



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 6, 2020
Re: WEEKLY INFORMATION UPDATE

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Fruita—Best Kid-Friendly Outdoor Destination: Elevation Outdoors Best of the Rockies

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 Bike



Red Cliffs Clean Up Project

This past weekend, hundreds of members from the Victory Life Church and City staff participated in a neighborhood clean-up project at Red Cliffs Mobile Home Park. Code Compliance Officer David Oliver and Building Maintenance Supervisor Todd Patton, arranged for several dumpsters to be used for trash disposal, and provided a dump-truck for hazardous waste and television disposal. There was a massive

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

turnout by Victory Life Church Volunteers, and they cleaned up yards, trimmed trees, raked leaves, and generally helped residents clean up properties. Contractors from the church also provided 8 other dumpsters, front-end loaders, bobcats, forklifts, new swamp cooler covers, carpet steam cleaner services, and even built fences and decks for residents. Staff estimates that were at least 250 volunteers at Red Cliff, and over 700 doing projects throughout the valley. Great job Victory Life Church! The news story can be found at this [link](#).



Art Stroll – An Evening of Art in Fruita is this Saturday

Tomorrow night, Saturday March 7th, 2020 from 6:30 to 9:30 p.m., is hosting The Art Stroll at the Fruita Community Center. The Art Stroll is an Evening of Art: the art of music, the art of taste, and the art of creativity. Participants will be sample local wine and craft beer, light appetizers, sweets, entertainment, local artists, and bid on silent auction items. We will also be presenting the proposed plan for the roundabout projects to get feedback from the public. Tickets can be purchased at 970tix.com or at the door. The full flyer is provided below.

School District #51 Votes on Boundaries for Fruita Elementary Schools

On Tuesday, the School District #51 Board voted in favor of scenario two for the Fruita elementary school boundaries. Scenario two is: Placing a boundary along Ottley Avenue/K Road and having students who live east of the Shelledy Elementary boundary and north of Ottley attend Monument Ridge and having students who live east of the Shelledy boundary and south of Ottley attend Rim Rock Elementary, plus 60 children who live south of I-70 in Fruita would go to Shelledy Elementary instead of Loma Elementary. Under this scenario, projected 2020-21 enrollment would be 476 for Appleton, 260 for Loma, 345 for Monument Ridge, 345 for Rim Rock, and 475 for Shelledy. Full news story and map can be found [here](#).

General Updates

- Following City Council approval Tuesday night, today we have submitted the Mesa County Federal Mineral Lease District grant to improve the Railroad crossing at 16 Rd. Presentation to the board will be next week.

- We are monitoring and preparing for possible levels of responses to the COVID-19 virus for City operations and will stay connected with weekly updates with the Mesa County Health Department.
- The Spring 2020 City Link is complete and should be arriving at homes and businesses early next week. We will also be posting it online and sending out the link then as well.
- In February, Fruita residents recycled 46 tons of cans, bottles, paper, and cardboard. The full report can be found below. Great job, Fruita!
- The Grand Junction Economic Partnership has announced that the 2020 Western Colorado Economic Summit will take place on Friday, April 24, 2020 at Colorado Mesa University (CMU). For more information, you can visit GJEP's website [here](#). If you're interested in attending, please let Deb know.
- The Mesa County Economic Update from CMU for the first quarter of this year is now available and can be found [here](#). A few highlights from the report, Mesa County GDP continues to grow at a strong rate (4.7%), and Dr. Nathan Perry is forecasting that the economic growth will continue but at a slower rate for this year.
- Also, this weekend, the Fruita Historic Preservation Board, along with several other organizations, is sponsoring the "Celebrating 127 Years of Women's Right to Vote in Colorado" program at the Lithic Bookstore downtown. That flyer also be found below.
- We appreciate the Chamber and candidates for Mayor and City Council hosting and participating in the Candidate Forum last night.
- Just prior to the forum, we had a good turnout for our Bike with the City Manager on Thursday afternoon. The group discussed our partnerships, current planning efforts, and economic development. It was a great discussion, and also, spring-like weather conditions! Thank you to all that came and rode with us.



Administration/Finance

- Preparation for the municipal election is underway. We will be assisting Palisade and sharing costs of the election equipment. Equipment is delivered and prepped. Required TABOR statements are being mailed today. Ballots will be mailed between March 16-23.

Engineering

- The 16 Road Trail connection project is progressing with utility construction complete and subgrade prep for the trail.
- Staff submitted a grant application to Mesa County Federal Mineral Lease District for improvements to the 16 Road rail crossing of the Union Pacific Railroad. This is the entrance to the industrial park and these improvements will greatly improve the safety of the crossing with these widening improvements.

Human Resources/Tourism

- The City of Fruita is currently hiring for three positions – A Maintenance Custodian (Part Time), 3 Seasonal Public Works Maintenance Workers, and an Administrative Specialist for Parks and Recreation. To find out more about each position, you can find the job postings [here](#).
- We will also be hosting the St. Mary's Bloodmobile at the Civic Center on Tuesday, March 24, 2020 from 1:30 p.m. to 3:30 p.m. accepting blood donations.

Parks and Recreation

- Roxie McConnell will be retiring from the City of Fruita on March 30th. Roxie has been with the City of Fruita for many years, starting off in Administration and most recently with Parks and Recreation (for over 15 years in Parks and Rec). She has served our community with poise and dedication and has been a consistent and positive force for Parks and Recreation and the City in these many years. In many ways, she is the glue that has kept Parks and Recreation running. We will be hosting a farewell lunch for her on Monday, March 30th at Noon at the Fruita Community Center. Anyone is welcome to come by and share your appreciation for her service to the Fruita community
- Parks has hired 2 seasonal and 1 variable hour employees as we prepare for the upcoming spring and summer seasons.
- Parks staff has also expanded that area and frequency of where we contract out weed control services. We have included Snooks Bottom Open Space and the Riverfront Park areas as well as the Lower Little Salt Wash and Kokopelli Trail sections. We hope this will improve our control of weeds in 2020.
- The Fruita Youth Initiative is accepting applications for the 2020/21 Fruita Youth Action Council. Youth must be in 6th - 12th grade during the next academic year. See the attached flyer and fact sheet below. The link to apply for the FYAC can be found [here](#).
- The Fruita Youth Initiative has teamed up with Family Health West to provide free transportation for you youth to attend a Job Fair at the Workforce Center on March 12. Youth are encouraged to sign up at as space is limited. You can visit the Fruita Youth Initiative Facebook page for more information and a link to the registration form.

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)

Police Department

- The Police Department enjoyed visiting the Redcliffs neighborhood during Victory Life Church's cleanup and block party event over the weekend. There was an amazing amount of work and good will taking place!
- Chief Krouse attended an area Emergency Operations Group meeting regarding COVID-19 information and preparation discussions for first responders.

Public Works

- We were excited to have Armando Romero join our facility maintenance team this week.
- Carpet installers have been scheduled to replace the carpet on the second floor of the Civic Center for March 16, 17, 23, & 24 to minimize disruptions for building users and public meetings as much as practical. City staff will be moving furniture before and after these dates in coordination with the carpet replacement plan.
- 6 employees attended a 2-day Air Monitor training this week hosted by the City of Grand Junction to ensure staff recognize, and can work safely, when hazards are present (e.g. gases in sewer system, etc.).

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

- [700 volunteers from Victory Life Church serve around town \(Redcliffs Subdivision in connection with Code Compliance of City of Fruita\).](#)
- [Public Hears from Fruita city candidates.](#)
- [Video: Dust and Snow on Classic Colorado Trails – Horsethief Bench.](#)
- [School board votes for scenario two for Fruita elementary boundaries.](#)
- [Local Hospitals Prepare for Coronavirus After CDC Warnings.](#)
- [More people leave Clerk's office in wake of discovered ballots.](#)
- [CPW increases daily vehicle parking pass rate by \\$1.](#)
- [Ellen Roberts: Fruita farm girl to show girl!](#)
- [D51 monitoring Covid-19, flu is bigger concern.](#)
- [3 Amazing Hikes Less Than 30 Minutes from Grand Junction.](#)
- [Wildfire prevention being done in Fruita.](#)

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 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.
- **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 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 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](#).
- 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.

FRUITA
ARTS & CULTURE BOARD



SAVE THE
DATE!

SATURDAY,
MARCH 7TH

Art Stroll

an evening of art in Fruita

FRUITA COMMUNITY CENTER

6:30PM-9:30PM

\$25 (Includes 4 Sips)



February 2020 Recycling Benefits for the City of Fruita

In February 2020, we recycled 46 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

505 Mature Trees

Represents enough saved timber resources to produce 6,256,700 sheets of printing and copy paper!

169 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 216 people!

87,411 kWh of Electricity

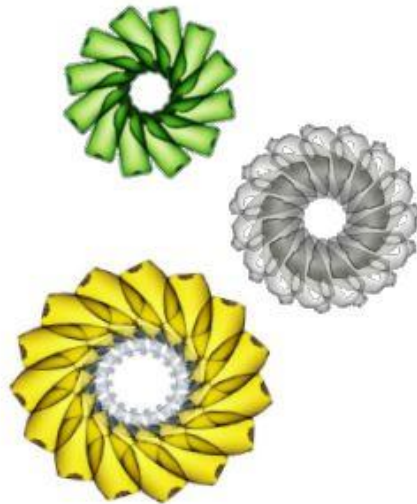
Enough power to fulfill the annual electricity needs of 8 homes!

Avoided 128 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

250,650 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,342 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

LITHIC BOOKSTORE
FRIDAY, MARCH 13
7:00 PM



CELEBRATING 127 YEARS OF WOMEN'S RIGHT TO VOTE IN COLORADO

THIS PROGRAM IS PRESENTED BY THE FRUITA HISTORIC PRESERVATION BOARD
AND PALISADE HISTORICAL SOCIETY IN PARTNERSHIP WITH HISTORY COLORADO
AND THE WOMEN'S VOTE CENTENNIAL COLORADO.
FOR FURTHER INFORMATION ABOUT THIS PROGRAM,
VISIT FACEBOOK: HISTORICAL PHOTOS OF WOMEN'S SUFFRAGE

ACCEPTING APPLICATIONS!

FRUITA YOUTH ACTION COUNCIL

What is the Youth Action Council (FYAC)?



**Fruita Youth
Action Council**

FYAC is a group of 15-20 youth between 6th and 12th grades who meet once a month.

Members provide input on youth related issues, promote health, and help with community events and programs.

Benefits of FYAC

- Develop leadership skills, self advocacy, and independence.
- Team building activities like rafting!
- Have your voice heard and have a positive impact on your community.

How do I apply?

Apply online fruita.org/fyac
Deadline is March 18



Snap a pic of this code to learn more about FYAC.



Questions?
Contact Brittany Kline (970)
858-0360 ex. 6407
bkline@fruita.org

WHAT IS

FRUITA YOUTH ACTION COUNCIL?

Fruita Youth Action Council (FYAC)?

FYAC is a group of students working collaboratively with peers and community organizations to provide meaningful input on youth related issues, programs, and the promotion of health. We want to have diverse and unique perspectives; students from all backgrounds are encouraged to apply!

What does a FYAC member do?

- Regularly attend meetings on the second Tuesday of every month
- Represent and advocate for the youth of Fruita through civic engagement
- Identify opportunities for social events and activities in the community and then aid in planning and implementation of events
- Work in partnership with the Fruita Youth Initiative on strategies aimed at decreasing youth substance use and promoting mental health awareness

2019-2020 Accomplishments

- 2019-2020 was the first year of FYAC
- Developed a logo and bylaws
- Participated in community events such as the Fruita Parade of Lights
- Consulted with the City Council, City of Fruita, Fruita Chamber of Commerce, and other community organizations to provide student perspective on programs and initiatives
- Planned the free Splash Bash pool party for students in Fruita
- Painting a mural in Fruita with Rise Above

Council Composition

- Approximately 20 members ranging from 6th-12th grade
- Members are from
 - Fruita Middle School
 - Redlands Middle School
 - Fruita 8/9
 - Fruita Monument High School
 - Or homeschooled and living within the service area of FMHS
- Adult facilitators from Mesa County Public Health and Fruita Parks and Recreation

Benefits of being a member FYAC

- Develop leadership, self advocacy, and community engagement skills
- Team building events like rafting
- Have a your voice heard and have a positive impact on your community

Recruitment Timeline

- February 18th- Applications open
- March 18th- Application deadline
- March 23rd-28th- Interview Process



**Fruita Youth
Action Council**

Interested in joining FYAC?
Apply online at fruita.org/fyac.



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.