



# FRUITA COLORADO

## Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: FEBRUARY 19, 2021  
Re: WEEKLY INFORMATION UPDATE



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### Tuesday's City Council Workshop Canceled

The workshop scheduled for next Tuesday night has been canceled. As a reminder, we will have a joint City Council/Planning Commission workshop on March 9, 2021 at 6:30 p.m. at the Fruita Community Center.

### 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.

- **Fruita Civic Center Reopening Next Week.** Beginning next Monday, February 22, 2021, the Fruita Civic Center will be open to the public. Normal business hours will resume, and the Civic Center will be open Monday – Friday from 8:00 a.m. to 5:00 p.m. While the building is reopening, we continue to recommend that residents conduct City business online and limit trips to only essential visits. The Fruita Branch of Mesa County Motor Vehicle will also reopen next week by appointment only.
- **Mesa County Moves to Level Yellow: Concern.** Mesa County continues to experience a decline in cases of COVID-19 and has transitioned to Level Yellow: Concern, of the state's COVID-19 dial. Under the new level, most industries are allowed 50% capacity with social distancing measures in place. Personal gatherings under the dial framework are considered a high-risk activity and remain limited to up to 10 people from no more than two households. More details are provided below, and the release from MCPH can be found [here](#).
  - **Restaurants** – Indoors allowed 50% capacity or 50 people; outdoors 6 feet between parties.
  - **Offices** – Allowed 50% capacity, remote work still strongly encouraged.
  - **Bars** – Bars that do not serve food remain closed.
  - **Retail** – 50% capacity
  - **Personal Services** – 50% capacity
  - **Gyms/Fitness** - 50% capacity or 50 people.
    - Some businesses may still qualify for an exemption through the variance protection program. The full chart of Level Yellow guidelines and restrictions can be found here or below.

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

- **Mesa County Small Business Relief Program is Back.** Mesa County is extending the Small Business Relief Program, and the next round of applications are due by 5:00 p.m. on Wednesday, March 10, 2021. All businesses that meet the eligibility criteria will be awarded a grant. This program is funded through Senate Bill 20B-001 and provides a grant to specific businesses that have impacted by the COVID-19 pandemic. For more information, including the application, eligibility requirements, and other details, you can visit Mesa County's website [here](#).
- **Vaccine Clinic.** Today, Family Health West (FHW) is hosting another large COVID-19 vaccine clinic from 7:30 a.m. to 5:30 p.m. FHW is estimating that it will provide 1100 vaccines today. Thank you for all that you do FHW!

### **Fruita Circulation Plan – New Interactive Map Launched!**

In addition to the public survey that was recently launched for the Fruita Circulation plan, the planning team has also uploaded an interactive web map to provide feedback. This web map allows users to provide feedback for specific corridors and locations where improvements are needed, like for crossing a street, where to consider bike lanes, and more. The map can be found at the bottom of the page [here](#) and the survey can be found be [here](#).

### **General Updates**

- **Mobile Mesa County Newsletter.** The February 2021 Mobile Mesa County newsletter is now available and has a lot of great information in it. The newsletter includes articles on stimulus funding for CDOT projects in the region, information on the Colorado Transportation Plan, and more. You can view the electronic version of the newsletter [here](#).
- **School District #51 Boundary Changes.** On February 16, 2021, the District 51 School Board voted to adopt a series of proposals for school boundary changes. These potential changes are designed to alleviate crowding for schools in areas. These changes will affect Appleton, Broadway, Pomona, Tope, and Wingate elementary schools, as well as Fruita Monument and Grand Junction high schools, Fruita and West Middle schools, and Fruita 8/9 School. The changes to the boundaries can be found at D51's website at this [link](#). If interested in viewing the full D-51 Board Brief, you can view it [here](#).
- **Livability Commission Meeting.** The Livability Commission met this week to discuss the "Age Friendly Action Plan" that will be submitted to AARP by the end of the month. This action plan is required to be submitted as part of Fruita's designation as an Age Friendly Community, and staff and commission members are excited to share the plan. The plan details the groups goals priority areas moving forward.
- **District 51 Foundation Board.** I have just completed two 3-year terms on the D51F Board. It was a great 6 years and I look forward to staying in close contact with our partners in the school district.

### **Engineering**

- Ash Street Sewer Construction continues.

- Highway 340 Roundabouts are getting a much-needed facelift with foundations for art sculptures were poured this week.



### **Marketing and Promotion**

- The newest GoFruita newsletter and blog can be found here: [5 Tips for Working Hard and Playing Hard in Fruita.](#)

### **Parks and Recreation**

- The newest edition of the Fruita Parks and Recreation newsletter is now available, and can be found here: [Junior Jammers Youth Basketball Starting Soon.](#) This issue features upcoming programming and events, information on the Fruita roundabout project, senior events, and more.
- Now that Mesa County has moved to Level Yellow on the state's COVID-19 dial, the Fruita Community Center (FCC) is increasing the pool capacity from 75 people to 100 people. As a reminder, reservations are required for the hot tub and the lap lanes, but not required leisure swim.
- Also, FCC is now allowing room rentals per the guidance of Mesa county Public Health. Residents can also reserve park shelters now as well.

### **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**

- Chief Krouse participated in the Western Slope Peace Officer's Academy's policing ethics discussion panel.

#### **Public Works**

- Congratulations to Torie Tucker and Armando Romero for passing their Class A CDL test!
- Work began on the I-70 Billboard improvements this week. To start, crews removed the banner and are updating the electrical. We estimate that this project will take a few weeks to complete.
- Filed biennial DOT update with the Federal Motor Carrier Administration. This renews the City's DOT number displayed on the side of the trucks and updates the number of types of truck, material transported, and type of work the City expects to have/complete.

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

- [Old Ski Gondolas Find New Life as Private Dining Rooms.](#)
- [How to Spend a Perfect Day at Colorado National Monument.](#)
- [First flight of year-round service to Orange County takes off.](#)

- [COVID scammers look to take advantage of vaccine rollout.](#)
- [Colorado added over 14,000 unemployment claims last week.](#)
- [D51 teachers look to lead by example with vaccine.](#)
- [COVID-19 positivity rate below 6%.](#)
- [CMU professors active in teaching Black History.](#)
- [Legislature reconvenes, focus still on pandemic, economy.](#)
- [District 51 commits to collaborative Black History Month.](#)
- [National Donor Day takes on new meaning for Fruita family.](#)
- [Lawmakers return to 2021 session.](#)
- [Vaccine distribution expands in Mesa County.](#)
- [Vaccine rollout ahead of schedule in Mesa County.](#)
- [D51 adopts boundary changes.](#)
- [Mesa County to transition to Level Yellow: Concern.](#)
- [4 more dead of COVID-19.](#)
- [Mesa County moves to yellow alert on COVID dial.](#)
- [D51 School Boards Adopts New Boundaries.](#)
- [School Board approves boundary changes, announces development in superintendent search.](#)
- [Two more stretches of Colorado roads added to National Scenic Byways system.](#)
- [The latest outdoor dining craze? \\$20K ski gondolas?](#)

**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.*
- **April 16-18, 2021** - Desert Rats Festival hosted by Gemini Adventures. This includes trail running events: 50K, 26.2M, 13.1 M, 10K on the Kokopelli Trails. <https://geminiadventures.com/>
- **May 1, 2021** - Adventurefest event at the 18 Road trails in North Fruita Desert, hosted by Gemini Adventures. This includes a 13.1 run and a 50K mountain bike race. <https://geminiadventures.com/>
- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>

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 YELLOW CONCERN



## GUIDELINES AND RESTRICTIONS



**P-12 Schools**  
In-person suggested



**Group Sports & Camps**  
25 person cap  
per activity



**Higher Education**  
In-person, hybrid, or  
remote as appropriate



**Critical & Non  
Critical Retail**  
50% capacity



**Restaurants**  
INDOORS: 50% capacity  
or 50 people (or up to 150  
with calculator) †  
OUTDOORS: 6ft between  
parties outdoors, per local  
zoning



**Personal Services**  
50% capacity or 50 people  
†



**Offices**  
50%. Remote work is  
strongly encouraged



**Indoor Events &  
Entertainment**  
Unseated: 50%, 50  
without calculator or up  
to 100 with calculator  
Seated: 50% capacity  
or 150 people (6ft  
distancing between  
parties †



**Bars**  
Closed



**Outdoor Events &  
Entertainment**  
Unseated: 50% capacity  
or 175 people †  
Seated: 50% capacity or  
175 people †



**Gyms/Fitness**  
50% capacity or 50 people †



**Outdoor Guided  
Services**  
50% capacity or 10 peo-  
ple †



**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.