9:30 p.m., Fruita Community Center.
- **March 11, 2020** – Start the Conversation on the topic of Suicide Prevention, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **April 4, 2020** – 9 Health Fair at the Fruita Community Center, 7:00 a.m. to 11:00 a.m.
- **April 8, 2020** – Easter Egg Scramble at 4:00 p.m., Fruita Community Center.
- **April 15, 2020** – Fruita Back to Summer Fair, Fruita Community Center Meeting from 5:30 p.m. to 7:00 p.m.
- **April 22, 2020** – Start the Conversation on the topic of Social Media Use, Fruita Community Center from 6:00 p.m. to 6:30 p.m.

- **April 18, 2020** – Youth Scholarship Golf Tournament at 9:00 a.m., Adobe Creek Golf Course.
- 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.



November 2019 Recycling Benefits for the City of Fruita

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

Recycling these materials will save the following resources:

489 Mature Trees

Represents enough saved timber resources to produce 6,054,300 sheets of printing and copy paper!

163 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 209 people!

84,584 kWh of Electricity

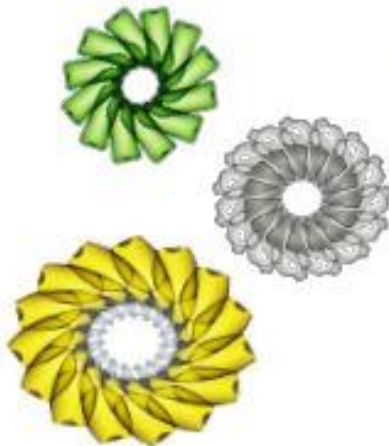
Enough power to fulfill the annual electricity needs of 8 homes!

Avoided 124 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

242,544 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,233 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



Avoid the mess of parking this Holiday Season,
Take GVT for all your Holiday Shopping



Ride FREE Saturdays

Nov 30, Dec 7, Dec 14, & Dec 21

- November 30 . Small Business Saturday (Palisade, Grand Junction, & Fruita)
 - . Blue Pig Art and Chocolate Walk (Palisade)
 - . Two Rivers Craft Fair (Grand Junction)
- December 7 . Palisade Olde Fashioned Christmas
 - . Grand Junction Parade of Lights
- December 14 . Fruita Holiday Arts & Crafts Fair and Parade of Lights
- December 21 . Hurry and finish your holiday shopping



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.