



FRUITA COLORADO

Weekly Info Update



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

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Tuesday's City Council Workshop

We have three items up for discussion at our City Council Workshop meeting on Tuesday night, and these are an update on development projects throughout Fruita, an overview of upcoming grant cycles and funding opportunities that staff is looking into, and a discussion on returning to in-person meetings for our regular meetings. As a reminder, we will meet in-person for this workshop in the Council Chambers at 6:30 pm.

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.

- **Mesa County Public Health Update.** On Thursday, April 22, 2021, Mesa County Public Health ("MCPH") released the following emerging health updates regarding COVID-19 and vaccinations. More information can be found on their website [here](#).

These updates are from MCPH:

- As of the week ending April 17, 2021, 45,202 first doses and 41,494 second doses have been administered in Mesa County for a total of 86,696 doses.
- MCPH estimates that approximately 67% of individuals age 70+ and 61% of those between the ages of 60-69 have received a first dose.
- Approximately 33% of the total Mesa County eligible population (16 years and older) is fully vaccinated, meaning they have received both doses in a two-dose series, or a single dose vaccine.
- MCPH expanded hours at its Community Vaccination Site (CVS) to include evenings and weekends last week. Weekday hours are available this week (Monday-Friday 9 a.m. to 4 p.m.), with evening and weekend hours returning the last week of April.
- This week, MCPH is administering about 600 vaccine doses per day. We have enough vaccine to administer about 1,500 doses per day.

- Appointments are available for COVID-19 vaccination, visit our website for vaccine scheduling links available in [English](#) and [Spanish](#) for an appointment as soon as the next day.
- On April 13, The Centers for Disease Control (CDC) and Food and Drug Administration (FDA) recommended a pause on administering the single-dose [Johnson & Johnson](#) (J&J) vaccine after reports of a rare type of clotting syndrome.
 - MCPH immediately took the J&J vaccine off its scheduling list and rescheduled existing J&J appointments for the Moderna or Pfizer vaccine as we await further direction from federal agencies.
 - If you have received the J&J COVID-19 vaccine and develop a severe headache, abdominal pain, leg pain, or shortness of breath within three weeks after vaccination, contact your healthcare provider or seek medical care.
- A [Vaccine Dashboard](#) is updated weekly on the Mesa County Public Health (MCPH) website.
- MCPH continues to operate a Community Vaccination Site located at the Grand Junction Convention Center at 159 Main St, Grand Junction, CO 81501.
- If you are unable to complete scheduling online call 970-248-6900. Press Option 7. Individuals who are more comfortable communicating in Spanish should call the Mesa County Public Health Spanish-language line at 970-255-3700.
- The State of Colorado has set up a Vaccine Hotline, available 24 hours a day, 7 days a week, with answers to general vaccine questions available in multiple languages. Call 1-877-CO-VAX-CO (1-877-268-2926).

We Need to Hear from You – Take the Community Survey! (Continued)

The 2021 Community Survey has arrived at households and we encourage all that are interested to participate in it! The survey allows residents to share feedback on City core services such as streets, sewer, public safety, parks, and more. The survey also includes questions on current issues in the community and where we would like to learn more. The final data from the survey will help identify priorities for the future, as well as aid in the budget cycle this year and next few. As a reminder, the survey results are completely anonymous and confidential, and it is voluntary. Thank you ahead of time for your participation!

Boards and Commissions Vacancies (Continued)

Interested in becoming more involved in your local government? We are currently advertising to fill vacancies on several Boards and Commissions. There are open positions on the Parks and Recreation Advisory Board, the Planning Commission, the Board of Adjustments, the Arts and Culture Board, the Police Commission, the Downtown Advisory Board, and the Livability Commission. These Boards and Commissions serve an important role in the City as they recommend policies 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](#).

General Updates

- **Explore Fruita with the City Manager.** After being postponed due to the pandemic, the Explore Fruita with the City Manager events are back! I look forward to sitting down with the community and hearing from them on the issues that are important. Our first event will be Bike to Work Day with Mayor Kincaid on May 5, 2021 (flyer below), but we have also scheduled a few other events through July (Coffee with the Manger and guests, etc). The full schedule for the other events can be found at our website [here](#).
- **COVID-19 Recovery Roadmap.** The Mesa County Economic Development First Responders met on Wednesday, and have decided to move forward on applying for the COVID-19 Recovery and Resiliency Roadmap program through the Dept. Of Local Affairs. If awarded the opportunity, the ED partners will receive technical assistance from DOLA to create a recovery roadmap and plan for our shared economy in the future. The Mesa County ED First Responders has been a great partnership throughout the pandemic, and we look forward to applying for this program with all of the agencies and organizations.

Engineering

- The 2021 Overlays Project is out for bid with a bid date of May 7th. More information will be available Monday on the Bids and RFP page on the city website.
- The Fremont Street Design 30% review (Field Inspection Review) is scheduled for Thursday, April 29th.
- Maple Street Sewer continues north of Aspen Avenue towards Pabor Ave. Main line construction may be complete by the end of next week with installation of services following.
- The Big Salt Wash Trail connections project will begin construction next week.

Human Resources

- Over the past couple of weeks, 17 Lifeguards, 2 Guest Services Attendants, 3 Seasonal employees (1 in Public Works and 2 in Parks), and 4 DinoMites Camp Aides have been hired for open positions in Parks, Public Works and the Fruita Community Center. In addition, a full-time Police Officer was hired, making the Police Department fully staffed.
- Odette Brach attended the Western Colorado Human Resource Association (WCHRA) Employment Law Update on Wednesday, April 21, 2021. The update was presented by Bechtel Santo, which is a local Employment Law practice. The training was an all-day event and takes place in the Spring and Fall of each year. The Employment Law Updated covered many new and upcoming laws that relate to human resources.

Parks and Recreation

- Parks, in their typical busy spring frenzy, are bringing parks online and taking weeds offline. Now that irrigation is on, staff is firing up systems and making repairs where needed. Weed control is being done by both parks staff and much of the weed control along the trail systems have been contracted out this year. Downtown planters will be freshened up in the coming weeks.

- Visitation and usage at the FCC is climbing as the restrictions are being lifted. In March, the FCC was 55% of normal visitation and mid-way through April visitation has increased to over 60% of normal - (compared to 2019). We hope to see these trends continue for the rest of 2021. As a reminder, revenues were budgeted for the first four months of 2021 to be at 40% of normal, the next four months at 60% and the last four months of 2021 at 75%. So far we have surpassing those budgeted amounts.
- BanjoCat, LLC had a Chamber of Commerce ribbon cutting at the Fruita Community Center this week. The FCC has contracted with Andrea Stolarczyk, owner of BanjoCat to provide classes and camps through Fruita Parks and Recreation. So far, it has been a big success with over 150 registrations in her first wave of youth class offerings. And look for new classes for adults in the future. FYI...Andrea is also a member of the Arts and Culture Board

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) (1136 17 ½ Road, Fruita CO 81521)
- Grand Valley Estates 3 (Under Review) (1848 J Road, Fruita CO 81521)
- Rose Creek Preliminary Plan (Under Review) (1892 K Road, Fruita CO 81521)
- Patron Annexation and Zoning (Under Review) (1123 19 Road, Fruita CO 81521)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Finished)

Public Works

- Staff continues to address irrigation issues this week. A large irrigation repair is scheduled for Monday, April 26th at Pabor and Peach Intersection.
- Road maintenance crew continues with crack sealing and completed work in Wildwood Acres, Jurassic Ave, Kingsview Road and Crustaceous Ct.
- Potholing on S. Mesa and the Southwest side of the circle could take 3 to 5 days to complete depending on utility locates.
- Public Works is still looking to fill two seasonal positions.
- Utilities crew and engineering met with Xcel Energy to talk about tracer wire and locates.

- A meeting is scheduled with Mesa County to discuss MS4 Permit and illicit discharge procedures.

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

- [Sales tax collections strong across the region.](#)
- [Mesa County Sheriff's Office partnering with Mind Springs Health in crisis response.](#)
- [Mesa County's Free to Choose Resolution Will Cause Changes to 5-Star Program.](#)
- [Colorado wants to lower health care costs. But not everyone agrees the state should get involved.](#)
- [9 New US Trails You Should Try This Year.](#)
- [Mesa County Fair Returns to Grand Junction in 2021.](#)
- [3 Colorado mass vaccination sites will start taking drive-ups, walk-ups without appointments.](#)
- [Cuckoo critical habitat includes local acreage.](#)
- [Smoke visible near the Grand Mesa is due to prescribed burns.](#)
- [JUCO Tickets Now on Sale!](#)
- [Mesa County COVID-19 Vaccination Update.](#)
- [Colorado River District funds seven West Slope water projects.](#)

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.):*

- **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 5, 2021** – Grand Valley Bike to Work Day, Fruita Civic Center. [Bike Month 2021 Website.](#)
- **May 20, 2021** – Coffee with the City Manager at Bestslope Coffee, 8:00 a.m.
- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>.
- **June 10, 2021** – Beer or Rootbeer with the City Manager, Copper Club Brewery at 5:00 p.m. Grab a drink and join us outside!
- **July 14, 2021** – Coffee with the City Manager and guests, Einstein Bros Bagels at 7:30 a.m.
- **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



BIKE TO WORK DAY

WEDNESDAY MAY 5TH 7AM

Meet Mike Bennett and Joel Kincaid
at civic center park at
7 am for a trail ride around Fruita.
Breakfast Burritos will be supplied
from Family Health West after the
ride.



FRUITA
COLORADO
PARKS & RECREATION



Colorado Canyons
HOSPITAL
& MEDICAL CENTER



**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.