



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 1, 2021
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

City offices are closed tomorrow, April 2, 2021, for Good Friday. We hope that you have a great Easter weekend!

Tuesday's City Council Meeting

Our meeting on Tuesday will begin with proclaiming April 30, 2021 as Arbor Day in the City of Fruita. Following that, there are four items on the consent agenda, and two quasi-judicial hearings regarding short-term rentals (one withdrawing an application and the other applying for a conditional use permit). After those hearings, staff will present the final version of the Parks, Health, Recreation, Open Space and Trails ("PHROST") Master Plan. We are excited to share this final version of the plan and want to thank everyone that has been involved in the planning process. We will conclude the meeting with the City Manager's update, which will include introducing the new Public Works Director. This meeting will be held virtually.

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.

- **Vaccine Eligibility.** Beginning tomorrow, April 2, 2021, vaccine eligibility has now been expanded to the general public. Coloradans aged 16 and up are eligible to receive Pfizer Vaccine and those 18 and up are eligible for the Moderna and the Johnson and Johnson Vaccine. If you are interested in receiving a COVID-19 vaccine, you can sign up at Mesa County Public Health's website [here](#), or through local pharmacies.
- **Testing Sites Change.** Effective next Tuesday, testing for COVID-19 at the Mesa County Fairgrounds will be moved to the Mesa County Public Health building at 29 1/2 Road and North Avenue. In addition to getting tested at the MCPH building, people can still get tested at Colorado Mesa University, Fruita Monument High School, Grand Mesa Middle School, and the Peachtree Shopping Center. More information on the changes and links to how to register for a test is available [here](#).

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

General Updates

- **Community Survey.** The Community Survey has been finalized and has been sent to print. We anticipate that residents should start receiving the survey next week or shortly after that. The survey is being mailed to all residential households, and we encourage all to participate. We will provide an additional update on this next week. We are putting together a short video invite from the Mayor encouraging all residents to participate.
- **Public Works Director.** We want to welcome Kimberly Bullen to the City of Fruita! Kimberly started today as the Public Works Director and brings an extensive amount of local government experience and expertise to the position. Kimberly is going to be a great addition to our leadership team, and we look forward to working with her. Welcome Kimberly!
- **Food Bank Grant.** Earlier this year, the City of Fruita provided Food Bank of the Rockies with a \$10,000 grant to help with increased need for food for Fruita families during the pandemic. Through leveraging other grants and donations, Food Bank of the Rockies estimates that for every \$1 donated, the organization can provide four meals. With that, it can be estimated that our grant aided in 40,000 meals for Fruita Area Food Banks. We are thankful for this partnership and all of their efforts during this past difficult year. If interested in reading, Food Bank of the Rockies provided us with a thank you letter for the grant, and that letter can be found below.
- **Main Street Program.** This week, the City of Fruita was accepted into the Colorado Main Street program as an affiliate member. The Main Street Program offers support for community-led downtown revitalization, and helps communities identify opportunities, resources, and programs available to help with goals. After hearing more about the Main Street Program, the Downtown Advisory Board expressed interest in joining and learning more about it. We look forward to this partnership and are excited about the opportunity to participate! More information about the program can be found [here](#).

Engineering

- **Roundabouts Update.** The setting of the first two sculptures is planned to be completed for the Highway 340 Roundabouts next week. The remaining sculptures will be completed and installed by late summer.
- **Ash Street Project.** The Ash St. trench will be paved next week finalizing that project.
- **Maple Street Sewer.** Sorter has constructed the sewer main and all but one sewer service on Maple Street south of Aspen Ave.

Human Resources

- **Job Openings.** The City of Fruita continues to recruit for several positions, including Guest Services Attendant at the Fruita Community Center, (FCC) Seasonal Parks Worker and Maintenance Worker, Facility Coordinator at the FCC, Engineering Intern, and more. More information on each position is available [here](#).

Marketing and Promotion

- **GoFruita Newsletter.** The latest GoFruita newsletter is now available, and can be found at this link: [3 Undiscovered Adventures In Your Own Backyard](#). Also in the newsletter, you will find that we currently giving away 4-Day Fruita Adventure for a Family of Four! This giveaway is

through a partnership with the Colorado Tourism Office, and has already received a lot of participation.

Parks and Recreation

- ***Latest Parks and Recreation Newsletter.*** Check out the latest in Parks and Recreation programs and activities in the E-Newsletter that was sent out on Wednesday: [Upcoming April Events and Activities.](#)
- ***North Fruita Desert Progress.*** Staff has been working with BLM, COPMOBA, Mesa County Public Health and local businesses to secure funding for biological and wildlife studies in the North Fruita Desert. We hope to hire a contractor in the coming weeks to have the survey work performed this Spring. The intention is complete all survey work, have BLM obtain NEPA approval and apply for a CPW construction grant in the Fall of 2021 with the hope of building new trail in 2022-2024.

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

Major/ Minor Subdivisions:

- Dwell PUD Preliminary Plan (Under Review)
- Bradyville Minor Subdivision (Approved)
- Grand Valley Estates 3 (Under Review)
- Rose Creek Preliminary Plan (Under Review)
- Patron Annexation and Zoning (Under Review)
- Ross Creek Preliminary Plan (Under Review)
- Lusby Short Term Rental (Under Review)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Grand Valley Estates 3, Zoning and Annexation (Approved)

Public Works

- **Facility Updates.** With all Fruita facilities now open, building maintenance crews continues to clean and disinfect each building twice a day to ensure that they are safe to use for guests and staff.
- **City Shops Internet Outage.** There was a brief phone and internet outage at the City Shops building for about six hours on Monday. The outage was due to an overhead fiber optic line being struck at McCune and Maple Street. If we missed a call from you during that time, please feel free to let us know at 970-858-9558, or at communications@fruita.org.

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

- [Mesa County jobless rate retreats.](#)
- [As vaccine efforts ramp up at GJ Convention Center, so does the need for volunteers.](#)
- [County positivity rate remains low for COVID-19.](#)
- [Fruita survey to include question on marijuana.](#)
- [2021 Bike Demo Events Hamstrung By Lack of Demo Bikes.](#)
- [Trek Dirt Series Releases 2021 Schedule.](#)
- [Carrie Underwood, Toby Keith, Luke Combs to headline County Jam.](#)
- [Colorado opening COVID-19 vaccines to general public on April 2.](#)
- [Airports receive more COVID relief grants.](#)
- [All Adult Colorado Residents Eligible for COVID Vaccine Starting Friday.](#)
- [Mesa County nears 60k shots given.](#)
- [COVID-19 Vaccination Update.](#)
- [Kuhr expects vaccine totals to increase as eligibility expands.](#)
- [County moves testing center back to Mesa County Public Health building due to low COVID-19 testing demand.](#)

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.):*

- **April 3, 2021** – Fruita for Equality Panel Discussion on allyship. This discussion will be held virtually at 5:00 p.m., and you can register (pre-registration is required) for it [here](#).
- **April 8, 2021** – Fruita Chamber of Commerce Business After Hours at Absolute Prestige Ranch, 5:30 pm. To 7:00 p.m. If interested, RSVP [here](#).
- **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/>.
- **April 22, 2021** – Fruita Chamber of Commerce Women’s Conference in the Country. For more information and registration click [here](#).
- **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/>.
- **July 31, 2021** – Fruita Chamber of Commerce Annual Banquet, “Welcome to Wonderland” at the Fruita Community Center, 5:30 p.m. to 10:00 p.m. Additional information [here](#).

- **Sept. 22-24, 2021** – The Colorado Municipal League will be holding the 2021 CML Annual conference in Westminster. More information is available at www.cml.org/conference. Please let Deputy City Clerk Deb Woods know if you are interested in attending. CML will also hold a virtual conference on Sept. 29-30.
- **September 24-25, 2021** – Fruita Fall Festival, Downtown Fruita. The festival will include live music, food trucks, and variety of vendors. Fruitachamber.org/fruita-fall-festival.

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org



March 12, 2021

Mike Bennett
City of Fruita
325 E Aspen Ave Ste 155
Fruita, CO 81521-2298

Dear Mike,

Thank you for supporting Food Bank of the Rockies with your donation of \$10,000.00, received on 2/9/2021. You are advancing our mission of igniting the power of community to nourish people facing hunger.

We hope you take pride in being part of a community of supporters, donors, volunteers, Hunger Relief Partners, staff, and clients taking action to ensure that everyone in our community has the nutritious food they need to thrive. Together, we have the power to answer the challenge of hunger.

You are providing food with the nutritional quality and cultural relevance that people in our community need to flourish. Seventy-five percent of the food we distribute is fruit and vegetables, meat and other proteins, dairy, and grains. We are leaning into our partnerships to respond to the needs of families, individuals, and communities in Western Colorado, and leveraging our purchasing power to provide culturally-responsive foods ranging from tortillas, tomatoes, and avocados to sweet potatoes and lentils. You are making this possible.

As we emerge from the most challenging and transformative year in our history, we are now distributing enough food for 28,500 meals every single day. We are preparing individually packaged meals for kids, weekend groceries for families, and grocery boxes for older adults. Our drive-through mobile pantries are helping to ensure safe and equitable access to nutritious food for people across the Western Slope. We have also shared our resources to expand the capacity of our Hunger Relief Partners to distribute more food for more people than ever before. You are making all of this possible, too.

Now, we are preparing for the long-term recovery ahead. We expect the need for food assistance to remain high for months or even years to come. We will meet this challenge boldly and wholeheartedly because with you on our side, wherever hunger rises, so can we. Thank you!

Sincerely,

Sue Ellen Rodwick
Director, Western Slope

Thank you for choosing to partner with us in so many ways! The support of the City of Fruita is tremendous.

P.S. You may notice our new look. Our commitment to nourish people facing hunger remains unchanged.

No goods or services were provided in exchange for this donation. Federal Tax ID 84-0772672

Please know we value your support as well as your privacy. We never sell or trade names to any other organization.



**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.