



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 13, 2020
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have a bit of a light meeting scheduled for Tuesday night. There are no proclamations or presentations, and eight items on the consent agenda. There are also no public hearings currently scheduled, and the meeting will conclude with two administrative presentations, the first on an amendment to the Fruita Municipal Code and the second on the progress Land Use Code Update.

Coronavirus Update

The health and safety of the public and our employees is a top priority for the City of Fruita. Our staff has been monitoring the Coronavirus Disease (COVID-19) and are preparing an Emergency Operations plan in the event that this or any disease ever becomes widespread. We continue to work closely with the Mesa County Public Health to respond to the situation. As of the afternoon of March 13, 2020, the Colorado Department of Public Health and Environment has announced that there are 72 presumptive positive cases of Coronavirus in Colorado. None have been reported in Mesa County. With all of this, it has been recommended that the public limit non-essential visits to City facilities. Please still feel free to call us (970-858-3663) with any questions or visit our website to obtain additional information. We can also be contacted on Facebook for any questions.

To limit the spread of diseases, the Center for Disease Control recommends the following:

- Avoid close contact with people who are sick
- Avoid touching your eyes, nose, and mouth
- Stay home when you are sick
- Cover your cough or sneeze with a tissue
- Clean and disinfect frequently touched objects and surfaces using a regular household cleaning spray or wipe
- Wash your hands with soap and water for at least 20 seconds.

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

More recommendations from Mesa County Public Health can be found below.

2020 Census Now Available

The 2020 Census is now available to be taken online and over the phone! To take the Census, you will need your 12-digit Census ID (should arrive by mail) and go to my2020census.gov or call 1.844.330.2020 for English and 1.844.468.2020 for Spanish. There are additional languages that can be found [here](#). Census information is used for a variety of reasons. It's important, it's easy, and it is safe.



Fruita—Best Kid-Friendly Outdoor Destination: Elevation Outdoors Best of the Rockies (cont'd)

The 2020 Elevation Outdoors Best of the Rockies Magazine is now out, and it is true, Fruita came up big! Fruita was voted the **Best Kid Friendly Outdoor Destination**, and is home to the **best mountain bike ride, Horsethief Bench**. Our local businesses also won many categories! Here is a full list of winners and runners up, and you can view the full issue [here](#).

- Copper Club** - Best Brewery
- Hot Tomato** – Best Restaurant
- Bestslope Coffee** - Best Coffee Shop
- Over the Edge, Fruita** – Best Bike Shop
- Big Mikes Pork N Wings** – Best Food Truck
- Thrive Yoga** – Best Yoga Studio
- Colorado National Monument** – Runner up for Best Road Ride
- Rim Rock Marathon** – Runner up for Best Running Race
- Rimrock Adventures** – Runner up for Best Whitewater Guide Company
- Colorado Backcountry Biker** – Nominated for Best Bike Guide Company
- Imondi Wake Zone** – Nominated for Best Adventure Park

General Updates

- In January this year, city sales tax revenues were up 52.35% from the previous year.
- City lodging tax is also up in 36.84% over 2019 revenues in January. County sales tax revenues are up 5.64%.
- The City Link should have arrived at homes and business in Fruita in this week. If you haven't received it, you can view it here: [Spring 2020 City Link](#).
- Much staff time was spent working on the Emergency Operations Plan this week. We will continue to keep you updated as more information becomes available.

Administration/City Clerk

- TABOR notices on the upcoming election were mailed out on Monday and residents should be receiving them soon.
- Ballots for the upcoming election will be mailed out on this upcoming Monday.

Engineering

- On the Highway 6 Sewer Extension project, the grouting of the casing pipe was successful. Only a couple concrete collars on manholes remain to be installed, and work continues on moving excess soil.
- For the 16 Road Trail Extension, prep work (subgrade and roadbase) is complete for the lake section and on up to Cipolla Road. Adrock concrete will be moving in soon to start the concrete.
- Staff presented the 16 Road Rail Crossing Improvements grant application to the Mesa County Federal Mineral Lease District on Wednesday.
- For the K.4/Fremont St. Project, advertisement will begin this Sunday for bids (Ad dates March 15, 22, and 29).

Human Resources

- The City is accepting applications for an Administrative Specialist for Parks and Recreation. Full job description and information can be found [here](#).

Parks and Recreation

- Staff attended a statewide conference call with the Colorado Parks and Recreation Association to hear what other communities are doing with the potential spread of the coronavirus. As of right now, there are no changes to the operations of the Fruita Community Center or Recreation Programming. We will keep you updated if there any changes.
- Also, due to Coronavirus, the 9News Health Fair that was originally scheduled for April 4th, 2020 has been postponed indefinitely.

Planning & Development

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

Major/ Minor Subdivisions:

- Dwell PUD Concept Plan
- Bradyville Minor Subdivision

Site Design Review:

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

Public Works

- Crews finished the bank stabilization work on Big Salt Wash this week and are making plans to replace the damaged areas of trail.
- Received reports this week that vehicles are unable to make it past the Mud Springs campground due to snow on Pinon Mesa, which is a good sign for this time of year for water storage this summer.
- Crews are scheduled to clean and burn ditches along Highway 6 next week in advance of irrigation season.

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

- [Two organizations are helping teens get to and from a local job fair.](#)
- [Fruita council candidates take questions.](#)
- [Company Profile – Canfield Bikes.](#)
- [Boat ramp project starts this week.](#)
- [Brush Fire Burns 11 Acres in Fruita.](#)
- [Small plane crashes in Colorado River near Utah state line.](#)
- [14 Best Things to Do in Fruita Colorado.](#)
- [Mesa County closes out 2019 in strong fashion.](#)
- [Want to know what's going on in the Colorado Legislature? We have it covered.](#)
- [Job losses underscore need for incentives.](#)
- [Earth Science Lecture Series – Paleontology of Bear Ears.](#)
- [Colorado Mesa University to opt for online coursework after Spring Break due to virus concerns.](#)
- [CHSAA decides to suspend spring sports, activities.](#)
- [Difference between Coronavirus symptoms and cold, flu and allergies.](#)

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.):*

- **March 25, 2020** – Mike's Battle of the Bands at the Cavalcade Fruita, 6:30 p.m. to 11:30 p.m. More info can be found [here](#).
- **March 27, 2020** – Night at the FCC: 5th-7th Grade, Fruita Community Center, 7:00 to 10:00 p.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 18, 2020** – Youth Scholarship Golf Tournament, Adobe Creek Golf Course at 9:00 a.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.
- **May 1, 2020 – May 3, 2020** – Fruita Fat Tire Festival, 18 Road Trailhead and Downtown Fruita.
- **May 2, 2020** – Girls on the Run 5K at 9:00 a.m. at the Fruita Community Center
- **May 6, 2020** - Bike to Work Day, 7:00 a.m. to 9:00 a.m., at Civic Center or Heritage Park.
- **May 6 – 8, 2020** – T.H.E. Trails Summit at the Fruita Community Center. View more [here](#).
- **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](#).

CC. Department Directors

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

WE KNOW YOU ARE WORRIED

Mesa County Public Health is working to keep our community informed.



Aim your camera
at this code



Get the latest information about COVID-19 at
health.mesacounty.us/COVID19

For general questions about COVID-19 call **1-877-462-2991**.

Public Health Recommendations (As of 3/9/20)

- If you are experiencing symptoms like a cough, fever, or respiratory problems, call your health care provider **FIRST. Do not go to the emergency room.** Emergency rooms need to be able to serve those people with the most critical needs. If you are having a medical emergency, call 9-1-1.
- Do not go to a health care facility in person unless directed by phone or if it's a medical emergency. If you are in Mesa County and believe you were exposed to a confirmed case of COVID-19 or if you are a health care provider with questions, call 970-254-4120.
- Stay home when sick.
- Practice excellent personal hygiene habits, including hand washing, covering coughs and sneezes, and avoiding touching your face.
- Stay away from people that are ill, especially if you are 60 and older, or have underlying medical conditions, or if you are pregnant.
- Avoid non-essential travel to impacted areas. Stay up-to-date on travel advisories.



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.