



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 13, 2022
Re: WEEKLY INFORMATION UPDATE

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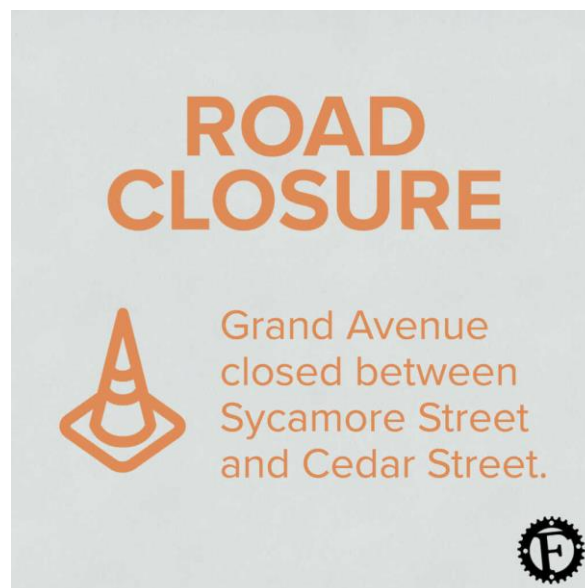
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Tuesday's City Council Meeting

Our meeting on Tuesday will begin with proclaiming May 15-21, 2022 as Police Week in the City of Fruita. After that proclamation, the Livability Commission will share a brief presentation to the Council on recent efforts and the proposed Adopt-a-Street/Trail program in Fruita. The Council will then consider items on the consent agenda, and we have one quasi-judicial hearing on a brewpub liquor license application. On the administrative agenda, there are three items on the agenda, including a discussion on the Mesa County Marijuana Ordinance, and two short staff presentations on the Multi-Modal Active Circulation Master Plan and the PHROST Mater Plan. We will conclude our meeting with an Executive Session on housing programs and strategies.

Road Closure This Weekend

Grand Avenue will remain closed through the weekend from Sycamore Street to Cedar Street due to repair work by Ute Water.



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

Chip Seal Notice – May 16 – 20, 2022

Starting on Monday, May 16th through Friday May 20th, several Fruita streets will receive a chip sealing application. During this time, on-street parking will not be allowed. In the event of rain on any of these days, the process will be delayed to the following day. Streets that are being chip sealed include:

- Roberson Dr. (Coulson St. to Mesa St.)
- Coulson St. (Pabor Ave. to Ottley Ave.)
- Gewont Ln.
- Ash St. (Pabor Ave. to Columbine Ave.)
- Periwinkle Ln. (Subdivision Change to Primrose Ln.)
- Primrose Ln. (Subdivision Change to Periwinkle Ln.)
- Myers Ln. (18 ½ Rd. to Lois Cr.)
- Brandon Dr. (Subdivision Change to N. End)
- Derby Ct.
- Elmont Ct.
- Lonnie Way (Subdivision Change to Aquarius Ave.)
- Leo Ave. (Lonne Way to 18 ½ Rd.)
- Piesces Ln. (Leo Ave, to Aquarius Ave.)
- Applewood Dr. (Mesa St. to Maple St.)
- Sunset Ct.
- Aquarius Ave. (Subdivision Change to Fremont St.).

Last Week to Participate in North Mulberry Street Survey

After an extended period of the temporary closure of North Mulberry Street, the City is considering whether to make the closure permanent with new and permanent improvements. The purpose of this survey is to understand preferences as they relate to the temporary closure, potential permanent closure, design elements, and overall opportunities and concerns related to this space. The survey is being conducted by Design Workshop, a contracted firm funded with a grant to help the City through this engagement and design process. They are receiving a high response so far to the survey and we want to make sure that all have a chance to take it. Multiple emails to all downtown businesses (based on the contact info we have for each business) and in-person visits from staff to businesses have been made and we appreciate so many sharing information for people to participate. The flyer we have provided to businesses and in the spaces is found below. The survey does consider whether people are local or visitors so that information may be considered. **The survey closes on Sunday, May 15, 2022, and can be found [here](#).**

Weekly FAQ

In every weekly update, we will be answering one question we get asked often from the community. These questions will cover a variety of topics from all city departments. If you have any questions you think would be valuable for us to share, let us know by emailing communications@fruita.org.

- **Question:** What are the best ways to get around town on a bike or walking?
- **Answer:** When riding or walking around Fruita, you may notice maps or markings on the ground. The City of Fruita installed four wayfinding routes for biking and walking. These

routes were created with safety in mind using off-street trails and roads with shoulders or sidewalks as much as possible. Maps of each route can be found [here](#).

1. **Fruitadens/Green Route** - The Fruitadens/Green Route is a loop that includes access to the Fruita Community Center, Little Salt Wash Park, the Little Salt Wash Trail, and the Fremont Street (18.5 Road) pedestrian trail.
2. **Apatosaurus/Orange Route** - The Apatosaurus/Orange Route is a short route on the southside of Fruita (south of Interstate 70), and uses the Colorado Riverfront Trail and the trail in the state park to help users along the route.
3. **Ceratosaurus/Red Route** - The Ceratosaurus/Red Route runs along the northwest side of Fruita.
4. **Stegosaurus/Blue Route** - The Stegosaurus/Blue Route includes access to Circle Park, Fruita Monument High School and the Fruita 8/9, downtown Fruita, and more.

General Updates

- **Financial Reports.** City tax collections for March 2022 are now available and can be found in the Council packet for our meeting on Tuesday. Quick overview, in March, City sales tax collections decreased 12% from the following year, and are trending at an increase of 3.5% year-to-date. The decrease can be explained by a one-time refund that. Adjusting for this non-recurring refund, City sales tax would have increased 5% for the month. Use taxes on motor vehicles (up 7% in March, .5% year-to-date), building materials (up 81% in March 2022, trending at an increase of 47% when compared to 2021), and the City's lodging tax (up 12% in March, on average is 20% over 2021) all saw increases when compared to the previous year. County sales tax collections up 5% in March, and are at an increase of 11% when compared to the previous year.
- **2022 State of the Valley.** On Wednesday, May 11, Mayor Kincaid and I participated in a panel discussion at the Grand Junction Chamber of Commerce State of the Valley luncheon. Other panelists included the City Manager and Mayor of Grand Junction and Palisade as well as Mesa County Commissioner and Administrator. Topics discussed included housing, growth, the Fruita Business Park, broadband, and American Rescue Plan Act funding.
- **Meeting with Hickenlooper's Office.** I had the opportunity this week to spend some time with the new Western Colorado Regional Director for Senator Hickenlooper's Office, and we discussed priority Fruita projects and potential funding sources for these and other projects at the federal level.
- **State of the City Video.** This week, we completed several of the stories/interviews for the 2022 City of Fruita State of the City Video. We only have a few more interviews to complete in the upcoming weeks before it can go to production for editing and completion.
- **Colorado Recognition.** On Thursday, May 12, former City Council Member, Lori Buck, recognized the team at Colorado Federal Credit Union for the construction of their new building on the corner of Aspen Avenue and North Willow Street. This stems from a decision the previous City Council made to have metal Fruita logos made and available for City Council to utilize as a non-formal recognition program when the Council sees an improvement that embodies the spirit of Fruita. As Lori Buck initiated the idea in regards to the design of the new Colorado bank, Mayor Kincaid asked Lori to provide them with the first spirit of Fruita recognition.



Human Resources

- **Current Job Openings.** The City of Fruita is currently recruiting for several positions, including a part-time Custodian at the Fruita Community Center, a Fitness Instructor, a Police Officer, and an Administrative Specialist in Finance. To learn more information about these openings, you can visit our website [here](#).

Engineering

- **Wayfinding Routes Presentation.** On Thursday, City Engineer Sam Atkins presented the new wayfinding routes to the Trail Hosts for the Colorado Riverfront Trail. The trail hosts plan to incorporate the new routes when helping users navigate each area.

Parks and Recreation

- **May 9th -19th Water Aerobics Class update.** All Water Aerobics Classes will be cancelled for end of year school swim sessions. Please expect increased attendance of school aged children in the pool from 10:00am-3:00pm during this time. One lap lane will be available during all school swims.
- **Outdoor Pool Opening.** The Fruita Community Center Outdoor Pool will be open to the public starting on May 27. Full schedule for indoor and outdoor pools available at the Fruita Community Center and on our website.
- **Memorial Day Hours.** Fruita Community Center will have modified hours: the facility will be open 7:00am-7:00pm. All Fitness and Aquatic Classes will be cancelled on May 30.
- **Volunteer for Mike the Headless Chicken.** We are looking for volunteers to help at our festival entrance tents and on our 5k race course. Volunteers will receive a shirt and help make our

iconic local festival a success! Please reach out to vretallack@fruita.org for more information and to sign up.

- **Mike the Headless Chicken 5k Open for Registration!** Join us for the annual Mike 5k race through the streets of Fruita. Start time of the race is 9:00 am on Saturday June 4 and registration fee is \$25. Pre-registration is available [here](#).
- **Mike the Headless Chicken Disc Golf Tournament Open for Registration!** Join us for the annual Mike Disc Golf Tournament at Snooks Bottom. The first 50 players that register will receive an official Mike the Headless Chicken Disc. 1st place men's and women's score will be announced around 2pm Saturday after all scorecards are turned in. Registration: \$10 per player, \$30 if you sign up as a group of 4. Registration is available [here](#).

Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

Major/ Minor Subdivisions:

- Sycamore Estates Minor Subdivision (Approved) (945 E. Pabor Ave, Fruita CO 81521) (9 Lots)
- Kimston Minor Subdivision (Under Review) (1930 Hwy 6 & 50) (2 Lots)
- Orchard Ridge 4 (Under Review) (17 Road & K3/4 Road) (21 Lots)
- Shannon Minor Subdivision (Under Review) (377 N. Pine Street) (2 Lots)
- Rose Creek Preliminary Plan (Intersection of 19 & K Road, Fruita CO 81521)
- Cider Mill Estates Final Plan (Under Review) (960 Stone Mountain Drive. Fruita, CO 81521) (47 Lots)

Site Design Review/ Other Applications:

- 111 S. Mesa Street Site Design Review (Under Construction) (111 S. Mesa St, Fruita CO 81521)
- 204 S. Mulberry Street Site Design Review (Under Construction) (204 S. Mulberry St, Fruita, CO 81521)
- Monumental Provisions (Issued) (155 N Mulberry St.)
- Grand Skye Site Design Review (Under Review) (715 E. Grand Ave.)
- Grand Valley Storage (Under Review) (1930 Hwy 6 & 50)
- Fruita Apartments (Under Review) (614 Raptor Road)
- West Pabor Right-of-Way Vacation (north of 535 W. Pabor Avenue)
- North Mulberry Street Conceptual Street Design

Public Works

- **Building Maintenance Update.** Building Maintenance guided CIRSA through our City buildings for the annual building inspection.
- **Fleet Maintenance Update.** Fleet Maintenance staff serviced generators at all lift stations.
- **Road Maintenance Update.** Road Maintenance staff crack sealed Jurassic Ave., Ring St., and Bonnie Vista Dr. They will be crack sealing Peter Dr. and Mulberry St., and chip sealing will be going on all next week.
- **Utilities Update.** Utilities staff performed multiple inspections and worked on cleaning the Mulberry St. and Aspen Ave. sewer lines. 46 utility locates were completed.

- **Wastewater Treatment Update.** Wastewater Treatment staff performed monthly and quarterly sampling for analytical metals and toxicity.
- **Admin Update.** Staff met to discuss the sewer line replacement project. Met with administration to discuss Capital Equipment Replacement Fund, held interviews for Construction Manager at Risk (CMAR) and prepared the grant presentation for the Colorado Department of Local Affairs grant application.

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

- [Annual Fat Tire Festival.](#)
- [Wells wrapping up memorable Fruita soccer career.](#)
- [State approves grants for Grand Junction Regional Airport.](#)
- [Mesa County real estate sales slowing.](#)
- [Book Notes: May 8.](#)
- [County launches middle-mile broadband project.](#)
- [Don't lose your head, the Mike the Headless Chicken Festival is far from dead.](#)
- [Fruita Monument High School Class of 2022.](#)
- [Fruita Monument graduates reminisce about high school during the pandemic.](#)
- [After windy spring, conditions due to ease.](#)
- [Fruita boys lacrosse makes history with OT playoff win.](#)
- [10 Awesome Mountain Bike Trails to Test Your Skills in Fruita, Colorado.](#)
- [Government leaders give state of the county update.](#)
- [City and community business leaders gather for State of the Valley.](#)
- [Monumental Beer Works rebrands to Base Camp Beer Works.](#)
- ['Dinosaur Macabre' exhibition opens at Dinosaur Journey.](#)
- [Riverfront Colorado trail among 'best recreational trails' in country.](#)

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 14, 2022** – Adventurefest presented by Gemini Adventures, 18 Road at 8:00 a.m.
- **May 24, 2022** – Coffee with the City Manager at Bestslope Coffee, 9:00 a.m.
- **June 1, 2022** – State of the Community Breakfast, hosted by the Fruita Area Chamber of Commerce. Absolute Prestige Ranch in Loma, 7:30 a.m.
- **June 3-4, 2022** – Mike the Headless Chicken Festival, downtown Fruita.
- **June 9 – August 11, 2022** – Thursday Night Concert Series, Civic Center Pavillion, 7:30 p.m.
- **June 10, 2022** – Food Truck Fridays, Reed Park, 5:30 p.m.
- **June 11, 2022** – October 29, 2022 – Farmers Market, Reed Park, Saturdays 8:30 a.m.
- **June 23-25, 2022** – Country Jam, Open Venue, Country Jam Ranch
- **June 30, 2022** – Fruita City Council Ice Cream Social, Civic Center Lawn, 7:30 p.m.

CC. Department Directors

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

Hey Fruita!

What's the future of North Mulberry Street?

WE WANT YOUR INPUT!

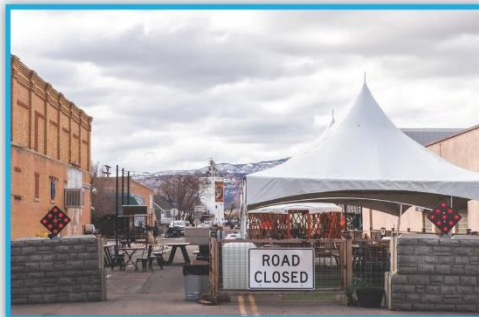


After high utilization of the temporary seating space during the pandemic, the City of Fruita is pursuing options for making North Mulberry Street a permanent outdoor space, but first we want to hear from you!

- ? What do you want to see North Mulberry Street become?
- ? What amenities do you think would enhance the space?

Let us know!

From now until May 15, 2022, you, family, and friends can fill out a survey to provide your feedback. Learn more about the project at fruita.org.



Scan the QR



bit.ly/nmulberrysurvey

**TAKE THE SURVEY
BY MAY 15, 2022**



FRUITA
COLORADO



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.