



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JULY 2, 2020  
Re: WEEKLY INFORMATION UPDATE

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***Happy Fourth of July! City offices are closed tomorrow, July 3, 2020, in observance of the holiday. Hope that you have a safe and good holiday weekend!***

### **Next Week's City Council Meetings**

We have two City Council meetings next week and both will be virtual. Our meeting on Monday will be at 12:00 p.m., and there is only one agenda item, and that is to approve an agreement with Mesa County regarding CARES Act funding. Our meeting on Tuesday night will begin with four items on the consent agenda, and one public hearing. The meeting will conclude with one item on the administrative agenda concerning an amendment to the Fruita Municipal Code. The Council will then go into executive session.

### **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.

- **Protect our Neighbors Framework.** This week, the state extended the Safer at Home Order and announced the framework for the next phase of Colorado's reopening plan, "Protect our Neighbors." The new phase, it is stated, will give local communities more freedom to provide economic opportunity while ensuring that they have the necessary public health capacity. Counties will need to qualify for this phase and must meet specific guidelines. These guidelines are (1) low virus prevalence, (2) the health care capacity to handle a surge, and (3) the capacity to contain outbreaks and surges locally including the ability to test, track, and trace. For more information, you can read the Governor's release [here](#).
- **Bars Restrictions.** On Tuesday night, Governor Polis announced that bars and nightclubs in certain areas of the state would close, a measure being taken to due to increasing cases of COVID-19. Mesa County's variance allows bars to remain open. Following the news, Executive Director of Mesa County Public, Jeff Kuhr, stated "this is a close to home reminder we could go backward at any time, and it's a reminder

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

that it is everyone's responsibility to keep us open." To read the full release from MCPH click [here](#).

- **MCPH Update.** On Wednesday afternoon, Mesa County Public Health provided a brief update on COVID-19 within the county. You can view the video [here](#). A few highlights from the video is that 21% of Mesa County's cases have been travel related, 17% of positive cases have been from a relative or family member, and 13% are from private or public gatherings. 35% of cases have an unknown source.

## General Updates

- **Boards and Commissions Vacancies.** The City of Fruita is accepting applications for several of the City's Boards and Commissions. These groups provide valuable feedback to staff and make recommendations to the City Council on policy matters. Currently, we are accepting applications for positions on the Board of Adjustments, the Historic Preservation Board, the Livability Commission, the Planning Commission, and the Downtown Advisory Board. For those that are interested, more information can be found [here](#).
- **Waste Management Update.** In June, Fruita residents recycled 57 tons of cans, bottles, paper, and cardboard. Great job Fruita! The full report can be found below.
- **Fruita Chamber of Commerce Events.** Because of the holiday, the Fruita Farmers Market will not be held on this Saturday. To celebrate the Fourth, the Chamber has partnered with Imondi Wake Zone and are hosting the first annual "Ride, Wake, and Brew" Festival on Friday. More information on the event can be found [here](#).

## Engineering

- The Fremont Street Multi Modal Design requests for qualifications received six (6) submissions. Staff reviewed and scored the submissions and is recommending to move forward with scoping and fee negotiations with Kimley Horn.
- Concrete sidewalk is progressing towards Pine Street on K.4 Road.

## Parks and Recreation

- Visitation at the Fruita Community Center continues to increase. The first week the FCC was open May 11 – 17, the average daily visits were 14 and now the week of June 22-28 the average daily visit were 320. Please note though that this is about 43% of our normal visitation numbers for this time of year.
- We are still offering programs and classes on a limited basis and you can find a July Parks and Recreation Activity Guide is now available online [here](#). Staff is also working on a Fall Activity and we hope to be able to offer and provide a wider range of programs and activities at that time.
- Parks has been working on several irrigation issues over the past week. We have had needed to repair or replace pumps at Vista Valley, Fruita PD, and Reed Park this season and now we are seeing algae in the lines which causes filters to clog and systems to shut down. Needless to say staff has been busy just trying to get water on our turf areas around town.

## 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:**

- Coloramo 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**

- The chip seal project was completed this week with over 27 street segments getting treated this year. Thanks to United Companies and City crews for working together in putting in the extra effort in to provide notice to residents. Even so, we still had to tow 3 cars that were parked in the way and just moved them a block or so.
- Staff met with the State Dam Safety Engineer this week to complete inspections of Enoch, Reservoir #1, & Reservoir #2. The inspections identified some routine maintenance items but no significant deficiencies.
- Utility crews have been struggling with irrigation systems this past couple of weeks due to the amount of moss in the canals and they are having to clean headgates multiple times a day. We appreciate the patience of our irrigation customers during this time.

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

- [Mesa County surge in COVID cases linked to small gatherings.](#)
- [Health officials seek insight from voices in Hispanic community.](#)
- [Museums of Western Colorado Now Open.](#)
- [What a slight spike in COVID-19 means for Mesa County's reopening plan.](#)
- [Rain nudges June totals above average.](#)
- [Variance allows Mesa County's bars to stay open despite Governor's orders.](#)
- [Mesa County Public Health issues COVID-19 update.](#)
- [Mesa County Public Works Stormwater Division tasked with protecting our rivers and water quality.](#)
- [Fruita's 1st Annual Ride, Wake, and Brew Festival.](#)
- [Fourth of July DUI Enforcement Period Starts Today.](#)

**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).



## June 2020 Recycling Benefits for the City of Fruita

In June 2020, we recycled 57 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

**916 Mature Trees**

Represents enough saved timber resources to produce 15,565,400 sheets of printing and copy paper!

**137 Cubic Yards of Landfill Airspace**

Enough airspace to fulfill the annual municipal waste disposal needs for 156 people!

**116,511 Kw-Hrs of Electricity**

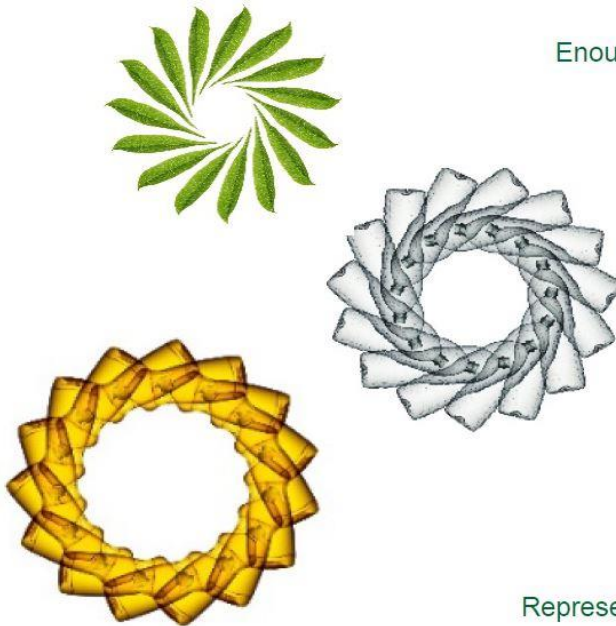
Enough power to fulfill the annual electricity needs of 10 homes!

**Avoided 157 Metric Tons (MTCO<sub>2</sub>E) of GHG Emissions**

The recycling of these materials prevented these GHG emissions!

**278,834 Gallons of Water**

Represents enough saved water to meet the daily fresh water needs of 3,717 people!



PREPARED BY WASTE MANAGEMENT

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management. © Waste Management 2019

# RISKS AND BENEFITS



## CONSIDERATIONS FOR SOCIAL ACTIVITIES DURING COVID-19



### FOR ALL ACTIVITIES

- Stay home when you are sick or if you think you have been exposed.
- Wear a mask when feasible.
- Keep at least 6 feet between yourself and non-household members.
- Clean your hands frequently.



PARTIES  
REC. SPORTS  
RECEPTIONS

Some activities can run the entire risk spectrum. More people in a smaller space equals a higher risk.





# 2020 Fruita Farmers Market

## June 20 - September 19

*Saturday Mornings*

*8:30 AM - 12:00 PM*

*Reed Park*

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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!**

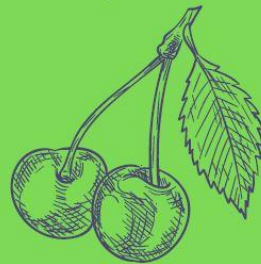
Find the Farmers Market at

**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**  
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**970-858-3894**



**MESA COUNTY  
PUBLIC HEALTH**  

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**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.