



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 24, 2020  
Re: WEEKLY INFORMATION UPDATE

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### Tuesday's City Council Workshop

This workshop is dedicated for discussing the final draft of the Fruita in Motion comprehensive plan scheduled for consideration of City Council to adopt Feb. 4, 2020. The workshop is a joint workshop with Planning Commission.

### City of Fruita awarded Arrowhead Award from Colorado National Monument

On Tuesday night, the City of Fruita was presented with the prestigious Arrowhead Award from the Colorado National Monument for the City's long and close partnership with the Monument. We appreciate this recognition! We are thankful to have such an incredible backyard to our community and are grateful for our continued partnerships with the Colorado National Monument and Colorado National Monument Association. This beautiful plaque will be on display at the Fruita Civic Center.



### Boards and Commissions Vacancies (continued)

We are currently advertising to fill vacancies on several City of Fruita Boards and Commissions. There is one vacancy for the Boards of Adjustments, two open vacancies on the Historic Preservation Board, one vacancy on the Fruita Tourism Advisory Council, and two vacancies on the Livability Commission. To find out more about each Board or Commission, click the links above. To apply for one of these vacancies, an application can be found [here](#).

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

## General Updates

- In preparation for the upcoming municipal election, the City Council Handbook has been updated and will soon be added to the City Council page on our website, which can be found at this [link](#).
- The subcommittee of the Parks and Recreation Advisory Board and staff had a productive meeting with representatives of Western Colorado Community Foundation to learn about options for community foundations for specific causes residents would like to donate to.
- Congrats to FMHS on the open house this week and new addition!
- This month's GoFruita newsletter is now available! View it here: [Your Fruita 2020 Bucket List](#).
- Have an awesome weekend!

## Engineering

- The Highway 6 Interceptor Sewer project has established the grade for the carrier pipes for the 2 bore locations. The contractor is working on installing the carrier pipe now. MA Concrete construction will begin the open cut portion of the sewer next week.
- Staff met with the RTPD and other local agencies to make recommendations for funding of the Multi-modal Options Funds. A follow-up meeting is scheduled for February 3, 2020 to finalize the recommended projects for the funding. Formal board action is anticipated at the February 24, 2020 board meeting.

## Human Resources/Tourism

- The Fruita Tourism Advisory Council met this week and received a review of 2019 from Slate Communications and planned for 2020. There is one vacancy on the board, and we will be accepting applications for the next 3 weeks.

## Parks and Recreation

- Staff participated in a conference call with the consultants for the Parks, Health, Recreation, Open Space and Trails (PHROST) master plan update to kick off the process.
- We had a great turnout for Night at the FCC last Friday! 330 5<sup>th</sup>-7<sup>th</sup> graders attended and enjoyed live music, games, swimming, and pizza. The next Night at the FCC is scheduled for March 27, 2020.
- We also had a great turnout for the Denver Nuggets Skills challenge last Saturday, 40 kids participated in the event and showed off their basketball skills.
- If you have been to the Rec Center lately, you may have noticed that we are experiencing some technical difficulties with the four TVs in the cardio area upstairs. Staff is working with Charter to resolve the issue, and we hope that the TVs will be fixed soon. Good news though, the TVs on the treadmills are still working and have cable access.
- Four Beavers have been trapped and removed from Snooks Bottom Open Space. Traps are still in place in case there are more members of the beaver family still homesteading at Snooks.
- Fruita Community Center will be gathering this Sunday evening for their annual All-Staff Meeting. It's a great time to review accomplishments in the prior year, share what is planned for the coming year, review any policies and procedures and finally recognize staff for years of services and individual accomplishments.

## **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)

## **Police Department**

- One of the suspects in the 2018 Family Dollar robbery was convicted of 13 felony and 5 misdemeanor counts. Sentencing is pending.

## **Public Works**

- Xcel Energy is scheduled to do some electrical upgrades along Highway 340 starting next week to extend 3-phase power to the City's lift station near Redcliffs subdivision. This was part of the 2019 capital budget that included upgrading the controls for the lift station and carried over into the 2020 calendar year.
- Public Works continues to build upon the work order system implemented last year with 537 work orders completed in 2019 and 45 already completed in January of 2020. In looking back, it is interesting to see that less than 30% of the work orders were for preventative maintenance measures. This is something that we will continue to track in an effort to reduce corrective (more expensive) repairs where possible.

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

- [Celebrating the life of Martin Luther King Jr.](#)
- [Citizens gather to honor Martin Luther King Jr.](#)
- [Biz Buzz: Quench Fruita now open.](#)
- [Residential real estate prices continue to climb.](#)
- [Mesa County Commissioners ponder 2020 issues.](#)
- [4th annual Western Colorado Women's March.](#)
- [Travel Bloggers: 6 Reasons to Visit Small Towns.](#)
- [Fruita church fire on frontage road.](#)
- [Colorado State Patrol investigating late night crash in Fruita.](#)
- [Mesa County's population on the rise, brings wave of franchise businesses.](#)
- [Four-year old Fruita boy needs heart transplant.](#)
- [Entertainment briefs: Jan. 24-30.](#)
- [Full-Day Kindergarten Takes Off in Colorado.](#)

**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.):*

- **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 12, 2020** – CMU Economic Forecast Forum at 7:30 am – 9:00 am in the CMU University Center, Meyer Ballroom. Save your seat [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 27, 2020** – Night at the FCC, 7:00 p.m. to 10:00 p.m. at the 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.
- **May 1, 2020 – May 3, 2020** – Fruita Fat Tire Festival, 18 Road Trailhead and Downtown Fruita.
- **May 29, 2020 – May 30, 2020** – Mike the Headless Chicken Festival, Downtown Fruita.
- 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).



## EXPLORE FRUITA WITH THE CITY MANAGER

These events are an opportunity for residents to have an open conversation with the City Manager and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

January 7, 2020 at  
9:00 a.m. -- Coffee at  
Einstein Brothers  
Bagels at 9:00 p.m.

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February 4, 2020 at  
5:00 p.m. -- Beer or  
Root Beer at the Hot  
Tomato

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March 5, 2020 at  
4:30 p.m. -- Bike the  
Riverfront Trail, meet  
at the Fruita  
Community Center

For more  
information, visit  
[fruita.org](http://fruita.org).



**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.