



FRUITA COLORADO

Weekly Info Update



325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 3, 2020
Re: WEEKLY INFORMATION UPDATE

Tuesday's City Council Meeting

The meeting on Tuesday will begin with two proclamations, the first declaring January as Crime Stoppers Month in the City of Fruita, and the second proclaiming January 20, 2020 as Martin Luther King Jr. Day in Fruita. There are a number of items on the consent agenda, and one public hearing continuing the discussion on a potential ballot issue on the lodging tax. The meeting will conclude with an update on Roundabouts projects, and an executive session.

2020 Municipal Election

Every other year on even years we have a municipal election in April. Information on this election may be found on the City's website under City Council, In the Spotlight or City Clerk pages. This [link](#) provides general information and a link to the specific information for those interested in running for City Council or Mayor.

Boards and Commissions Vacancies

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 [Arts and Culture Board](#), 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](#).

#GOFRUITA!!!! Keep Voting 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

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

- 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

General Updates

- Happy New Year!
- One last reminder, the City of Fruita and FWorks are hosting the Chamber of Commerce's Business After Hours on Thursday, January 9th, 2020, from 5:30 p.m. to 7:00 p.m. If you are interested in attending, please let me know or RSVP at the Chamber's [website](#).
- Also, next week, I will be hosting a Coffee with the City Manager at Einstein's Bagels in Fruita on Tuesday (January 7th) at 9:00 a.m. These events are an opportunity for residents to share what is on their mind while enjoying a local business. We had a great turnout at the last event and look forward to hearing from more. If you can't make, you can view the full flyer below for future dates.
- Waste Management is sending out a mailer to all residents with information on trash and recycling services for next year as well as new programs that are available. To view the mailer, please find it below.
- I was able to meet with all the grand valley jurisdiction managers this week to catch up and coordinate efforts.

Engineering

- Boring (*the verb not the adjective* 😊) operations continue on the Highway 6 Sewer Interceptor project. The contractor has bored under Grand Valley Irrigation Company's Independent Ranchman's Canal and is now heading south under Highway 6 and the Union Pacific Railroad.

Parks and Recreation

- 2019 was a pretty busy year at the Fruita Community Center. We had 184,914 overall visits which is 904 visits above our busiest year ever in 2017. We are still evaluating where those additional visits came from (we are guessing from Silver Sneaker and Silver-n-Fit passes) and the financial impacts this has had to our revenues.
- Christmas lights were turned off on January 1st and the process of taking the lights down will start next week. It's a New Year!

Planning & Development

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

Major/ Minor Subdivisions:

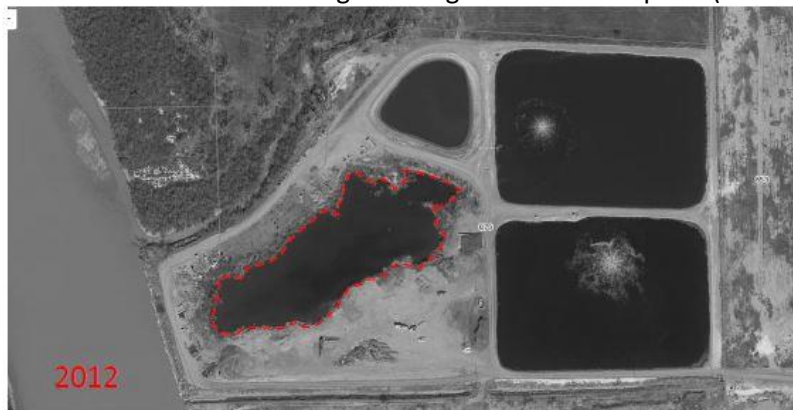
- Village at County Creek North

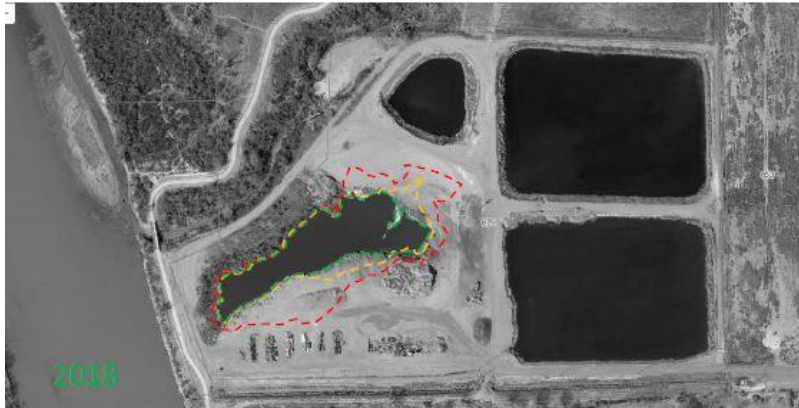
Site Design Review:

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

Public Works

- Road crews worked on snow removal and anti-icing applications three days this week. Crews are continuing to focus on removing snow from downtown and addressing icy intersections/parking lots.
- Attached below are a few aerial photos showing how the lagoons have changed over time, and the progress our crews have been making on filling the southwest pond (2012 to 2019).





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

- [New money, projects on the horizon for Mesa County municipalities in 2020.](#)
- [A look ahead to 2020: New legislation, new hospital leadership.](#)
- [State minimum wage to increase.](#)
- [New schools, comprehensive plan up for District 51 in 2020.](#)
- [Local Nonprofit Helps Grand Valley Residents Get Health Insurance.](#)
- [Routt County, 4 others in Northwest Colorado now part of economic development district.](#)
- [Flu season starts with holiday spike in hospitalizations.](#)
- [Fruita Community Center: Creating new friendships and saving lives.](#)
- [CU Report: Optimism uptick for state economy.](#)

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.):*

- **January 7, 2020** – Coffee with the City Manager at Einstein’s Bagels at 9:00 a.m.
- **January 9, 2020** – Business After Hours hosted by the City of Fruita and FWorks, 5:30 p.m. to 7:00 p.m. at FWorks.
- **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.



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.

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

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

For more
information, visit
fruita.org.



BUSINESS AFTER HOURS

Join the Fruita Area Chamber of Commerce for Business After Hours hosted by The City of Fruita and FWorks.

FWorks is a program of the Business Incubator Center. Visit the FWorks and learn about co-working the Fruita way while connecting and networking. Refreshments and appetizers provided! \$5 for members ; \$10 for non-members.

January 9, 2020
5:30-7:00 PM

FWORKS
325 E ASPEN AVE, FRUITA, CO



FRUITA
COLORADO



RSVP ONLINE AT [EVENTS.FRUITACHAMBER.ORG](https://events.fruitachamber.org)

Dear Fruita Resident:

The City of Fruita and Waste Management of Colorado (WM) entered into a new five-year contract for waste collection and voluntary recycling services for residents effective Jan. 1, 2020.

WM is proud to continue collection services – weekly for trash and every-other-week for recycling – and looks forward to helping to create a clean and green community for 2020 and beyond.

Unlimited Trash Collection Service*

Residents must provide trash carts with this unlimited trash collection service. Please bag trash. Trash must be contained in cart and cannot exceed 32 gallons and 50 pounds per bag/cart. The cost for this service is \$14.15 per month; \$12.20 per month for seniors (age and income eligibility requirements apply).

* Unlimited waste collection excludes tires, paint and hazardous materials, such as chemicals, automotive fluids and batteries.

Limited 96-Gallon Cart Collection Services Option

Residents may opt to use a 96-gallon cart provided by WM. This is an optional alternative to the unlimited waste services noted above. Effective January 1, 2020, the cost for this service is \$15.40 per month, and the senior rate (age and income eligibility requirements apply) is \$13.25. Please contact the City of Fruita to arrange for this service at (970) 858-3663.

Voluntary Curb-side Recycling

Residents may opt to participate in every-other-week recycling. WM will provide up to two, 18-gallon bins for residents wishing to participate in recycling. There is no additional charge for this service. Please see recycling guidelines on the 2020 Recycling Calendar.

Winter Weather/Service Delay Notices

Safety is WM's number one priority. WM does its best to service you in a timely fashion, but, in case of dangerous conditions or severe winter weather, you will find service delay notices at www.wm.com/weather-alert/index.jsp.

If you have any questions, need service information, or would like to sign up for recycling or the 96-gallon service, please contact the City of Fruita at (970) 858-3663 during regular business hours, 8 a.m. to 5 p.m. Monday through Friday.

Additional information is available at www.fruita.org/administration/page/utility-billing-information.



Waste Management
1227 Winters Ave
Grand Junction, CO 81501



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.