



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 4, 2020  
Re: WEEKLY INFORMATION UPDATE

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### 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.

- **CDC Publishes Options for Quarantine Length.** Earlier this week, the Center for Disease Control (CDC) published additional options to reduce the length of quarantine, while still recommending a full 14 day quarantine as the most effective way to reduce disease spread. The CDC provided the following examples to explain when other, less protective quarantine options might be appropriate (as opposed to a full two-week quarantine). A quarantine can be shortened when:
  - If exposed people do not develop symptoms, they may be released from quarantine after completing day 7 if they have a negative test collected within 48 hours of ending quarantine. The test should be collected at least five days after their exposure.
  - People may stop quarantining after completing 10 days of quarantine without a test if they do not develop symptoms.
    - The Colorado Department of Public Health and Environment continues to recommend a full 14 day quarantine if exposed to someone with COVID-19, and stated that under no circumstances should a quarantine end before 7 days have fully passed. More information can be found [here](#).
- **State Special Legislative Session.** Governor Polis called a Special Session for the state Legislature, and this session ran from Monday – Wednesday this week. More information on that special session can be found [here](#), and provided below is a few pieces of legislation that we wanted to highlight with municipal impact.
  - **Economic Development: COVID-19 Relief for Small and Minority-Owned Businesses and Arts Organizations** – SB 20B-001 provides direct relief to small businesses (\$37 million), arts and cultural organizations (\$7.5 million), and minority-owned businesses (\$4 million). Small businesses with annual receipts of less than \$2.5 million in calendar 2019 could be eligible for the program. We are trying to get more information on how this program will be administered.

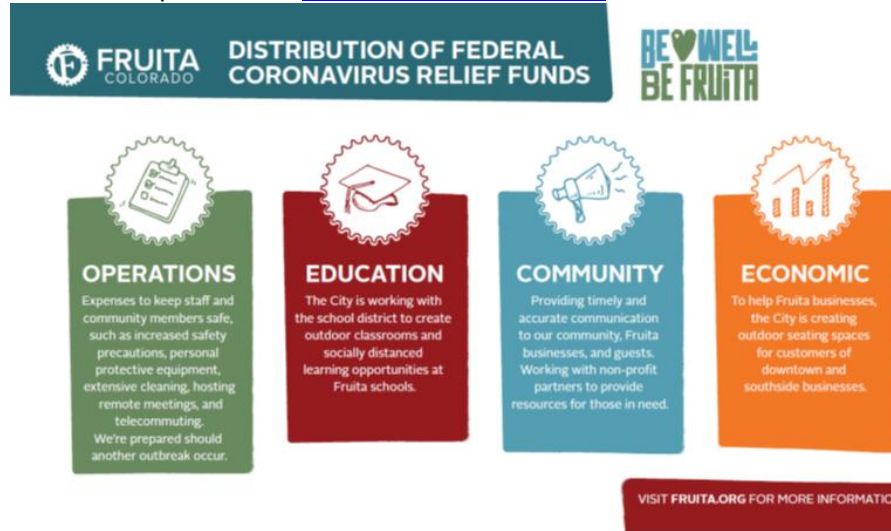
*Honor the Past – Envision the Future* **FRUITA**

- **Housing and Direct COVID-Emergency Assistance** – SB 20B-002 creates a program that will provide grants to individuals who experience financial need due to the pandemic and who may not be eligible for other types of assistance.
- **Retain State Sales Tax for COVID-Relief** – HB 20B-1004 will allow qualifying retail and food businesses to retain state sales taxes for sales made from November 2020 – February 2021. This legislation does not impact local sales tax that is collected.
- **Money for Energy Utility Bill Payment Assistance** – SB 20B-003 provides \$5 million in funding to provide direct energy bill payment assistance for low-income households, and other assistance.

### General Updates

- **Budget Meetings.** This week, I presented the 2021 Municipal Budget to each department in several virtual meetings. I am thankful for everyone's hard work on the budget – thank you! A highlight of the budget meetings was to reflect upon the many accomplishments of 2020, even amidst the many constant distractions related to the COVID-19 pandemic. I am proud that as a team and community we were able to still achieve our core services, priorities and key goals for the year amidst constantly pivoting and adjusting to the pandemic. While these are not all, some of the accomplishment highlights are:
  - Completion and adoption of Fruita in Motion Comprehensive Plan
  - Land Use Code & Engineering Design Standards
  - Parks, Health, Recreation, Open Space and Trails Master Plan
  - Implemented market-based compensation plan.
  - Professionalism & integrity of PD amidst heightened emotions, staffing challenges, national tragedies and increased focus on social justice—now fully staffed!
  - Paved trail connection to the Fruita Business Park and Imondi Wake Zone
  - Highway 6 sewer interceptor project
  - Sidewalks & crosswalks to the new Elementary School on K.4 Rd and 18.5 Rd
  - \$50,000 grant to fund a Rail Crossing improvement at 16 Rd. into the Fruita Business Park
  - Fruita Trails Initiative--funding paleo studies for North Fruita Desert (18 Rd) trails and received \$190,000 grant to fund trail maintenance valley wide
  - Re-plastered indoor pool
  - For the first time in 30+ years, managed and ran the municipal election
  - Voters approved new 3 percent lodger's tax to fund economic development and parks, trails, open space, trails and public spaces
  - Big Salt Wash bank stabilization
  - Civic Center soffit repairs & painting, HVAC replacements
  - Street signs, chip seal, striping, PASER Inspections
  - I70 & 340 lift stations improvements, H2S pilot study, coatings in headworks wet wells, upgrades & probe on oxidation ditch, renewed wastewater discharge permit
  - Implemented and managed the City's emergency operations plan for the COVID-19 pandemic, declared a local disaster emergency, established a Fruita Business Support Loan Fund and disseminated timely updates to the community regarding COVID-19

- CARES Act Expenditures: [www.bewellbefruita.com](http://www.bewellbefruita.com)



- **Employee Services Awards.** In addition to presenting the budget, Odette and I presented several service awards to employees. Below are all of the employees that received a service award – thank you for your hard work and dedication!
  - Five Years – Sam Atkins, Engineering; Henry Hemphill, Planning; Tina Hancock, Parks; Nestor Olivas, Parks; Tony Gianinetti, Police Department; Genny Muncaster, Administration.
  - 10 Years – Eric Ahlberg, Fruita Community Center
  - 15 Years – Odette Brach, Human Resources; Clem Rodriguez, Police Department, Dave Wolfe, Public Works.
- **Recovery Roadmap.** On Tuesday, Fruita took the lead submitting a letter of interest for the Department of Local Affairs' Rural Recovery Roadmap in partnership with 18 other organizations throughout the county. These partners include all Mesa County, all the cities and towns in the county, Public Health, all the school districts, Colorado Mesa University, Grand Junction Economic Partnership, Business Incubator, all three chambers of commerce, and Downtown Grand Junction. A formal application process will most likely occur in the next month or two. If awarded, DOLA will provide a consultant to the partners for the next two years to create a recovery roadmap following the pandemic. The key issues/opportunities that we focused on were regional economic development efforts, retaining our skilled workforce and improving access to education, regional broadband, and outdoor recreation assets/facilities. This continues upon the efforts of the Mesa County Economic Development First Responders.
- **Fruita Chamber Launches Online Store.** Last week, the Fruita Chamber of Commerce launched GrandValleyBusiness.com to help residents a variety of local restaurants, artists, retailers, service providers, and gift cards, all in one place. The online store is one-stop shop local directory. View it online [here](#).
- **Fruita for Equality Event.** On January 9<sup>th</sup>, the Fruita Historic Preservation Board and Fruita for Equality will host a Fruita history event, which will feature “stories on the KKK, Charlie Glass, and the Minter Family.” More information can be found at the library’s website [here](#).

- **GGJSC Meeting.** I attended the Greater Grand Junction Sports Commission Board meeting this week, which was the first meeting with our new Executive Director Ben Snyder. We welcome Ben from the Colorado Springs area, originally from Virginia who is hitting the ground running and preparing well for the day event can happen again.
- **Holiday Lights.** I know we mentioned this last week, but a huge kudos to the Parks crew for the amazing holiday lights around town! WE continue to receive many compliments on these—such a bright spot to enjoy this year!

### Engineering

- The bid opening for the Highway 340 Roundabouts project has moved to next Friday, December 11, 2020, at 1:30 p.m. The bid opening will be held virtually.

### Parks and Recreation

- Fruita is Festive - Thanks to Parks staff, downtown has been illuminated for the holidays. Thanks to the community for all the positive feedback!
- November visitation numbers for the FCC are slightly above visits in September but did drop percentage wise compared to 2019 visits. There were 5,103 visits in November which is 40.9% of what November 2019 was. We are happy that people continue to use the FCC during the pandemic - please keep coming – we offer a safe and clean facility with a 5-Star Rating!
- Fruita Youth Action Council is conducting a Coat and Winter Drive to support Homeward Bound for the Holidays. Coats and other items can be dropped off at the Fruita Community Center and they will be collected and delivered to Homeward Bound – see flyers below for more information.

### 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>) These Code Amendments are currently out for public comment and will be more formally noticed once public hearing dates are set.
- Short Term Rental Code Amendments: The Planning Team will be publishing on December 10<sup>th</sup> the proposed changes to these sections, which include procedural and supplemental zoning code modifications. These will follow the same legal notice and public process as previous Code Amendments.
- Landscaping and Irrigation design standards: The Fruita Planning Team has asked Design Workshop to work with their staff Landscape Architects to provide the City suggestions for a more sustainable approach to irrigation usage within residential and commercial development proposals. More to come on this as the Code update takes shape.

### **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 (Approved)

### **Police Department**

- Welcome to our newest police officer, Nathaniel Sorenson. Nate comes to us after a career as a criminal investigator with the Air Force. With Nate's hiring, we are fully staffed.
- This year, the Police Department is trying a pilot program called "Operations Porch Pirate." This gives our citizens another option for package delivery by being able to choose to have a package delivered to the Police Department for pick up later, rather than being left on a doorstep as a potential target of theft. We are excited about this project and hope it serves as a positive crime prevention measure. Of course, we also always encourage our community to shop locally.

### **Public Works**

- Road crews were able to complete crack sealing on streets in Cottonwoods, Heritage Meadows, Orchard Valley, and Stone Mountain subdivisions this week. This depleted the last of the 2020 crack seal materials and has completed a significant amount of preventative maintenance this year towards extending the life of the street system.
- The soffit repairs and painting on the Civic Center were completed this week. Some additional painting around the east door is planned to be completed next week if weather allows.
- The first of the new HVAC units for Civic Center arrived today. Installation may start as early as next week with all units planned to be replaced prior to Christmas.
- Advertising for the new custodian position will begin next week with hopes to hire starting in January.

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

- [Fruita adopts \\$20 million 2021 Budget.](#)
- [Fruita Police Department launches operation Porch Pirate.](#)
- [Reduced wait times at Mesa County COVID-19 testing site.](#)
- [DMV open by appointment only.](#)
- [Polis forms special group to help reopen schools.](#)
- [Mesa County COVID-19 certification program for businesses serves as a model for statewide initiative.](#)

- [Mesa County Public Health prepares for holiday spike in COVID-19 cases.](#)
- [Five Star Program to go statewide.](#)
- [Top and bottom of Palisade Plunge are now connected.](#)
- [Checking in with Jen Zeuner, Anne Keller, The Hot Tomato, Fruita Co](#)
- [Some COVID relief money could be tied to following Colorado's health orders.](#)
- [COVID-19 hospitalizations up in Mesa County.](#)
- [Long-term effects of COVID-19 being looked at more closely.](#)
- [Mountain biking dreams soon to be realized on highly anticipated trail in Colorado.](#)
- [COVID-19 fears hinder local travel.](#)
- [Powderhorn celebrates opening day.](#)

**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](#).
- **January 9, 2021** – Fruita For Equality Event, Fruita History: The KKK, Charlie Glass, and the Minter Family, 4:30 p.m. This will be held virtually, and link to participate can be found [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](mailto: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



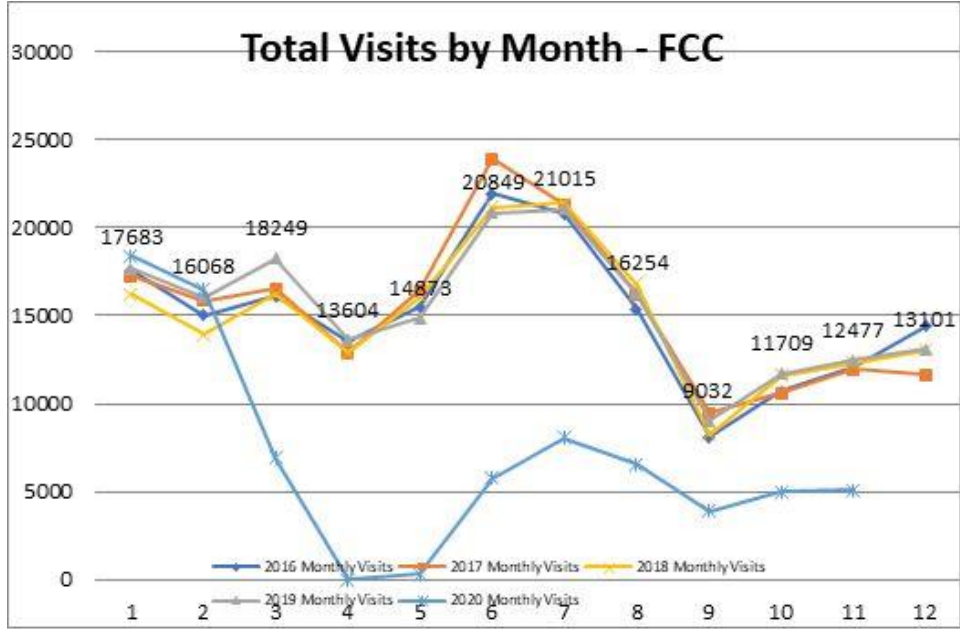
### Outdoor Guided Services

25% capacity or 10 people



MESA COUNTY  
PUBLIC HEALTH







FRUITA YOUTH ACTION COUNCIL

# WINTER COAT

## Drive

BENEFITING HOMEWARD BOUND

THROUGH DECEMBER 14



»» COLLECTING NEW OR GENTLY USED JACKETS & COATS ««

### Drop Off Location

Fruita Community Center • 324 N. Coulson Street

Collection bins are located near the front desk.

Enter through the FCC front door to donate  
and follow the signs to exit.





# WARM HEARTS WINTER DRIVE

**BENEFITING  
HOMEWARD BOUND  
OF THE GRAND VALLEY**

## ITEMS NEEDED

**Toiletries** (No mouthwash or aerosols)  
**Diapers**  
**Baby Wipes**  
**Pillows**  
**Formula**  
**Masks**  
**Linens**  
**Blankets**  
**Bed Sheets** (Twin Size)  
**Non-Perishable Food**

**THROUGH  
DEC. 14**



## DROP OFF LOCATION

**Fruita Community Center  
324 N. Coulson Street**

Collection bins are located  
near the front desk.

Enter through the FCC front doors to  
donate and follow the signs to exit.

# FRUITA FOR EQUALITY

## **FRUITA HISTORY**

**THE KKK, CHARLIE GLASS, AND THE MINTER FAMILY**

**4:30 P.M., SATURDAY, JANUARY 9**  
ONLINE EVENT VIA ZOOM

Fruita-area residents are invited to join us for a virtual discussion about Fruita's history as it pertains to race, equality, and acceptance. The KKK. The legend of Charlie Glass. The tragic, transformative story of the Minter family. Hear stories about Fruita's history as our community navigated many of the same questions as we have as a nation, including the reemergence of the KKK in post-World-War-I America, and the Civil Rights Movement of the 1960s.

**REGISTRATION IS REQUIRED.**  
**VISIT THE EVENT CALENDAR AT MESACOUNTYLIBRARIES.ORG TO REGISTER.**

This event is presented with the help of the Fruita Historic Preservation Board.

**FRUITA FOR EQUALITY MISSION STATEMENT:**

Promoting and supporting equality, inclusivity, and diversity through meaningful conversations and action in our community.

LITHIC BOOKSTORE



& GALLERY



Mesa County  
LIBRARIES

Rotary  
FRUITA ROTARY



visit [mesacountylibraries.org](https://mesacountylibraries.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.