



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 24, 2020
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

There are three items on the agenda for our workshop on Tuesday night. We will begin with a discussion regarding Boards and Commissions policies, then move on to an update on our COVID-19 response and a discussion on the City Council agenda and cover sheet formats. The meeting will conclude with a 2021 budget process and policy overview and discussion.

PHROST Open House Recap

Our Parks, Health, Recreation, Open Space and Trails Master Plan consultant, GreenPlay, was in Fruita Wednesday and Thursday to present findings from various community feedback methods, including a community wide survey, a Youth Activities and Nutrition Survey, stakeholder interviews and an exhaustive GIS inventory of our Park and Recreation facilities. We met with the City Council and the Parks and Recreation Advisory Board on Wednesday night, held stakeholder interviews throughout Thursday, and hosted an open house at the Fruita Community Center on Thursday night to share the results of these with the public and to gather additional feedback. Thank you to everyone that participated in this week's meetings. If you were unable to make the community open house and are interesting in seeing the findings, you can review the presentation and the community survey results online at <https://fruitaplaylikealocal.com/>. The documents can be found under the Priority Issues and Needs section. Any comments can be emailed [here](#).

Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow 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.

- **First Mesa County COVID-19 Death.** On Tuesday, Mesa County Public Health confirmed the death of a Mesa County resident as a result of COVID-19. MCPH Executive Director Jeff Kuhr stated that "We are deeply saddened, and the entire MCPH team sends our sincere condolences to the family and loved ones. We must continue to take action against COVID-19 by protecting each other and our entire

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

community. This loss shows the gravity of the situation; we need to remain diligent." The full release can be found [here](#).

- ***CVRF Funding.*** Internally, we are working on a lot of potential options on how to best utilize the Coronavirus Relief funding that was appropriated to the City of Fruita. We will discuss this more at the workshop on Tuesday night.
- ***Update on Special Events.*** On Wednesday, the Fruita Chamber of Commerce announced that the Fruita Fall Festival is cancelled this year. Also, we announced that both the Mike the Headless Chicken Festival (was tentatively rescheduled to August 29th) and the remainder of the Thursday Night Concert Series are also cancelled. This was a difficult decision based upon COVID 19 health order restrictions and we are super bummed to have to cancel this year but look forward to big events next year.
- ***Resources for Small Businesses.*** Main Street America has launched a grant program to help fund solutions for small business owners to respond and adapt to the COVID-19 pandemic. Grants of \$5,000 to \$15,000 will be available, and will be awarded on a first-come, first served basis. More information on the program can be found [here](#). Applications for this program open next week. In addition to this, the Paycheck Protection Program ("PPP") has been extended until August 8, 2020, and as of last month, \$130 billion in federal guarantees for the loans were still available. More information the PPP program can be found [here](#).

General Updates

- ***Update on Task Force.*** The Grand Valley Task Force, which Councilman Harvey is a part of and has been participating in, met last night and decided that we will host the next meeting at the Fruita Community Center ("FCC") on August 13, 2020 from 6:00 p.m. to 8:00 p.m. The valley-wide Task Force was recently formed to address issues of inequality. The group is comprised of community leaders, elected officials, social advocacy representatives, and our police.
- ***Livable Communities Radio Show.*** Earlier this month, John Rodwick (Chair of the Fruita Livability Commission) and Shannon Vassen (staff liaison to the commission) went on KAFM to discuss Age Friendly Communities and mobility in Fruita, as part of the monthly Mobile Mesa County radio show. If you are interested in listening, you can find the segment at this [link](#).
- ***Boards and Commissions Meetings.*** I was able to meet with both the Fruita Tourism Advisory Council ("FTAC") and the Livability Commission on Thursday. The FTAC received an update on our current marketing efforts and the status of the marketing and promotion fund (the lodging tax has been hit particularly hard the last four months). The Livability Commission discussed multi-modal Transportation with Public Works Director Ken Haley and potential projects the Commission could create and participate in.
- ***Grand Valley Free Press.*** Shannon and I had the opportunity to meet with and get to know the writers of the Grand Valley Free Press to assist in how they can obtain information or receive a quick response from the City when creating news articles.

Engineering

- There was a minor delay with the Overlays project as we anticipated the completion of the paving last week. The United Company crew were able to get those paved this week.
- Engineering conducted a walkthrough on the completed K.4 Road Improvements project this week.

Human Resources

- We are accepting applications for a Seasonal Parks Maintenance Worker in the Parks and Recreation Department. If interested, the full job description and announcement can be found at this [link](#).

Parks and Recreation

- The Fruita Community Center has re-instituted the requirement to wear a mask at all times while in the FCC as required by the state's mask order. Several fitness classes have been moved to the backyard so they can continue without mask wearing and patrons have been respectful of wearing masks inside, although we have had few passes cancelled. Usage of the indoor and outdoor pools remain strong as people are still beating the heat at the FCC. We will continue to monitor our visitation levels.

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)

Police Department

- The 21st Judicial District Critical Incident Response Team (CIRT) is investigating and officer involved shooting that occurred in Fruita on July 17th. Two Fruita police officers are on administrative leave, per protocol, during the investigation.

Public Works

- Sewer crew televised & inspected outlet pipes on all reservoirs and road crew performed clearing & cleanup on spillways and dams in response to maintenance items identified by the dam safety engineer.
- City maintenance staff assembled and installed flashing school zone signs for the new elementary school.



- The opening for the seasonal custodian position closes today. Building Maintenance staff will be reviewing applications and setting up interviews soon.

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

- [Mesa County jobless rate seesaws up.](#)
- [Officer Involved Shooting in Fruita.](#)
- [City of Fruita cancels multiple events due to COVID-19.](#)
- [Researchers gain insight into paleo bug lives through fossil marks.](#)
- [Fruita to hold open house Thursday on parks plan.](#)
- [Health Department suspends five-start COVID rating program.](#)
- [80-year-old first COVID death in Mesa County.](#)
- [Voters to face river district tax question.](#)
- [Events planned to raise funds for Grad Valley musicians.](#)
- [9Health COVID-19 antibody testing.](#)
- [State park see big boost in visits, revenues, crowds.](#)
- [Marketing executive takes role with relish.](#)
- [Fruita Fall Fest among latest cancellations.](#)
- [VA working to improve mental health needs of veterans, rural patients.](#)
- [COVID-19 Briefing: Mesa County sees highest single day case increase.](#)
- [Conditions 'pretty' grim for endangered fish locally due to falling river flows.](#)
- [Mike the Headless Chicken Festival canceled.](#)
- [Mesa County hospitals prepared for resurgence of COVID-19.](#)

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.
- **August 13, 2020** – Fruita Chamber Business After Hours at Imondi Wake Zone, 5:30 p.m. to 7:00 p.m.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

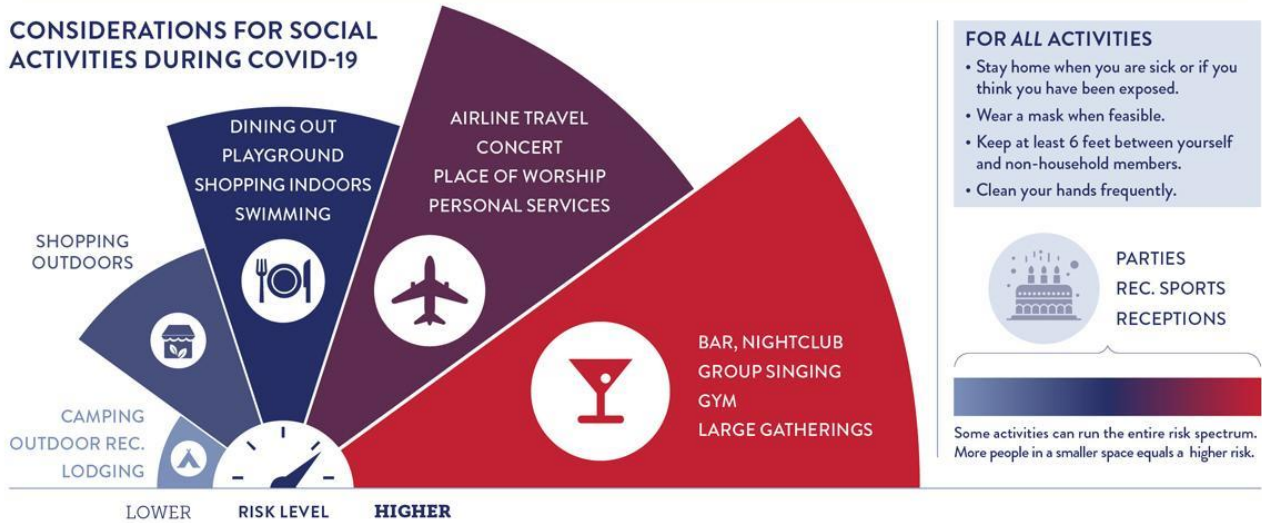
CC. Department Directors

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

RISKS AND BENEFITS



CONSIDERATIONS FOR SOCIAL ACTIVITIES DURING COVID-19





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!

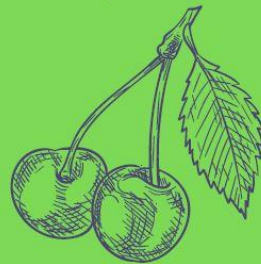
LEARN MORE AT:

FRUITACHAMBER.ORG/FRUITA-FARMERS-MARKET

**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
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.