



FRUITA COLORADO

Weekly Info Update

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



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Tuesday's City Council Meeting

We have a full agenda. We will begin the meeting with a presentation from the Arts and Culture Board, and then five proclamations on "Massage Therapy Awareness Week," "National Chiropractic Health Month 2020," "National Code Compliance" Month, "Indigenous Peoples Day," and "Mental Health Awareness Week." After that, there are four items on the consent agenda, including the adoption of the revised Mesa County Multi-Hazard Mitigation Plan. We have two public hearings on amendments to the Land Use Code. We will then begin budget presentations (Marketing, Planning and Development, and then the Police Department) and end on Manager and Council reports. As a reminder, this meeting will be held virtually. The full packet and agenda can be found at this [link](#).

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.

- **Resources for Businesses.** As a reminder, Energize Colorado continues to accept applications for the Gap Fund, \$25 million in loans and grants for small businesses that have been impacted by COVID-19. The next round for this funding starts on October 5, 2020 and the final round will likely start in November. More information the grant program can be found [here](#).
- **Be Well. Be Fruita.** New signage is being added to both downtown dining spaces. Still to come shortly are bistro tables with umbrellas, a yurt on Mulberry St., porta-potties and handwashing stations. We are taking an inventory of tents, tables, chairs, heaters, etc. To offer to Southside businesses in the Kokopelli Business Center if approved (since it is a private lot). We should be reaching out next week. Items for the schools are on order now that they are complete in their decisions/design. Tech upgrades are soon to be delivered and installed. Working on next round of reimbursement requests. Social media messages continued to be scheduled. More info at www.fruita.org/bewell.

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



DISTRIBUTION OF FEDERAL CORONAVIRUS RELIEF FUNDS



The infographic consists of four vertical panels, each with a distinct color and icon. The first panel is green with a virus icon and is titled 'OPERATIONS'. The second is red with a graduation cap icon and is titled 'EDUCATION'. The third is blue with a shopping cart icon and is titled 'COMMUNITY'. The fourth is orange with a burger icon and is titled 'ECONOMIC'. Each panel contains a brief description of the funds' purpose.

Category	Description
OPERATIONS	Expenses to keep staff and community members safe, such as increased safety precautions, personal protective equipment, extensive cleaning, hosting remote meetings, and telecommuting. We're prepared should another outbreak occur.
EDUCATION	The City is working with the school district to create outdoor classrooms and socially distanced learning opportunities at Fruita schools.
COMMUNITY	Providing timely and accurate communication to our community, Fruita businesses, and guests. Working with non-profit partners to provide resources for those in need.
ECONOMIC	To help Fruita businesses, the City is creating outdoor seating spaces for customers of downtown and southside businesses.

VISIT FRUITA.ORG FOR MORE INFORMATION

General Updates

- **LUC Update.** We had a productive Land Use Code Working Group meeting Thursday evening focused on updating the code to reflect the Fruita in Motion Comprehensive Plan. More work will be done based upon feedback of the group prior to bring through the public hearing process with Planning Commission and City Council. The next working group meeting will be scheduled in November.
- **Fruita Roots.** Mayor Kincaid and I participated with the Fruita Area Chamber of Commerce on their monthly KAFM radio show Fruita Roots to discuss the Be Well. Be Fruita. campaign and how the City is expending Coronavirus Relief Funds. Just a reminder you can find the FAQ related to this at www.fruita.org/bewell.
- **Census Deadline.** The deadlines to complete the census has been extended until Monday, October 5, 2020. If you haven't completed your census, it's not too late! The census can be completed online, over the phone, or by mail. More information [here](#).
- **City Link.** The Fall 2020 City Link is now available online and is the process of being printed and mailed to our residents and businesses. Online version can be found [here](#).
- **McInnis Canyon NCA 20-Year Celebration.** The Bureau of Land Management will be hosting the McInnis Canyons National Conservation Area 20-Year Anniversary on October 24, 2020. The event will be at the Devils Canyon Trailhead, and will be at 1:00 p.m. I will be a speaker as well as many of our other partners and partner agencies.
 - Also, to celebrate the 20-year anniversary, there are several events throughout the month of October! Events such as a history hike to Skinner Cabin, a wilderness hike along Flume Canyon, or even a retro bike ride along Moore Fun (only bikes pre-2000 allowed) with Over the Edge and Colorado Canyons Association. Should be a lot of fun! More information on all events can be found [here](#).

- **GoFruita Newsletter.** This month's GoFruita newsletter is now available! Slate has been in town creating short storytelling videos, and many of them can be found in the newsletter. It is available online at this [link](#).
- **Chamber Issues Forum.** The Fruita Chamber is hosting a Ballot Issues Forum next Wednesday at the Fruita Community Center. The forum will be held from 5:30 to 6:30 p.m., and the discussion will focus on specific ballot issues that the Chamber took a stance on. More information can be found at this [link](#). We believe that the forum will also be streamed on Facebook.
- **Congrats to Fruita Monument High School Teacher Lisa Crabtree,** selected as a [finalist for Colorado Teacher of the Year](#).

Administration

- Staff submitted our first round of Coronavirus Relief Funds reimbursement to the Department of Local Affairs among other grant updates this week.

Engineering

- The 2020 Concrete Replacement project is well under way.
- The Active Circulation Plan is slated to go over the scope and fee negotiation with the selection of Fehr & Peers later next week.
- Initial data collection will begin on the Fremont Street Design Project. Conversations with CDOT on traffic data collection and existing data use took place this week.
- City Engineer Sam Atkins attended the virtual 2020 Annual CASFM Conference (Colorado Association of Stormwater & Floodplain Managers) Tuesday through Thursday. By attending the conference, continuing education credits are earned towards Floodplain Managers certification.
- Bid opening for the Highway 340 Roundabouts project is Oct. 16.

Human Resources

- Please welcome Torie Tucker to the Public Works team. Torie was a seasonal in the Parks Department and joined the Public Works Team on Monday, September 28, 2020 as a full-time employee.

Parks and Recreation

- The Fruita Community Center ("FCC") indoor pool has been reopened and is being used. The kiddie play feature is still needing to be installed and should be completed soon.
- Parks and Recreation sent out it's bi-weekly e-newsletter Wednesday. Click [here](#) to view it. This newsletter has been updated to include new information on the mask order at the FCC (patrons are no longer required to wear masks when exercising), and other good information.
- The October Activity Guide is also now available! View it [here](#).
- A Colorado Parks and Wildlife Non-Motorized Planning grant was submitted on Thursday to fund biological survey work in the North Fruita Desert. If awarded in the spring of next year, the bio surveys would be completed in hopes to submit a construction grant to build and reroute trails in the NFD in 2022. The stars must align...

- The Youth Scholarship Golf Tournament is this Saturday afternoon at Adobe Creek Golf Course. We are nearing 100 players as of the time we are drafting this memo. Should be a great day with good weather and lots of players. We'd like to thank our Title Sponsor, the Fruita Rotary Club for their support. With them and support from others we are able to scholarship many youth into programs, activities and FCC use throughout the year.
- The 2nd Annual Fishing Derby is also this Saturday in the morning. We have 140 registrants who will be fishing Snooks Bottom. Thanks to Colorado Parks and Wildlife for supporting the event with free fishing poles and staff at the event.
- Brews and Cruise Car Show (minus the brews) will be held a Reed Park this Saturday also.
- When compared to the start of the pandemic, the FCC continues to see increase visits each month. In September, the FCC received 43% when compared to 2019, up from 40% in August. Full report and information can be found below.

Planning & Development

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

Land Use Code Amendments:

- Vested Right Code Amendment
- Development Agreements Code Amendment

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) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)

Police Department

- The 2021 Grand Junction Regional Communications Center budget was approved, resulting in an approximate 7% decrease in costs for the City of Fruita.

Public Works

- We were excited to have Torie Tucker join our facility maintenance crew this week!
- Bids were received for replacement of HVAC units on the Civic Center building this past week and are being evaluated with the goal of replacing prior to the end of the calendar year.

- The lack of precipitation this summer has resulted in Reservoir #3 being completely drained and Reservoir #1 nearly empty to serve the Glade Park water users, and will require the Glade Park water system to be shut down a couple weeks earlier than normal.

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

- [Celebrating the spirit of outdoor adventure.](#)
- [Gov. Polis meets with RAW organizer during CMU visit.](#)
- [Task force transitions to focus on working groups.](#)
- [Moon Farm Pumpkin Patch Opened on Saturday.](#)
- [Vehicle crashes into the house in Fruita.](#)
- [Local volunteers help clean BLM lands.](#)
- [We're not yet out of the COVID woods.](#)
- [Surveillance video shows danger of leaving vehicles unlocked.](#)
- [Fruita man received AARP Colorado's Andrus Award for Community Service.](#)
- ["Bigger than a trail": Grand Valley's Palisade Plunge set to open after 10 years of planning, partnerships.](#)
- [Spike in Stolen Vehicles in Fruita.](#)
- [D-51 Making Changes to COVID-19 Notification Protocol.](#)
- [Fruita City Council begins work on 2021 budget. **We sent a correction to the Sentinel since total expenditures equate to \\$19.5 million, not \\$11.5 million as noted in the article—which is the General Fund expenditures.**](#)
- [News Briefs: Fruita teacher a finalist for state honor.](#)
- [Restock your international pantry thanks to these local businesses.](#)

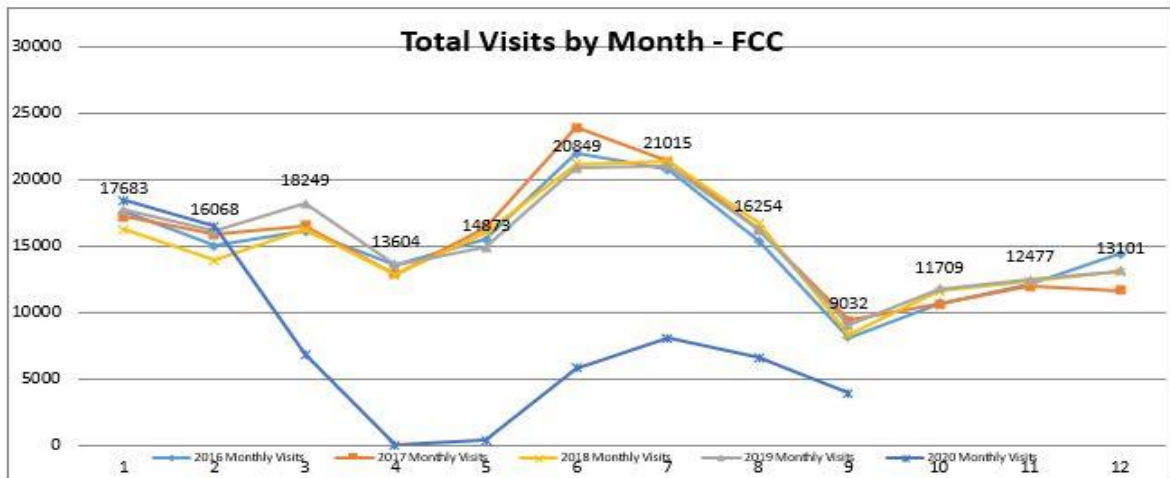
UPCOMING EVENTS (*Please let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you when needed.*):

- **Oct. 10 – Oct. 31** - Fruita Fall Farmer's Market will be each Saturday beginning Oct. 10 from 9:00 am – 12:30 pm at Reed Park during these dates.
- **October 3, 2020** – Fishing is Fun Day at Snooks Bottom, 8:00 a.m. to 10:00 a.m.
- **October 3, 2020** – Youth Scholarship Golf Tournament at Adobe Creek National Golf Course, 1:00 p.m. to 6:00 p.m.
- **October 23, 2020** – McInnis Canyon National Conservation Area 2-Year Celebration, Devils Canyon Trailhead – 1:00 p.m.
- **October 24, 2020** – Drive-Thru Truck N' Treat, 9:00 a.m. to 12:00 p.m. Fruita City Shops (900 Kiefer Avenue, Fruita Co)
- **October 30, 2020** – Trick or Treat Street, Downtown and Southside Fruita, 3:00 p.m. to 6:00 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

Fruita Community Center - Total Visits by Year													
Month	2011 Monthly Visits	2012 Monthly Visits	2013 Monthly Visits	2014 Monthly Visits	2015 Monthly Visits	2016 Monthly Visits	2017 Monthly Visits	2018 Monthly Visits	2019 Monthly Visits	2020 Monthly Visits	Average Daily Visits	Visits over/ under	Percentage over / under 2019
January		16707	16972	17020	16338	17550	17262	16199	17683	18387	612.90	704	103.98%
February	18555	15203	15195	15363	14355	15011	15838	13923	16068	16462	567.66	394	102.45%
March	20244	16071	15414	16095	15093	16083	16544	16223	18249	6887	222.16	-11362	37.74%
April	14292	11837	12146	13130	12637	13537	12875	12866	13604	0	0.00	-13604	0.00%
May	13394	13584	14362	14565	14677	15483	16402	16050	14873	329	10.61	-14544	2.21%
June	20641	21506	20252	20249	20746	21929	23910	21135	20849	5760	192.00	-15089	27.63%
July	19488	19897	20890	20847	18258	20757	21316	21396	21015	8049	259.65	-12966	38.30%
August	17860	12674	11339	10731	13463	15390	16219	16782	16254	6553	211.39	-9701	40.32%
September	7176	9215	10039	9768	8304	8103	9435	8276	9032	3911	130.37	-5121	43.30%
October	9384	9137	9613	9801	10614	10685	10606	11591	11709		0.00		
November	11170	10684	11404	11278	11240	12057	11971	12310	12477		0.00		
December	12482	10433	11673	11649	12348	14381	11632	13034	13101		0.00		
Total	164686	166948	169299	170496	168073	180966	184010	179785	184914	66338	523.84	-81289	35.88%





**MESA COUNTY
PUBLIC HEALTH**
Working Together for a Healthy Community

AVAILABLE NOW!

Mesa County Fairgrounds | 2785 US Highway 50

COVID-19 TESTING

8 a.m. to 3 p.m. | Tuesday - Saturday



TESTING IS
FREE

Testing is open to anyone
regardless of where you live,
especially if you have symptoms.



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More information at health.mesacounty.us/covid19



**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.