



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 15, 2022
Re: WEEKLY INFORMATION UPDATE

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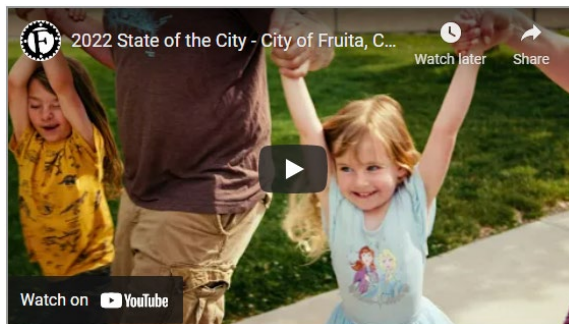
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Tuesday's City Council Meeting

Our meeting on Tuesday will begin with proclaiming August 1-7, 2022, as Interfaith Awareness Week in the City of Fruita. After that, the Council will consider several items on the consent agenda and then move on to public hearings. We have five public hearings on the agenda, including a liquor license application, two planning and development items, and the second reading of the Franchise Agreements with Xcel Energy and Grand Valley Power. Following our public hearings, we have a presentation from the City's auditing firm on their report on the 2021 Financial Statements and one from Chief Krouse regarding the opioid settlement funds. See you all on Tuesday night!

2022 State of the City Video Now Online (Continued)

We are excited to share this year's State of the City video! For this year's video, we wanted to showcase the results of the 2021 community survey and how the City of Fruita utilizes community input to improve the quality of life here in Fruita. The video covers five priorities that emerged from the survey results including housing, broadband, communication, traffic flow, and quality of life. From current projects to future projects, the feedback the city receives from the community is a guiding principle in everything we do. We would like to thank the community for being involved in the community and engaging in local government. [Click here to watch the video](https://fruita.org/2022stateofthecity). To learn more about the information shared in this video, visit fruita.org/2022stateofthecity.



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

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.

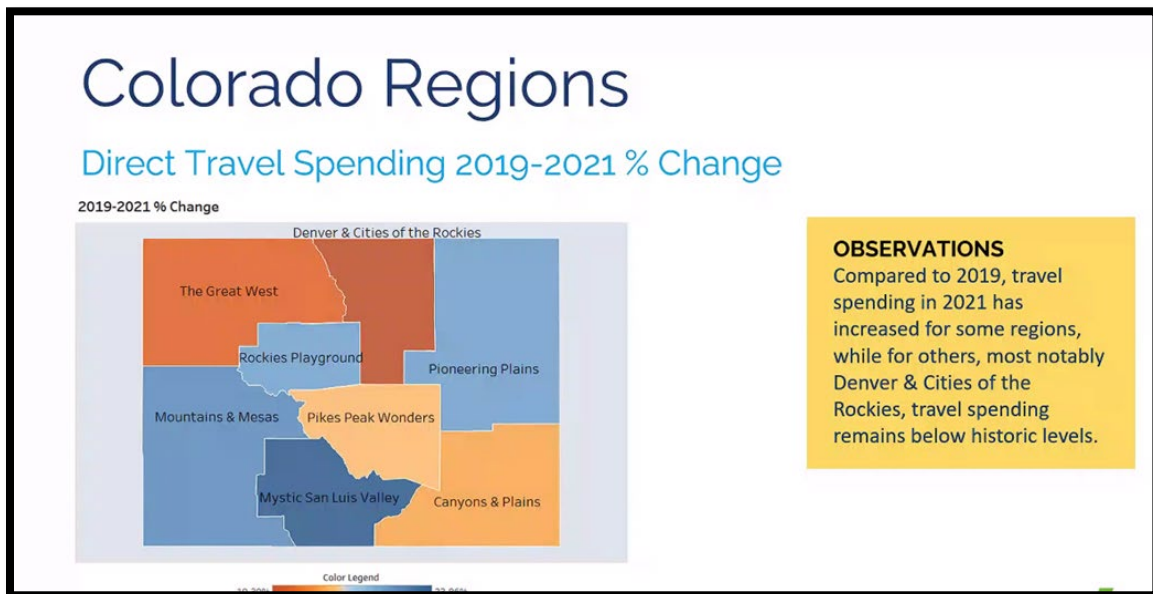
- **Question:** Do city parks close at night?
- **Answer:** Yes, all Fruita city parks are open from 6 a.m. - 11 p.m. except for Snooks Bottom which is open from 8 a.m. - 10 p.m. City parks have hours of operation to keep the community safe. All park usage areas including bathrooms and gates are unlocked by 8 a.m. and locked by 11 p.m. Other rules of city parks include no overnight parking, no smoking, no alcohol or glass containers, picking up after yourself, and keeping dogs on leash.

General Updates

- **Financial Reports.** The financial reports for tax revenues received in May of 2022 are now available and can be found in this week's Council packet. When compared to the previous year, City sales tax collections in May increased 5%, and is trending at a 6% increase for the year. Additionally, use tax collections on motor vehicles (up 29% in May 2022, year-to-date, trending at 15% when compared to 2021), building materials (up 96% in May, year-to-date, seeing a 58% increase), and the county sales tax (up 10% in May, trending at 9% year-to-date) all had increases when compared to the 2021. After a decrease in April, the lodging tax rebounded and was up 43% in May of 2022 and is at an 18% increase when compared to 2021.
- **City Engagement Events.** Last Tuesday, Councilor Amy Miller, myself, and staff engaged with community members at Aspen Street Coffee. We answered questions and talked about transparency, code enforcement, and City Council. These events are a great way for us to meet community members and answer their questions. Our next event is with Mayor Kincaid on July 26, 4:00 p.m. at Enstrom Candies! To view a full list of events, get in touch with the city, and find out more information about city projects, [click here](#).
- **Partner Coordination Meetings.** I enjoyed meeting with a few partners this week including the School District, Housing Resources and the Business Incubator (FWorks). Appreciate each of their partnerships and support.
- **IJA Summit.** On Monday, Public Works Director Kimberly Bullen and Assistant to the City Manager Shannon Vassen attended a full day summit provided by the state on the Infrastructure Investment and Jobs Act ("IJA"). The State is beginning to implement many of the IJA programs in Colorado, and this was an opportunity for staff to learn more about potential funding sources for city capital projects. Out of the 200 IJA programs applicable to Colorado, 70 of those are available to local governments. Programs available to local governments, and that are relevant to Fruita, include potential funding for broadband, roads and bridges, water and water treatment, safety, and more. As an organization, we will continue to learn more about all of the programs available through IJA, and if any are good fits for our priority projects.
- **Budget Meetings.** Throughout this week, staff and I had the opportunity to meet with almost every city department to discuss needs, challenges, opportunities, and priorities for the 2023 budget. As a leadership team, we have also been discussing and prioritizing capital projects for

next year. We look forward to sharing a lot of the information that we received throughout these meetings with the Council at the planning retreat and look forward to hearing from the Council on these and other priorities.

- **Presentation to Co. Riverfront Trail Hosts.** Thursday evening, members of the Livability Commission and staff presented an overview of the Adopt a Street/Trail program to the Colorado Riverfront Trail Hosts. After the meeting, we received our first application for a group to participate in the program. Thank you to the Trail Hosts for allowing us to present at their meeting, we are excited to get the program up and running.
- **Colorado Tourism Office 2021 Travel Research.** The Colorado Tourism Office (CTO) shared their 2021 travel research results. Overall, visitation to Colorado increased with 84.2 million trips which is up 13.6% compared to 2020. The majority of visits are coming from leisure travelers while business, group, convention, and international still struggle to recover from the pandemic. The below image shows overall travel spend for different Colorado regions. The Mountains and Mesa's (including Fruita) not only recovered from the pandemic but saw an increase in travel spending in 2021 compared to 2019. Read the full press release [here](#).



Engineering

- **Highway 340 Trail.** Responses to an RFP are due next Wednesday for design services for a trail connection from the south end of the James M. Robb Fruita State Park under the Highway 340 bridge and up the east side of Highway 340 to the trail located at Red Cliffs Drive.
- **2022 Sidewalk Replacement.** As a part of the sidewalk replacement program, some locations are candidates for grinding instead of replacement which is less expensive and takes less time. The bids for the grinding portion of the replacements are due next Friday. Information including a map of locations to be ground can be found [here](#).

Parks and Recreation

- **Update your information at the Fruita Community Center!** The Fruita Community Center (FCC) is getting ready for a new registration software this fall and we need your help to prepare for this! When registering for an activity, reservation or pass (whether its online or in person) please make sure your home address, telephone number and email are correct. If not, let us know so we can update your household and continue to provide you with the best customer service possible. If you need to change your information, please call [970-858-0360](tel:970-858-0360) option 1 or stop by the front desk, we would love to see you! Thank you for your help!
- **Parks & Recreation Bi-Monthly Newsletter.** Check out the bi-monthly newsletter that was sent out on Wednesday! The newsletter covers facility updates, upcoming programs, and the most up-to-date schedules for the Fruita Community Center indoor and outdoor pool. [Click here](#) to view the newsletter.
- **Summer Splash Bash, August 5 from 4:00pm -7:00pm at the Fruita Community Center.** Join other youth in grades 6-12 for swimming in the outdoor pool, music, yard games, snowcones, pizza, and more. This event is free and put on by our Fruita Youth Action Council.
- **Nutrition coaching is now available at the Fruita Community Center.** Lindsey Henslee MS, NASM has joined the FCC team and will be offering a variety of nutrition coaching options. Learn more about the program and find the right fit for you at the Fruita Community Center front desk.
- **New Swim Lesson Session started this week.** Aquatics staff were able to offer more class sessions to get as many kids in lessons as possible and reduce wait list sizes. Next session will be available July 25 for morning sessions.
- **Pine Country Truck and Trailer team wins the adult basketball league championship!** Our adult league wrapped up on Tuesday night with Pine Country Truck and Trailer team defeating the Legends team.

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)
- Dana Minor Subdivision (Under Review) (317 Pine Street) (3 Lots)
- East Grand Townhomes Minor Subdivision (Under Review) (600 Grand Avenue) (4 Lots)
- Copper Creek West Preliminary Plan (Under Review) (954 19 Road) (138 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
- Dogleg 1 Annexation (Under Review) (Parcel #2697-213-00-078)
- Dogleg1 Rezone (Under Review) (Parcel #2697-213-00-078)
- Dogleg 2 Annexation (Under Review) (Parcel #2697-213-00-094)
- Dogleg 2 Rezone (Under Review) (Parcel #2697-213-00-094)
- Latigo Annexation (Under Review) (1834 J Road)
- Latigo Rezone (Under Review) (1834 J Road)
- Adele's Acres Annexation (Under Review) (1024 19 Road)
- Adele's Rezone (Under Review) (1024 19 Road)
- The FARM Fruita Arts Recreation Marketplace (Under Construction) (158 Park Square)

Public Works

- ***Building Maintenance Update.*** Assisted with organizing office space for Administration. Also performed quarterly HVAC maintenance.
- ***Fleet Update.*** Fleet staff performed a couple of services on our trucks, replaced a battery for a Police vehicle, and performed maintenance on a mower.
- ***Road Maintenance Update.*** Road Maintenance staff continued with the patch at N. Maple St. and Sabil Dr.
- ***Utilities Update.*** The Utilities Department is hiring! You can find the application and job description at fruita.org/jobs. The utilities department replaced two irrigation valves. They also performed sewer line jetting and camera work.
- ***Wastewater Treatment Update.*** Wastewater Treatment staff performed monthly cleaning on their probes, and weekly cleaning of their weirs and headworks building. They also performed their monthly vehicle inspection and gas monitor calibration.

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

- [D51 July Golden Apple Award: Dr. Brian Hill.](#)
- [Time for the Mesa County Fair.](#)
- ["It just makes me proud": A family history shows the power of friendship, 100 years later.](#)
- [Nearly \\$35 million brought into Mesa County from Colorado National Monument visitors.](#)
- [GJEP hires Englehart from the county workforce center as new director.](#)
- [County to issue TABOR refund checks.](#)
- [Student Spotlight: July 9, 2022.](#)

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.):*

- **July 21 – August 11, 2022** – Thursday Night Concert Series, Civic Center Pavillion, 7:30 p.m.
- **July 16, 2022 – October 29, 2022** – Farmers Market, Reed Park, Saturdays 8:30 a.m.
- **July 22, 2022** - Fruita Fourth Fridays, N. Mulberry Street, 5:00 p.m.-7:00 p.m.
- **July 22, 2022** – Drum Circle (Part of Fruita Fourth Friday), Civic Center Park, 7:30 p.m.
- **July 26, 2022** – Ice Cream with the City Manager and Mayor Kincaid at Enstroms, 4:00 p.m.
- **August 12, 2022** – One Riverfront Concert at James M Robb Colorado River State Park, 7:00 p.m.
- **August 16, 2022** - Wave Drinks with City Manager Mike Bennett and Councilmember Jeannine Purser, 5:30 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



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.