



# FRUITA COLORADO

## Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: NOVEMBER 13, 2020  
Re: WEEKLY INFORMATION UPDATE



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### Next week's City Council Meetings

We have two City Council meetings scheduled for next week. The first, a joint meeting with the Parks and Recreation Advisory Board, will be on Monday night at 5:30 p.m. and will be held virtually. We will be discussing the Parks, Health, Recreation, Open Space, and Trails Master Plan update, and our consultant will provide us with an overview of the draft plan and the recommendations.

Tuesday night's regular City Council meeting will also be held virtually. We will begin with considering six items on the consent agenda, and then will move to our public hearing items on the 2021 Budget. Staff will begin with providing an overview of the budget, and then we will move on to presentations on the Public Works Department, Enterprise Funds, and other funds. Our meeting will conclude with deciding if the November and December workshops should be canceled, and an Executive Session regarding personnel issues.

### 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.

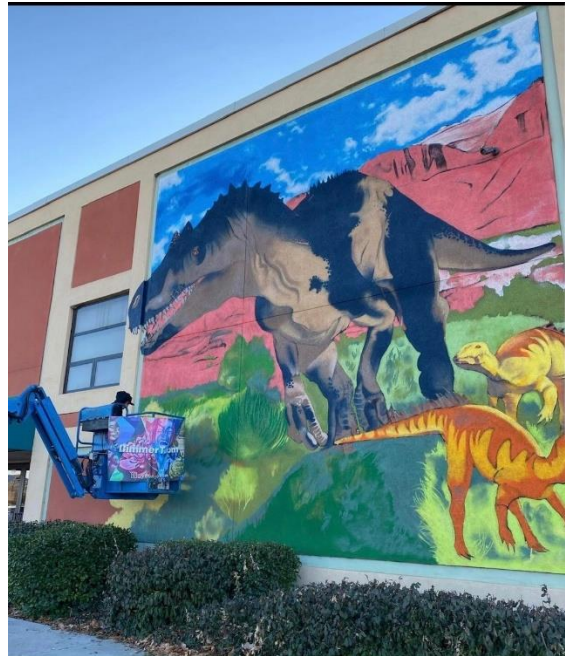
- **Updated Mesa County Public Health Order.** It is expected today that the Mesa County Board of Public Health will approve a new Public Health Order ('PHO') for Mesa County's Safer at Home Level Orange. Although the County is in the same level of the state's reopening plan, there are changes being implemented due to the increased number of cases. The release on the changes can be found [here](#), and highlights include:
  - **Events and Gatherings** – Indoor events, outdoor events, and public gatherings are not allowed under the new PHO.
  - **Bars and Restaurant** – Bars that do not serve food must be closed (unless they are a variance protection program facility). Restaurants and bars that serve food are limited to 25% of the facility's normal capacity, not to exceed 50 people per room. Live music can also not be offered.

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

- **Retail and Offices** – Non-critical retail sales establishments and offices are limited to 25% of the facility’s normal capacity.
  - **Places of Worship** – Limited to 25% of facility’s normal capacity, not to exceed 50 people per room.
  - **Recreation Facilities** – Limited to 25% of normal capacity, not to exceed 25 people per room.
  - **Private Gatherings** – Limited to 10 people from no more than 2 households.
  - Some facilities may fall into an exception to these requirements if they are enrolled in the Variance Protection Program.
- **Fruita Civic Center & City Shops to Close.** Beginning next Monday, November 16, 2020, the Fruita Civic Center and City Shops Facility will be closed to the public as a precautionary measure due to the spread of the coronavirus in the valley. Although the Civic Center and City Shops facility will be closing, almost all City business can be conducted online and remotely, and City services will continue with limited changes. Links to how to conduct City business online (such as pay a utility bill, apply for a planning clearance, and more) can be found at this [link](#). We are also rotating more employees to work remotely to keep staff separate in effort to keep healthy and avoid mass quarantines that could hamper operations, which we have been fortunate to avoid thus far.
  - **Outdoor Dining Spaces.** A yurt is being constructed at the Mulberry location to assist with inclement weather and maintaining outdoor, safe, social distanced public dining space.
  - **Free COVID-19 Community Testing Expands.** Beginning on Monday, additional testing will be available to Mesa County residents. The additional community testing will be done in partnership with Colorado Mesa University and COVIDCheck Colorado. This testing site will be at Colorado Mesa University, and will be open Monday – Friday from 3:00 p.m. to 5:00 p.m. Pre-registration is required, and registration information can be found [here](#). Residents can now get tested at Colorado Mesa University and at the Mesa County Fairgrounds. More information [here](#).
  - **School District #51 Update.** On Thursday, School District #51 announced that all high schools (including Fruita 8/9) will be transitioning to remote learning starting next Monday, and until after Thanksgiving break. Decisions on middle schools will be made today, and elementary schools will remain in person. Additional information can be found at this [link](#).
  - **Colorado Mesa University Update.** Beginning next week, Colorado Mesa University (“CMU”) will also be transitioning to online-only learning before Thanksgiving break. CMU is also encouraging all students to get a COVID-19 test before traveling home. The full update from CMU President Foster can be found [here](#).

### **Rise Above and FYAC Mural at Dinosaur Journey**

This week, members of Rise Above Colorado and the Fruita Youth Action Council worked on a two-story mural at Dinosaur Journey. This mural culminates a year of planning and will be featured outside the front entrance of the Museum and is expected to be completed this afternoon. Rise Above Colorado is a statewide drug prevention organization providing Colorado’s teens with information, resources, and healthy lifestyle alternatives to help youth choose a life free of drug misuse. Great work!



## General Updates

- **Financial Update.** In September, City sales tax were up 24% when compared to the previous year, bringing our year-to-date total to a 26% increase. Use taxes on motor vehicles (48% increase) and building materials (496% increase), and County sales taxes (5% increase) were also up from the previous year. Finally, for the first time since February, the City's lodging tax was up 30% in September.
- **New Phone System.** Our new phone system is in the process of being installed to allow for better remote options.
- **Pending Work.** Spent much of this week updating our COVID-19 Operations Plan, leave policy, coordinated efforts and messaging with the Mesa County Economic Development First Responders, continuing our efforts to identify future options of fiber in Fruita, coordination with the Fruit Business Park, open enrollment for employees, etc.
- **Online Variety Show.** The Cavalcade's online variety show is tomorrow night! More information can be found [here](#).

## Parks and Recreation

- The Draft PHROST Master Plan will be reviewed and discussed early next week by the Steering Committee, Project Team, Staff, as well as representatives from our health, youth and school communities. Staff feels the plan is making good progress but still needs some work in the details. This is an opportunity to get further input from key stakeholders on that detail.
- Parks staff have been busy decorating downtown and the Fruita Community Center for the Holidays. As normal, the lights are anticipated to be turned on Thanksgiving eve.
- With the 5 Star rating, the FCC continues to operate under the new Health Orders but with some minor, self-imposed changes. Staff will be monitoring usage in the areas throughout the FCC and allowing only 50 patrons in the natatorium and 25 patrons in the fitness areas. We are also

not going to reserve rooms at the FCC or the Civic Center for the time being. We recognize the increased pandemic numbers locally and are trying to implement social distancing operating procedures that reduce the risk of spreading the infection at the FCC.

- The FCC is slowly pulling its way out of the pandemic and in October reached 50% of revenues compared to 2019. And attendance at the FCC has been hovering in the low 40% range for the last three months, again compared to 2019. We hope this trend continues but also know the realities of what is happening with the surge in infections in our area. Staff continues to monitor and adapt where necessary. See Charts 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 (Approved)
- Development Agreements Code Amendment (Approved)
- Zoning and Density Bonus Code Amendments (<https://www.fruita.org/cd/page/zoning-and-density-bonus-land-use-code-amendments>)

### **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) (Completed and Open)
- 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 (Under Review)
- Sunshine Short-Term Rental (Under Review)

## **Police Department**

- The District Attorney released his findings regarding the officer involved shooting that occurred in Loma on August 29. His letter is found [here](#).

## **Public Works**

- Congratulations to Matt Haifley who successfully passed the Colorado Certified Water Professionals exam to advance his certification to a "Class A" certification in wastewater treatment! This is the most advanced level certification offered for wastewater treatment in the State of Colorado and now the required level for any "Operator-In-Charge" at the City's advanced WWRF.

- A contractor started working on repairs around the top of the Civic Center building this week. The scope includes repairing sections of damaged wood on the soffits, roofing repairs on the cornices, and painting the fascia.
- A cleaning service was hired to help with custodial needs now that seasonal employees are no longer able to assist with this.

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

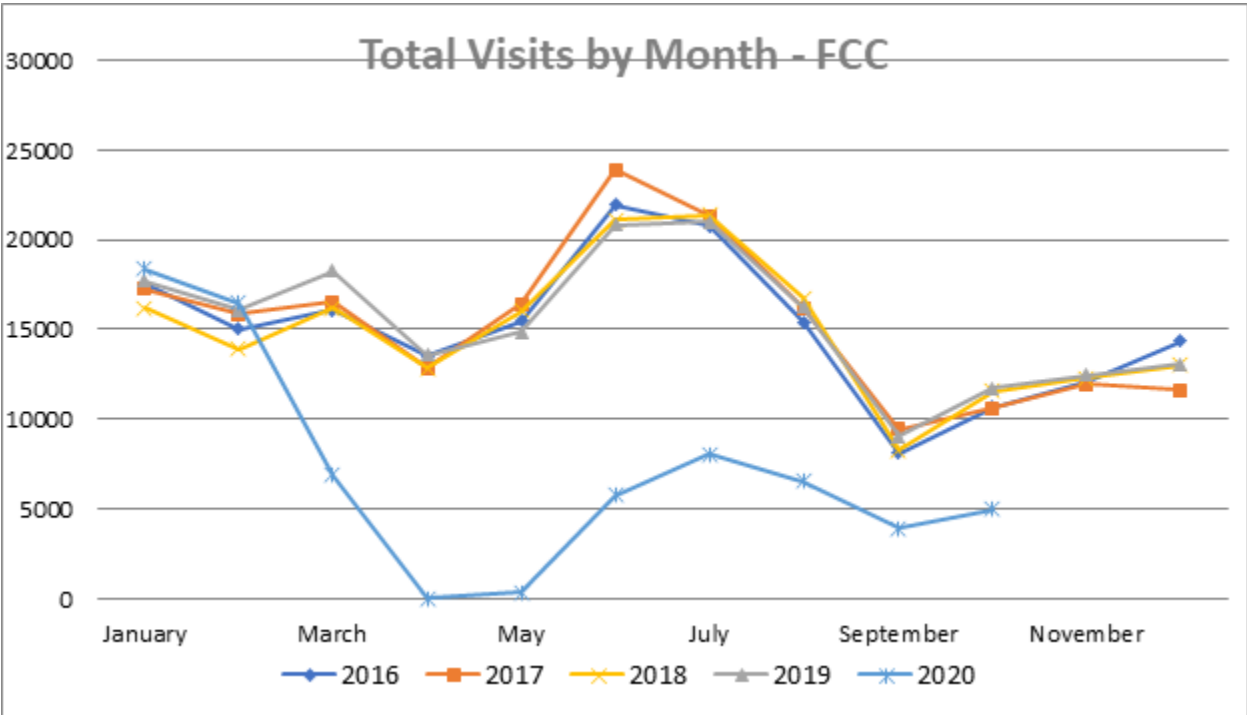
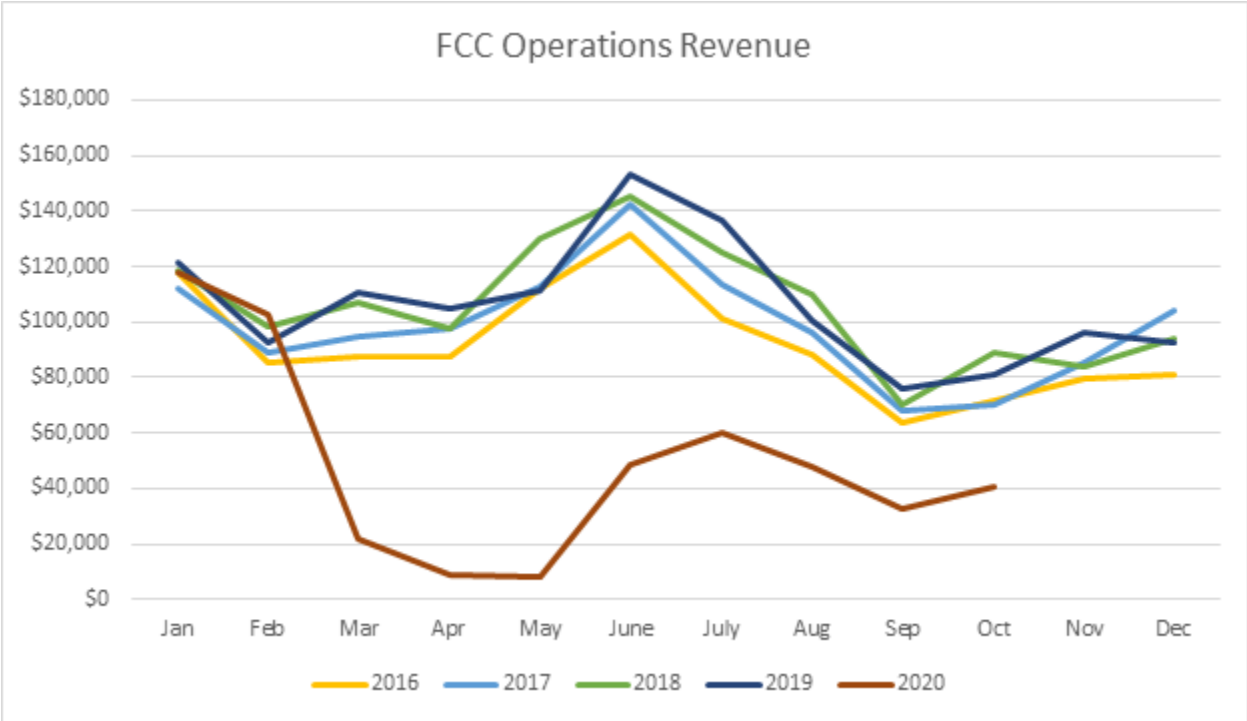
- [Changes to Safer at Home Order: No public gatherings allowed, indoor or outdoor.](#)
- [All D51 high schools to transition to remote learning.](#)
- [Students work to put up mural at Dinosaur Museum.](#)
- [Rise Above Colorado Painting New Mural In Fruita.](#)
- [District 51 decides to continue to in person classes.](#)
- [Gov. Polis pleads for Coloradans to wear masks and reduce social interactions.](#)
- [Case surge sends more and more to Mesa County COVID-19 testing site.](#)
- [LEAP applications now available.](#)
- [Area hospitals preparing for latest surge together.](#)
- [COVID-19 spread putting businesses at risk of closure.](#)
- [Polis Extends Statewide Mask Mandate and Cheers Hopeful Coronavirus Vaccine News.](#)
- [GJ-Fruita football game canceled; Mesa also cancels game.](#)
- [Five D51 schools considered as COVID-19 outbreak sites.](#)
- [MCPH Director: Community Not Protecting Vulnerable People from COVID-19.](#)
- [Local Businesses Impact by Mesa County COVID High-Risk Phase.](#)
- [Testing alone won't be enough to stem Colorado's surge of coronavirus cases.](#)
- [Governor, chamber urge consumers to shop local.](#)
- [Kait Boyle and Kurt Refsnider Beat Kokopelli Trail Fastest Known Times.](#)
- [Mesa County tallies more than 200 new COVID-19 infections in a single day.](#)
- [BLM marks 20th anniversary of establishing McInnis Canyons.](#)
- [District 51 virtual boundary meetings scheduled for November and December.](#)
- [School board discusses COVID-19 contingency plans to keep students online.](#)
- [The U.S. outdoor recreation economy is bigger than both mining and agricultural, according to report.](#)
- [D51 High Schools to go online.](#)
- [COVID-19 hospitalizations increase In Mesa County.](#)
- [Colorado Mesa University transitions to online learning early.](#)
- [Mesa County Public Health outlines restrictions, discusses impact on businesses.](#)
- [Show of support: Cavalcade's Variety Show audience follows it online during pandemic.](#)

**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.):*

- *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)





**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:



**MAKO  
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](https://health.mesacounty.us/covid19)





**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.