



FRUITA COLORADO

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 30, 2020
Re: WEEKLY INFORMATION UPDATE



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Tuesday's City Council Meeting

Tuesday's meeting will be held virtually. We will begin with two presentations – the first from the Fruita Youth Action Council and the second from Museums of Western Colorado. After that, we have one proclamation on the agenda honoring Veterans Day. There are two items on the consent agenda and no public hearing items. We will then conclude with two budget presentations on Human Resources/Personnel next year and 2021 Capital Projects.

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.

- **Mesa County Moves Back to "Safer at Home" Phase.** Due to the increased number of positive COVID-19 cases over the past several weeks, last week, Mesa County moved back to the "Safer at Home" phase of the state's COVID-19 response. There are significant changes from the previous order, and a summary of these changes is provided here. Mesa County will be in this phase for at least two weeks. For a link to full Public Health Order, please visit this [page](#).
- **Multiple Household Gatherings** – Gatherings that include more than one household are now limited to no more than 10 people, from no more than two different households.
- **Mask Requirements** - Face coverings continue to be required in public indoor spaces. There are no changes from the previous order.
- **Capacity Requirements Per Industry:**
 - **Restaurants** - Are limited to 50% of the facility's normal capacity, not to exceed 175 per room. Restaurants that meet the requirements of Mesa County's Variance Protection Program ("VPP") can allow up to 300 people per room if it does not exceed 50% of normal capacity.
 - **Retail Establishments** - Are limited to 50% of normal capacity, not to exceed 175. Retailers are encouraged to continue drive through, curbside pick-up, or delivery services.

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

- **Personnel Services** - Are limited to 50% of normal capacity, not to exceed 50 people per room. If the establishment was approved for the VPP, this can be up to 300 as long it does not exceed 50% capacity.
 - **Recreation Facilities** - Limited to 25% of normal capacity, not to exceed 75 people per room. Face coverings are not required when exercising alone.
 - **Indoor Events** - Limited 25 people per room.
 - **Outdoor Events** - Are limited to 75 people per designated activity area.
- **CDPHE Launches COVID-19 Notification App.** As we reported last week, the Colorado Department of Public Health and Environment launched a cell phone app to will anonymously alert participants who have been in proximity to someone that reported resting positive for COVID-19. The app, called CO Exposure Notification, is a free and voluntary service that is available on both Android and Apple devices. More information can be found [here](#), and CDPHE stated that it is completely anonymous and free.
- **Outdoor Dining Spaces.** We are finalizing a trial of heating the downtown spaces in a way that is reasonable on costs. We will be working through this during the next week. The businesses in the Kokopelli Business area near Rib City and Pablos opted to not add spaces in the parking lots.
 - Propane Heaters are up and running this weekend and ready for use.
- **Outdoor Classroom Spaces.** The classroom kits are nearing completion. We are still waiting on a few of the furnishings to come in that were delayed by shipping.

General Updates

- **Thank you!** Happy work anniversary to Human Resources Director, Odette Brach! Tomorrow, Odette has been with the City of Fruita for 15 years. Thank you for all of your service and hard work!
- **Voting at Fruita Civic Center.** If you haven't voted yet, but would like to, you can now vote in-person at the Fruita Civic Center up in the Independence Room. The voting center upstairs will be open from 8:00 a.m. to 5:00 p.m. on Friday, Saturday, and Monday, and 7:00 a.m. to 7:00 p.m. on Election Day. You can also drop off your mail-in ballot at the drop-box in the Civic Center Parking Lot. More information can be found at the Election's office website [here](#).
- **20th Anniversary of Mclnnis Canyons Conservation Area.** I enjoyed representing the City and speaking among other partners at the anniversary celebration at the Devil's Canyon Trailhead. We do enjoy such a beautiful viewshed and the benefits or many different activities on the lands from grazing, hiking, horseback riding, trail running, paleo activities, mountain biking, etc.
- **Lower Valley Fire District.** I was able to meet with Chief Cavaliere this week to coordinate partnership activities. Appreciate the work of LVFD!
- **Mesa County First Responders.** I continue to meet virtually, regularly with the other managers of cities/towns and Mesa County, workforce center, Grand Junction Economic Partnership (GJEP), Business Incubator Center and the local chambers of commerce. Recently we have focused on updates from Public Health Director Jeff Kuhr related to changes in the county's status. The surge in cases is largely tied to personal group gatherings. Also, we continue to encourage businesses to work through the Business Incubator Center on various funding programs they are administering related to COVID-19.
- **Mesa County School District 51.** I had the chance to meet separately with both the Superintendent and the Assistant Superintendent this week to also coordinate partnerships. The

main focus, with the increased number of COVID-19 cases in the county, is on keeping schools open for in-person learning. The District and Health Department is fully focused on doing all we can to not go to remote learning. We are keeping our messaging focused on the small efforts we can do to keep businesses and schools open, which are the common Be Well, Be Fruita messages of social distancing, masks, getting tested if you have symptoms, staying home when sick, and washing hands frequently. Many quarantines have been traced back to private gatherings outside of school and work that ultimately affect many at school and work to quarantine.

- **Halloween.** Happy (early) Halloween! We hope that everyone has a safe and fun Halloween tomorrow. This afternoon, staff is participating in Trick or Treat Street in Civic Center Park until 5:00 p.m. Looking forward to seeing those who registered for the event! Also, the final Fruita Farmers Market is tomorrow and there will be living pumpkin carving demos due to Halloween. This year's theme was around costumes to incorporate masks. Here is a group photo of those around at the time of the photo.



Administration

- Work continues on the [DRAFT 2021 Budget](#). An updated version has been uploaded to the City's website and includes updated narratives and the addition of the new Public Places Fund and Economic Development Fund. The Introduction and Policies and Procedures sections have also been added to the Draft Budget.
- Draft Proclamation Procedures/Guidelines have been prepared for Council review and future adoption. We will provide them ahead of time and planning to place on the agenda for adoption at the Nov. 17 City Council meeting.

Engineering

- Additional traffic observations and data collection were completed this week at the intersection of K.4 Road and Fremont Street to evaluate the traffic impacts of the new elementary school and determine if any additional safety measures were warranted. The results of the evaluation found that the morning and afternoon peak traffic periods operated at a high level of service with no safety issues identified for immediate action.

Parks and Recreation

- Truck-n-Treat last Saturday was a big success – there were over 160 vehicles and nearly 400 kids who participated in the Drive-Thru event. Recreation Staff deserves a bunch of kudos for revamping this event and providing our community an opportunity to trick-n-treat and see some cool trucks in this socially distanced time.
- There were many downed limbs in parks and along trails due to the heavy snow fall on Sunday. Parks has been busy this week cleaning up the debris and trimming up trees. We would like to thank the newly formed Mesa County Trails Crew who came out on Tuesday and Wednesday with a sawyer crew to help us cut, load and remove the debris from our parks and trail sections.
- Parks will be finishing up blowing lines and winterizing irrigation systems in parks early next week. After which, they will start on holiday decorations around town.

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 (Approved)
- Development Agreements Code Amendment (Approved)

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)
- Skalla Annexation, Zoning, and Minor Subdivision (In process of being reviewed)

Public Works

- Road crews did a great job this past Sunday & Monday working to clear the heavy snow and fallen limbs to keep traffic clear and safe. Public Works will be replenishing sand and deicing

materials in preparation for more snow events this winter. Big thanks to them for coming in at 2am Monday!

- Ken Haley, and other owner representatives from the region, presented the draft capital plans for 2021 to the Colorado Contractor's Association / Western Colorado Contractors Association this week. Fruita's projects were presented with the disclaimer that the capital budget was to be formally presented at the next city council meeting and subject to final budget approval. This effort always helps generate more interest when soliciting contractors and helps the contractors plan ahead.

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

- [Mesa County loses variance amidst surge in COVID-19 cases.](#)
- [County loses coronavirus variance, new restrictions coming.](#)
- [Colorado limits gatherings to 10 people from no more than two households as coronavirus spikes continues.](#)
- [Locals share favorite McInnis Canyons locales.](#)
- [McInnis Canyons turns 20: "It's just turned out to be a real gem".](#)
- [Businesses prepare for return to Safer-at-Home variance.](#)
- [Colorado launches new COVID exposure notification technology.](#)
- [Blast of winter weather poses challenges to some restaurants.](#)
- [Mesa County's two-week COVID-19 positivity rate surpasses 5% for the first time.](#)
- [Pumpkins salvaged in winter storm.](#)
- [Developers hitting pause button on Foreign Trade Zone.](#)
- [Dos and don'ts of trick or treating this year.](#)
- [Mesa County Public Health announces new restrictions due to the dramatic rise 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.*):

- **October 30, 2020** – Trick or Treat Street, Downtown and Southside Fruita, 3:00 p.m. to 6:00 p.m. Registration was required, and this event maxed out.
- **October 31, 2020** - Final Fruita Fall Farmer's Market, from 9:00 am – 12:30 at Reed Park.
- *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

SAFER AT HOME

SAFER LEVEL 1: CAUTIOUS



GUIDELINES AND RESTRICTIONS



P-12 Schools
1+ person suggested
or hybrid, remote as
appropriate



Group Sports
50 person capacity per
activity



Higher Education
1+ person suggested
or hybrid, remote as
appropriate



Retail
50% capacity



Places of Worship
50% capacity or 175 indoors
6ft between parties
outdoors, per local zoning



Personal Services
50% capacity or 50
people



Restaurants
50% capacity or 175 indoors
6ft between parties
outdoors, per local zoning



Indoor Events
25 people per room



Offices
50% capacity



Outdoor Events
75 people per
designated activity/area



**Bars
that do not serve food**
Closed



Senior Facilities
Outdoor and
compassionate
visitation, indoor under
limited circumstances



Gyms/Fitness
25% capacity or 75
people



**Outdoor
Recreation**
50% capacity or 25
people



**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.



PRE-REGISTRATION

Scan this image with your phone:



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MEDICAL**

*Thank you for letting
us serve you.*

Simple. Fast.

Get results within four days.
Save time by pre-registering

NO health insurance required **NO** cost. It's **FREE!**
NO doctor referral required **NO** appointment needed

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.