



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JUNE 12, 2020  
Re: WEEKLY INFORMATION 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

### **Tuesday's City Council Meeting**

The City Council meeting on June 18, 2020 at 7:00 p.m. will held virtually. The meeting will begin with consideration of a Proclamation on Solidarity and a Commitment to Addressing Racism in Our Community, and then a presentation from Colorado State Representative Matt Soper on the legislative session. There are five items on the consent agenda, and no public hearing items. We will conclude with a financial update and a discussion on the outcomes of the 2018 – 2020 action items.

### **A Personal Message from the City Manager**

I want to address the heartbreaking and senseless murder of George Floyd, which along with too many other individuals in our country who have died under similarly tragic circumstances, has put the issue of systemic racism in front of communities across the country and the world.

Understandably, in recent days I have received some questions about the City of Fruita's policing policies as a result of the needed public discourse sweeping our country. I would like to clarify first, that the behavior and actions of the officers involved in George Floyd's murder are clearly not acceptable. Second, Fruita Police Department's policies, practices, and training prohibit use of chokeholds and strangleholds. The Department trains and practices to not use any type of neck restraint or prohibition against airway blocking holds. Policies, practices, and training require anti-bias policing, de-escalation, using the least amount of approved use of force and exhausting all means before shooting, requires officers to intervene and report any use of force, requires a use of force continuum, and requires comprehensive reporting. While our City's Police policies, training, and practices capture many of these important and widely discussed topics, there is always room for enhancement and refinement, and I assure you that we are devoted to continuous improvement in all departments and services we provide the public. I also recognize that there are many incredible women and men who devote their life to public safety service, and whose day to day efforts on the job in no way mirror the disturbing behavior exhibited by some officers over the past few weeks.

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

The reality of systemic racism transcends public safety and unfortunately reaches all aspects of life. As such, internally, we are focusing on how we can listen, learn, better understand, and take steps to be part of the solution in all the work we perform. This week, we began by taking time in our leadership team (myself and all the City Department Directors) meeting to discuss Dr. Martin Luther King Jr.'s "Letter from a Birmingham Jail" written April 16, 1963. I have studied this multiple times in my life, but reading it now has profoundly impacted me in a way that prompts the "urgency of now" to acknowledge the issue, listen, learn and promote positive change. We decided to continue these discussions regularly and begin reviewing internal policies and procedures with the purpose of assuring they do not inadvertently exclude any group of people. We acknowledged that we don't have all the answers to these structural issues but are committed to working together on positive change.

I also look forward to City Council's discussions on this topic and to listening to the public with a hope that we can have positive public discourse that results in positive change. As a member and credentialed manager of the International City and County Management Association (ICMA), I want to share the statement of the ICMA Executive Board and assure you that I will participate in the action steps of this group as well dedicating the majority of my professional development to this effort. While this issue is one that transcends far beyond the city limits of Fruita, I believe in the community of Fruita and have confidence this community can be a beacon of light for needed social change in our country.

Sincerely,  
Mike Bennett, City Manager

### **Coronavirus Update**

Below are a few updates, but I would strongly encourage all to continue to follow [www.fruita.org/covid19](http://www.fruita.org/covid19) for all updates we are posting. This also links to important Mesa County Public Health sources, as well as many others.

- **Mesa County Cases** - This week, we saw an increase in the number of COVID-19 cases in Mesa County. As of today, there are 65 confirmed cases which is equal to 1.70% of total tested. The goal of the county is stay below 10% of total tested and under 30 hospitalizations.
- **Civic Center Reopening** - On Monday, the Civic Center reopened to the public for walk-ins. The reopening has gone well, and we are getting about 10-14 customers per day. With the Fruita Branch of Motor Vehicle scheduled to open next Tuesday, we are anticipating that more people will be using the facility. We continue to ask guests to please complete any City business online and limit visits to the Civic Center to only essential visits.
- **Mesa County Public Health Working on a Third Variance Request** - Not much info on this yet, but know they are working on a 3<sup>rd</sup> phase request to the state and sure the community will receive more info as it is drafted and submitted.
- **Exploring Colorado with Kindness & Care** - The Colorado Tourism Office has launched a new marketing campaign 'Care for Coloradans' focused on education and encouraging travelers to protect destinations and people. More information on the campaign can be found [here](#). We have begun incorporating these into our marketing efforts and asks that people traveling to Mesa County and Fruita at this time follow these five steps:
  - **Space** – Keep a Ski's length (6 feet) between you and other people to prevent spreading germs

- **Mask/Cover Up** – Keep a mask with you at all times so you can wear if you're out in public or around others.
- **Clean and Practice Clean Habits** – Avoid touching things others may have come into contact with like counters, railings, or has pumps. Regularly use hand sanitizer and wash your hands for 20 seconds (about one chorus of “Rocky Mountain High”).
- **Stay and Remain at Home When You're Sick**
- **Know and Look Before You Leave** - Weather, health concerns and other natural events can all affect how places in Colorado are able to welcome visitor. Check websites or social media before you leave so you're aware of the latest travel advice and are following local guidelines.

### General Updates

- **Sales Tax.** In the month of April, City sales tax was up 10.64% (from April 2019) bringing our YTD total to an increase of 29.90%. While this is positive, many of our sources of revenue were down last month, and we must continue to support our local businesses as not everyone is doing well. Last month, use tax on motors vehicles (down 37%), County sales tax (down 5%), City lodging tax (down 71%) and the public safety tax (down 12%) were all down. All of this will be covered during the financial update at Tuesday's meeting.
- **CDOT 2045 Statewide Transportation Plan.** Last year, the Colorado Department of Transportation began the process of updating its 2045 Statewide Transportation Plan. That plan is now available for review and public comment through July 30, 2020. To find the plan and provide feedback, you can visit this [link](#).
- **Farmers Market.** The Fruita Farmers Market is scheduled to begin one week from tomorrow. To help promote social distancing, the Farmers Market is moving to Reed Park. There are several other changes being implemented, including an option to order ahead and pick up. More information, along with the changes, can be found at this [link](#).
- **Fire Safety Info.** The GMUG (Grand Mesa Uncompahgre and Gunnison) National Forest has put together two websites to help with traveling this summer. [WesternSlopeFireInfo.com](#) provides travelers with current fire restrictions/bans and news for every county in Western Colorado. [WesternSlopeInfo.com](#) details current COVID-19 requirements per County in Western Colorado. Our staff will continue to work with GMUG to get this information out to the public throughout the summer.

### Engineering

- 2020 street overlays will be starting near the beginning of July. For a map of improvements, you can visit this [link](#).
- Bids for street striping were received on Friday and the apparent low bidder for the project is Stripe A Lot with a bid amount of \$27,681. The budget for the project is \$27,681.00.

- Fremont Street is getting sidewalk south of the new Monument Ridge Elementary School.



### **Human Resources**

- The Fruita Community Center is accepting applications for a Guest Services Attendant. Applications are due on June 19, 2020, and the full job description can be found at this [link](#).
- Please welcome our newest employee Matt Jones. He will be a Wastewater Operator C at the Wastewater Reclamation Facility. Matt's first day of employment will be on Monday, June 15, 2020.

### **Parks and Recreation**

- The outdoor pool at the Fruita Community Center (FCC) opens tomorrow! Individuals or families can sign up for leisure swim blocks beginning tomorrow for both the indoor and outdoor pool.
- Beginning Sunday, the FCC will also be open Sundays from 12:00 p.m. to 5:00 p.m. and Monday through Friday the FCC will now be open at 5:30 a.m.
- Last Monday, the FCC had its busiest day yet since re-opening, with 144 people using the facility.
- The Fruita Branch of the Mesa County Public Libraries opened this week with limited access in the FCC.
- Limited recreation programming has also resumed with Dinomites Summer Camp at Shelledy, Track and Field, Tennis, and Swim Lessons.

### **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 (Approved)
- Bradyville Minor Subdivision (Approved)
- Cider Mills Preliminary Plan (Approved)

#### **Site Design Review/ Other Applications:**

- Colorado Site Design Review (333 W Aspen) (Under Construction)
- Monument Powder Coating (1596 Cipolla) (Approved)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Approved)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)

### **Public Works**

- Road crews completed some additional crack sealing this week and contractors are scheduled to start chip sealing by the end of next week. The chip seal operations will have some traffic impacts on Pabor Avenue (Maple to Pine) and in a number of residential neighborhoods. Notices have been distributed to all households directly impacted.
- The first phase of the coatings project at the Wastewater Reclamation Facility (WWRF) was completed this week. Staff intends to let the coatings have an extended cure before refilling the wet well and troughs, and then work on scheduling next phase.

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

- [Gambling on gravel with Co2uT.](#)
- [Colorado mountain town expands network of trails for hiking, biking, Nordic skiing.](#)
- [Space-fixated Fruita teacher honored by Air Force.](#)
- [Loan program helps small businesses with bills.](#)
- [Mesa County real estate sales slow.](#)
- [Ballots for June primary to be sent out on Monday.](#)
- [A Striking Disconnect on the Virus: Economic Pain with Little Illness.](#)
- [Grand Junction sees week of protests in wake of George Floyd's murder.](#)
- [Lighting fires ignite in Mesa County.](#)
- [Community march and teach-in for racial justice.](#)
- [Unemployment Update: Mesa Count claims down to 278.](#)
- [Land management acting director remains, lawsuit filed.](#)
- [Mesa County libraries open after 85 days.](#)
- [Crews 'winding down' on local wildfires.](#)
- [Guidelines ensure dining remains fine.](#)
- [Fruita Farmers Market scheduled to resume.](#)
- [Analysis under way to support Grand Valley economic recovery.](#)
- [Voting Registration Steps.](#)
- [Evacuation order issued due to wildfire in Delta County.](#)
- [Court: Basalt council violated open meetings laws.](#)
- [Montrose, Delta, and Mesa Counties may team up for third COVID-19 variance.](#)

**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.):*

- **June 20 – Sept. 19**, the Fruita Farmer's Market will be every Saturday from 8:30 am – 12:00 pm at Reed Park during these dates.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

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).

## **ICMA Executive Board Statement Regarding Systemic Racism:**

Dear Colleague,

We, like many in our communities, share in the heartbreak and anger over the murder of George Floyd, the spate of racist events and excessive force against protesters across the country, and the systemic racism that continues to exist in the United States. The murder of George Floyd has put the issue of systemic racism front and center on the world stage.

The weight of these recent tragedies falls especially heavy on us because we are in positions of leadership in cities, counties, and towns throughout the world. The local government management profession and ICMA were founded on a [Code of Ethics](#) and a [Declaration of Ideals](#) which demand that we serve the best interests of all, achieve equity and social justice, and act with integrity so that we may earn the trust of all those we serve. Addressing systemic racism is our ethical obligation.

As leaders, we must work to achieve fundamental change to break the system of inequality and oppression that has tarnished nations for generations and now, more than ever, in America by our history of racism. This inequality has been brought into sharp relief by the disproportionate economic losses and deaths of African Americans and people of color in the pandemic and horrifyingly so in the unjust murders of Black men and women.

We must stand in solidarity with the Black community, with those who protest in peace, and with those taking a stand for change. We must see racism as a public health crisis and a stain upon our humanity.

“The fierce urgency of now,” as Dr Martin Luther King, Jr. stated, is long overdue.

We are the ones who can forge real change in our own communities. As our cities, towns, and counties rebuild from the pandemic, we can create a new foundation that replaces white supremacy and racism with an aggressive respect for human rights.

Systemic racism is far reaching in society and goes beyond policing. We are committed to be the agents of change within our organizations to lead to a new future. As part of that change, we recognize the immediate concern is policing. We affirm our commitment to support for the professional officers and staff that serve our communities and will work with them to develop new ways to reflect ideals that value all people.

We are the ones who stand in the public square. As leaders in our own communities, it is up to each of us to make our voices heard, but more importantly, to listen, to learn, and to use our voices to amplify the voices of others.

Doing this successfully means that we will need to embrace new ideas, methods, and skills, and above all, courage to step into roles that we may have been uncomfortable with in the past. As leaders and managers, we must recommit to the highest ideals of just and effective local government and commit to take these initial [action steps](#).

Great social changes often come from turmoil and we as local government leaders can lead that transformation. We can create the kinds of communities we envision, where everyone can flourish. And we begin now by acknowledging Black lives matter.





# 2020 Fruita Farmers Market

June 20 - September 19

*Saturday Mornings*  
8:30 AM - 12:00 PM  
*Reed Park*

---

The Fruita Farmers Market adheres to public health guidelines put forth by Mesa County Public Health and the Colorado Farmers Market Association.

SNAP & Double Up Food Bucks Accepted!

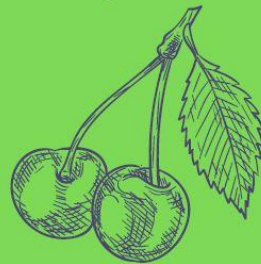
**LEARN MORE AT:**

[FRUITACHAMBER.ORG/FRUITA-FARMERS-MARKET](http://FRUITACHAMBER.ORG/FRUITA-FARMERS-MARKET)

**NOW AT A  
NEW LOCATION!**

Find the Farmers Market at  
**Reed Park**  
**250 S. Elm St.**  
**Fruita, CO 81521**

In an effort to promote social distancing and help future market growth, the Fruita Farmers Market will be moving to Reed Park.



**Fruita Area  
Chamber of Commerce**  
[events@fruitachamber.org](mailto:events@fruitachamber.org)  
**970-858-3894**



**MESA COUNTY  
PUBLIC HEALTH**  

---

**HOTLINE**  
**(970)683-2300**



**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.