



FRUITA COLORADO

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: NOVEMBER 25, 2020
Re: WEEKLY INFORMATION UPDATE



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Happy Thanksgiving!

City offices are closed and not staffed tomorrow and Friday due to the holiday. The Fruita Community Center is closed on Thursday but will reopen on Friday. Thursday trash and recycling services are delayed by one day.



Tuesday's City Council Meeting

The meeting on Tuesday night will be held virtually. There are three items on the consent agenda, and three public hearing items on the 2021 Budget, a supplemental budget amendment, and a short-term rental. The meeting will conclude with a discussion on the Municipal Court.

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

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.

- **Downtown Dining Spaces.** Just a quick update on the outdoor dining spaces – construction on the Yurt at the Mulberry Street space will be completed soon. Once completed, however, we have decided to keep the yurt closed due to the increased number of cases throughout the valley.
- **CNM Update.** Last Friday, the Colorado National Monument announced that the Saddlehorn Visitor Center is closed until further notice, due to Mesa County moving to Level Red of the state’s COVID-19 response plan. There is still a temporary closure on the Liberty Cap Trail from the Ute Canyon intersection to the mesa top (closed Monday – Fridays for trail rehabilitation).
- **Mesa County Public Libraries.** Also last week, Mesa County Public Libraries announced that all branches will be closing to the public. It is anticipated that this closure will last until the end of the year. Curbside pickup and online services will still be available during this time. More information can be found [here](#).

Small Business Saturday

This Saturday is Small Business Saturday in Fruita! This holiday season, we would like to encourage everyone to shop local to save jobs, to stay safe, and to help our neighbors. From the Colorado Office of Economic Development and International Trade: “Shopping locally is one of the best ways to help Colorado’s economy during the pandemic. When consumers buy \$100 locally, \$70 stays in the local community. Shopping local increases employment, the buying power of local workers, tax revenue, and government funds for long-term investments like infrastructure and education.”



General Updates

- **Small Business Scavenger Hunt.** The Fruita Chamber of Commerce is hosting a small business scavenger hunt from November 23 – December 7, 2020 in Fruita. To learn how to participate, you can visit their website [here](#). Also, this week, the Chamber will be launching an online marketplace for small businesses throughout the valley. Once available, that marketplace can be found [here](#).

Parks and Recreation

- The newest edition of the Fruita Parks and Recreation newsletter is now available! View it here: [Happy Thanksgiving from Fruita Parks and Rec.](#)
- The Community Center will be closed on Thanksgiving Day but will be open normal hours on Friday 5:30 am to 7:00 pm.
- Water Aerobics classes have been cancelled through the rest of the year. They will resume after the first of the year.
- The Parks crew finished setting up all the holiday decorations throughout town and as of Tuesday night they lights were all turned on. Here is a [quick video](#) of the holiday lights at Circle Park.

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)

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

- [Hospitals prepare for surge capacity.](#)
- [Winter driving to have little impact on Mesa County's COVID-19 test processing.](#)
- [Colorado's unemployment rate remains the same.](#)
- [Mesa County jobless rates holds steady.](#)
- [Colorado's New 'Palisade Plunge', a 32-mile biking and hiking trail with a 6,000-foot descent.](#)
- [5-Star Variance Protection Program Update.](#)
- [All branches of Mesa Country Libraries closed to the public.](#)

- [Finding Family at Judy's Family Restaurant in Fruita.](#)
- [Hospitals have surge plans in place in for more ICU beds.](#)
- [Fruita Chamber launching online market for small businesses.](#)
- [Mesa County posts 72 new COVID-19 infections.](#)
- [Cash Mob to Support Local Businesses.](#)
- [BLM seeks comments on recreation permits.](#)
- [Holiday messages: Shop local and stay safe.](#)

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.):*

- **December 16, 2020** – Drive-Thru Cookies n' Claus, at 6:30 p.m. at the Fruita Community Center. More information [here](#).
- *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

LEVEL RED: SEVERE RISK



GUIDELINES AND RESTRICTIONS



P-12 Schools

P-5 in person suggested, or hybrid or remote as appropriate; Middle school in-person, hybrid, or remote suggested; High school hybrid or remote suggested



Group Sports & Camps

Virtual, or outdoors in groups less than 10



Higher Education

Remote suggested, limited in-person when necessary



Critical & Non Critical Retail

50% with increased curbside pick up, and delivery. Dedicated senior and at-risk hours encouraged.



Places of Worship

INDOOR UNSEATED: 25%, 50 (with calculator)
INDOOR SEATED: 25%, 50 person capacity
OUTDOORS: 6ft between parties outdoors, per local zoning



Personal Services

25% capacity or 25 people



Restaurants

INDOORS: Dining closed, take out, curbside, delivery, or to go
OUTDOORS: Open, air with only groups of own household is open



Indoor Events & Entertainment

UNSEATED: Closed
SEATED: Closed



Offices

10%, Remote work is strongly encouraged



Outdoor Events & Entertainment

UNSEATED: 25%, 75 people (with calculator), attended only with members of your own household and 6ft spacing between groups
SEATED: 25%, 75 people (6ft distancing between parties), attended only with members of your own household and 6ft spacing between groups



Bars

Closed



Gyms/Fitness

10%, 10 indoors per room, or outdoors in groups less than 10. Reservations required



Outdoor Guided Services

25% capacity or 10 people



MESA COUNTY
PUBLIC HEALTH





**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



**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.