



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 22, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

Our workshop meeting on Tuesday night will be held virtually. The agenda can be found [here](#).

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.

- **Webinar for Small Businesses.** Next Monday, at 5:30 p.m., Governor Polis and the Office of Economic Development and International Trade (OEDIT) are hosting a webinar for small businesses on Facebook live. The webinar will provide information on state resources and federal stimulus programs to help small businesses, and where and how to reach technical support to overcome obstacles in the application process. Topics include: Small Business Administration Relief Programs, Paycheck Protection Program (PPP) Application and Lenders, State Small Business Relief Program, and more. The webinar can be found [here](#) and the flyer is provided below.
- **State Adds New Metric for Vaccine Dashboard.** Today, the Colorado Department of Public Health and Environment announced that the vaccine data dashboard will now include additional metrics, such as vaccine administration by race/ethnicity, age, group, and sex. If interested in viewing, the vaccine dashboard it can be viewed [here](#).
- **Vaccinations.** A couple weeks ago our Police Department began being offered and scheduled for the vaccine and next week our employees in the 1.b. category will begin scheduling. This morning, Mesa County Public Health along with the area hospitals provided a briefing on vaccine distribution, and that video can be found [here](#).

Help Us Name New Trails!

A few months ago, the City of Fruita was awarded a "Revitalizing Main Streets" grant through the Colorado Department of Transportation. The goal of the grant is to fund multi-modal transportation projects during the pandemic. With our grant funding, we have decided to improve wayfinding signage along the Colorado Riverfront Trail

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

and create four new trails throughout the City to help guide bike and pedestrian traffic to points of interests. Staff has created four new routes that signage and markers will be placed along, and we need the public's help to name these new trails! Parks and Recreation has launched a survey for potential names that can be found at this [link](#), and the map of the new trails can be also be found at the top of the survey. We look forward to submissions and ideas! Voting will end of January 29, 2021.



Boards and Commission Vacancies (continued)

Interested in becoming more involved in the City? We are currently advertising to fill vacancies on several Boards and Commissions. There are open positions on the Board of Adjustments, the Historic Preservation Board, Tourism Advisory Board, the Police Commission, the Downtown Advisory Board, and the Livability Commission. Boards and Commissions serve an important role in the City as they recommend policy to staff and the City Council. To find out more about each Board and Commission and to find an application, you can visit our website [here](#).

Citizen Request Portal (continued)

This week, we launched the Citizen Request portal on our website. The portal provides members of the community and guests a way to directly submit and track concerns throughout Fruita. Users can submit requests for non-emergency issues like potholes, graffiti, street sweeping needs, and more. The portal is integrated with the work order software that is already being used by City maintenance staff. The portal is available now [here](#). Questions regarding the portal can be submitted [here](#).

General Updates

- **Wi-Fi Access Expanded at the FCC.** Last week, the Fruita Branch of Mesa County Public Libraries installed Wi-Fi in the parking lot of the Fruita Community Center. This will allow residents and guests to use internet while at the FCC during normal business hours. Thank you to Mesa County Libraries for expanding internet service at the FCC! Also, the library reopened to the public this week.

- ***Be Well, Be Fruita Efforts Featured in CML Publication.*** We are excited to share that the City of Fruita is one of six organizations to be featured in the Colorado Municipal League’s 2021 Cities and Towns report. This publication focuses on how Colorado’s cities and towns have responded to the COVID-19 pandemic, and municipal resiliency. The full report can be found [here](#), and the stories on Fruita (and others) is at this [link](#).
- ***BLM Letter.*** Fruita was one of several organizations this week to sign on to a letter to the Bureau of Land Management, inviting federal leadership to the area to have a discussion on the future of the BLM Headquarters. This letter was sent to all of our federal representatives and includes the government and economic development organizations of western Colorado. The letter copied below.

Engineering

- Ash Street Sewer Project had 6 bids submitted with the low bidder being Sorter Construction Inc. with a bid of \$180,043.50.
- The Active Circulation Plan is ongoing. Information and a public survey is available [here](#). has a public survey available for public comment located at the bottom of that page.
- CDOT continues with their work on curb ramp replacements on Highway 340 and Highway 6 & 50. For next week, Monday, Jan. 25 to Wednesday, Jan. 27 work will consist of:
 - Southbound right turn lane closure on Pine St. onto Westbound US 50
 - All intersections will maintain public access
 - Expect sidewalk closures at the Rest Area
 - Expect intermittent flagging during construction
 - All work is tentatively scheduled based on weather conditions
 - The project will be in operation Monday thru Wednesday from 7:30 a.m. to 5 p.m.

- Mesa County’s 18.5-K99A Bridge Replacement Project is underway with removal of the existing culvert. The culvert is being replaced with a triple box culvert. The culvert is located on the Little Salt Wash on 18 ½ Road south of L Road.



Human Resources

- We welcome Jeana Wade to the Fruita Police Department. She is our new Evidence Technician and will be taking JoAnne Williams' place with her upcoming retirement. Glad to have you on board Jeana!

Parks and Recreation

- 10 years of the Community Center and going strong! The FCC turns 10 years old later this month and the FCC will be celebrating with a variety of mini and socially distant events. Look for 10 Facebook posts of fun FCC facts and figures starting January 23rd, FCC pictures posted around the facility and on February 1st a cake and give-aways to people who visit the FCC. Later in 2021, when we are past COVID, we will hope to host a more appropriate 10 year celebration event.
- The newest edition of the Fruita Parks and Recreation bimonthly newsletter is now available and can be found here: [Help us name some trails in Fruita!](#)
- Reminder – the Fruita Community Center is now open on Mondays through Thursdays until 8 pm and the Hot Tub / Spa has also re-opened. Please use Sign-up Genius to reserve a time slot in the spa, lap lanes or in a water aerobics class. The link can be found [here](#) to sign up for a time slot.
- The 14th Annual Sweetheart Run is still on! Run your 5K or 10K the week of February 14th and post your time on Strava to participate and see how you measure up 😊. Registration is open from January 1 to February 7 at the Fruita Community Center (FCC). The entry fee is \$20 and includes a race bag. After February 7 there will be an additional \$10 late fee. Entry forms are available below or at the FCC. The first 200 adults to register will receive a super soft long sleeve 2021 Sweetheart Run Shirt. The first 50 kids to register will get a sweet beanie.

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](#). 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 can be found as this [page](#).
- [Parking Standards](#)
- Landscaping/ 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.
- Design Standards: The links to the Code Amendments can be found at this [page](#).

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)
- Grand Valley Estates 3, Zoning and Annexation
- Sunshine Short-Term Rental (Approved)

Police Department

- To fill the Evidence Technician position vacated by JoAnne, we welcome aboard Jeane Wade. Jeane recently retired from the Colorado State Patrol where she spent nearly 30 years, with extensive experience in property and evidence management.

Public Works

- Staff has received six requests through the portal since launching. Four of the requests have been closed, and two are still open (one forwarded to Code Compliance, the other due to a temporary patch by Ute Water outside the City limits).
- Street crews have also been busy working on replacement parts for safe route signs and cross walks.
- Congratulations to Armando Romero for passing his CDL Learners Permit last week. Congrats!

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

- [2021 State of Our Cities and Towns.](#)
- [Fruita Community Center reopens pool.](#)
- [County asks for patience as frustration over vaccine rollout builds.](#)
- [Grand Junction residents gather on Martin Luther King Jr. Day.](#)
- [Update: New Happenings at the Fruita Community Center.](#)
- [Mesa County libraries reopening today.](#)
- [Polis, Kuhr bemoan lack of vaccines being distributed.](#)
- [Search and Rescue Team Gives Hiking Safety Tips.](#)

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.):*

- **February 6, 2021** – Virtual White Iced Event to benefit District #51 Foundation. More information [here](#).
- **February 7-14, 2021** – Virtual Sweetheart 5K/10K Run.

- *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



GOVERNOR JARED POLIS



COLORADO

Office of Economic Development
& International Trade

MONDAY
JANUARY 25
5:30 PM

Join **Governor Jared Polis** for a webinar:

SUPPORT FOR COLORADO SMALL BUSINESSES

**Unlocking Federal and State Resources
for Your Small Business**



LIVE

[FACEBOOK.COM/JAREDPOLIS](https://www.facebook.com/jaredpolis)





January 21, 2021

Honorable Michael Bennet, United States Senator
Honorable John Hickenlooper, United States Senator

Dear Senators Bennet and Hickenlooper:

The governments and economic development organizations of western Colorado invite you to Grand Junction, Colorado for a roundtable discussion on the future of the Bureau of Land Management Headquarters (BLM HQ). We firmly believe that the move was in the best interest of the Department of the Interior and we are counting on you to forcefully maintain your past support and advocacy to keep the headquarters in Grand Junction.

Three years ago, with bipartisan support across Colorado, we began a campaign to bring the Bureau of Land Management to Grand Junction. The reasons we advocated for the Headquarters then still stand today. The BLM Headquarters should be located in a place where there is actually BLM land, giving citizens and impacted stakeholders who depend on these lands better access to agency leadership. Unfortunately, because the move was completed under the Trump Administration, it became severely politized. The timing of the move should not take away from the original reasons for the move, which we still stand by today and which you helped champion.

During the pandemic, the BLM HQ hired 41 full time equivalent employees with an average wage of \$120,000 and has invested \$3 million into capital infrastructure, providing an important economic impact to western Colorado. 41 families uprooted themselves, relocated to Grand Junction, purchased homes and enrolled their children in our schools. Many of those positions were positions that the BLM had been unable to fill when they were located in Washington, DC. Understandably, people who want to work for the BLM and are passionate about public lands want to live in a place where they can enjoy public lands. When those positions moved to Grand Junction, the Department of Interior received a wide pool of qualified applicants of a quality that they had not received in DC. The relocation to Grand Junction has accomplished what we all hoped that it would accomplish, but there is still more to do and we need your continued support and resolve to see it through.

After the loss of the US Space Command to Alabama, it would be absolutely devastating to lose the BLM HQ back to Washington, DC. with the stroke of a pen. It is unfortunate that good decisions by well-meaning people have been hijacked by the political divide that is tearing our country apart. We implore you to not let the BLM HQ become another victim of this divide. The BLM HQ moved to put the organization more in touch with the communities that depend on them, not because President Trump wanted to weaken the Department of the Interior. *Please resist cynical political arguments being made to reverse this important policy victory for rural Colorado and public land stakeholders across the West.*

We look forward to hearing from you soon to ensure you have all relevant facts as this decision hangs in the balance.

Sincerely,

Janet Rowland, Chairman
Mesa County

John Martin, Commissioner
Garfield County

Gary Moyer, Commissioner
Rio Blanco County

Donald Broom, Commissioner
Moffat County

Merrit Linke, Commissioner
Grand County

Mike Samson, Chairman
AGNC

Mike Lane, Commissioner
Delta County

Sue Hansen, Commissioner
Montrose County

Duke Wortmann, Mayor
City of Grand Junction

Diane Schwenke, President
Grand Junction Chamber

Tim Foster, President
Colorado Mesa University

Robin Brown, Director
GJEP

Christian Reece, Director
Club 20

Mike Bennett, Manager
City of Fruita

Lisa Piering, Manager
Town of Rangely

Peter Brixius, Manager
City of Craig

Art Riddile, Mayor
City of New Castle

Janet Hawkinson, Manager
Town of Palisade

Melonie Matarozzo, Manager
Town of Collbran

Roy B. McClung, Mayor
Town of Parachute

Lisa Cook, Manager
Town of Meeker

Cc: Governor Jared Polis
United States Department of Interior Secretary-Designate Deb Haaland
Congresswoman Lauren Boebert
Congressman Joe Neguse

LEVEL ORANGE: HIGH RISK



GUIDELINES AND RESTRICTIONS



P-12 Schools

In-person suggested
Counties are encouraged to prioritize in-person learning by suspending other extracurricular and recreational activities in order to preserve effective cohorting and minimize disruptions to in person learning



Group Sports & Camps

Virtual, or outdoors in groups less than 10



Higher Education

In-person, hybrid, or remote as appropriate



Critical & Non Critical Retail

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



Restaurants

INDOORS: 25% capacity or 50 people †
OUTDOORS: 6ft between parties outdoors, per local zoning



Personal Services

25% capacity or 25 people †



Offices

25% capacity, remote work is strongly encouraged



Indoor Events & Entertainment

UNSEATED: 25% capacity or 50 person capacity (with calculator) †
SEATED: 25% capacity or 50 people †



Bars

Closed



Outdoor Events & Entertainment

UNSEATED: 25% capacity or 75 people
SEATED: 25% capacity or 75 people †



Gyms/Fitness

25% capacity, 25 people indoors †, or outdoors in groups less than 10



Outdoor Guided Services

25% capacity or 10 people †



**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.