



# FRUITA COLORADO

## Weekly Info Update



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To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 30, 2022  
Re: WEEKLY INFORMATION UPDATE

***City offices will be closed next Monday, January 2, 2023, in observance of New Year's Day. Happy New Year, Fruita!***

Trash and recycling services **will not** be delayed.

### **Tuesday's City Council Meeting**

Tuesday's meeting will begin with one proclamation for adopting January 2023 as "Crime Stoppers" month in the City of Fruita. We will then move on to the administrative agenda with an update on the Building Division and Public Safety. We will then end the night with City Council reports and actions and an executive session for the City Manager's formal review. See you on Tuesday!

### **North Mulberry Street Outdoor Plaza Update (Continued)**

Bids for the construction of the North Mulberry Street Outdoor Plaza closed Friday, December 9, 2022, and Professional Pipeline and Concrete, Inc. was awarded the contract. The total project cost is within the budget at \$449,925. This includes construction/installation of the hardscape improvements for \$335,315 (drainage, gas lines, electricity, irrigation lines, planters, parking spaces, brick base, etc.) and \$70,000 for contingencies and amenities (seating, fire pits, etc.). The cost of the purchase of the shade sails is \$44,610 (installation is part of the \$335,315). Artwork will be covered by the Arts & Culture Board art program, and we will seek opportunities for amenities from local artisans that will have an artistic functional use. Mobilization is planned to begin the week of January 2, 2023, and construction is anticipated to last until late April/early May of 2023. For more information on the project and to see the design documents, visit [fruita.org/projects](http://fruita.org/projects).

### **Mulberry Street Plaza Items for Sale (Continued)**

With the North Mulberry Street Outdoor Plaza project beginning, crews have disassembled the tents and yurt and will be listing those items for sale on Govdeals. Anyone can bid on these items; you will just need to create an account ahead of time. The website for bidding is [GovDeals.com](http://GovDeals.com). After getting to the website, click on "Buyer Registration" in the upper right-hand corner of the page. Fill in all required fields and click on "I agree to the terms and conditions" at the bottom of the page.

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

Once you have registered, you will receive confirmation/verification emails. One of those emails will instruct you to follow a link and upload a copy of a utility bill of some sort, so they can verify your address. It could take up to 24 hours after registering as a buyer before you receive that email. Once you've submitted your verification document, it can take up to another 24 hours for GovDeals to verify all your information. Once the verification process is complete, you should have full access to start bidding. GovDeals does make everyone go through a probationary period and limits the amount of bidding an individual can perform. The account probation is outlined at GovDeals.com.

#### Items for sale:

- 2 (20' x 20' white party tents with 8' sidewalls)
- Yurt - 16' wide (Basic Colorado Yurt Tall Boy Package, includes 3 basic windows, wall fabric – protech, snow color; standard roof for 16' Yurt – ProStructure Color: White, Tall Boy Door 6'8" - Window included;
- 100 gallon vertical plastic storage tanks, 42"(H) x 27" (w)
- 105 gallon plastic tanks 63"(H) x 20"(W)



#### Weekly FAQ

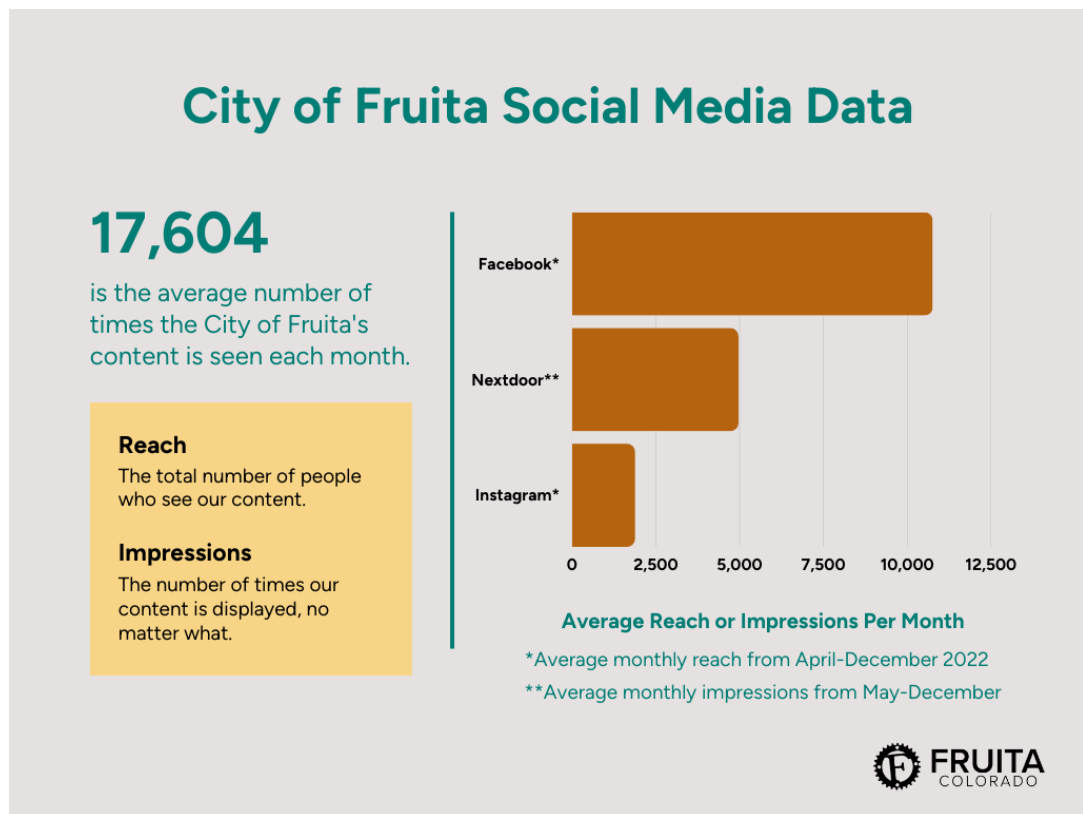
In every weekly update, we will be answering one question we get asked often from the community. These questions will cover a variety of topics from all city departments. If you have any questions, you think would be valuable for us to share, let us know by emailing [communications@fruita.org](mailto:communications@fruita.org).

- **Question:** Where can I learn more about current city construction projects?
- **Answer:** By visiting [fruita.org/projects](http://fruita.org/projects), you will find a list and map of current city construction projects. The map displays where in Fruita the construction is taking place and by clicking on the

project title, you can view more information about the construction such as timelines, when construction began, and updates along the way.

## General Updates

- **January Business After Hours.** The City of Fruita will be hosting the Chamber Business After Hours next month on January 12, 2023, at 5:30 p.m. at the Fruita Community Center. We hope you can join us!
- **End of Year Communication Data.** Each month, we track how well our various communication channels are performing, including social media and the [fruita.org](http://fruita.org) website. Since April, the City of Fruita's Facebook page has grown by 17% in page followers and has an average monthly reach of 10,759 people. Also in April, the City of Fruita started a new Instagram account. The account has grown by about 318 followers and has seen an average monthly reach of 1,881 people. The City of Fruita began utilizing the Nextdoor social media platform and sees an average of 4,964 impressions per month. Since July, [fruita.org](http://fruita.org) has seen 10,487 monthly users. Below are a few diagrams showcasing this information.



## City of Fruita Website Data

10,487

is the average number of users fruita.org had every month from July - December 2022.

### Users

The number of users (new or returning) engage with at least one page on fruita.org.

### Top 5 Most Utilizes Webpages

01

Home Page

02

Fruita Community Center

03

Pool Schedules

04

Calendar

05

Job Openings



### Parks and Recreation

- **Basketball Court Update.** The basketball courts received significant water damage earlier this month. On Thursday, December 22, contractors removed the entire wood floor area. The concrete floor is now drying out and the installation will begin in January, with a date to be determined. The running track is currently open since construction won't be starting until January. The usage of the track is subject to change at any time for construction needs and safety.
- **Fruita Community Center Facility Hours.** On Saturday, December 31, the full facility will close at 5:00 pm. The facility will be fully closed on Sunday, January 1. There will be no fitness or water aerobics classes on January 1 or 2.
- **Fruita Community Center Visits.** December visits through Dec 27, 2022, are at 10,422. We project to end the year with about 174,500 visits for the entire year.
- **Start your new year fitness journey with the Biggest Change Challenge.** By participating in this program, you will receive workouts, meal plans, weekly challenges, trainer and nutritionist support and more. The program runs from January 9-February 19 for adults 18+. Registration is required by January 7 and has a fee of \$123.

- **Future Cats Basketball Camp new location.** Future Cats Basketball camp for ages 6-13 will be offered on January 3-5. This camp has a new location at Redlands Middle School. Register and learn more at [fruta.activityreg.com](http://fruta.activityreg.com).
- **New Session of Teen Weightlifting Starting Soon!** Teens aged 14-17 can learn proper form and strength training in these Sunday session classes. The next session will start on January 8<sup>th</sup> at 9:30 am - 11:00 am with a fee of \$40 for the full session.

## Planning & Development

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

### **Major/ Minor Subdivisions:**

- Cider Mill Estates Final Plan (Under Review) (960 Stone Mountain Drive) (47 Lots)
- Dana Minor Subdivision (Approved) (317 Pine Street) (3 Lots)
- East Grand Townhomes Minor Subdivision (Approved) (600 Grand Avenue) (4 Lots)
- Copper Creek West Preliminary Plan (Approved) (954 19 Road) (138 Lots)
- Iron Wheel 2 Final Plat (Under Review) (19 Road) (46 Lots)

### **Site Design Review/ Other Applications:**

- 111 S. Mesa Street Site Design Review (Under Construction) (111 S. Mesa St)
- 204 S. Mulberry Street Site Design Review (Under Construction) (204 S. Mulberry St)
- North Mulberry Street Conceptual Street Design (Approved/Under Construction)
- The FARM Fruita Arts Recreation Marketplace (Under Construction) (158 Park Square)
- Ottley Suites Site Design Review (Under Review) (722 Ottley Avenue)
- Pediatric Dental Specialists Site Design Review (Under Review) (101 Jurassic Avenue)
- 18 & K Road Rezone (Under Review) (Parcel #2697-162-21-001)
- The Fruita Mews (Under Review) ( 1138 18.5 Road)

## Public Works

- **Wastewater Treatment Update.** The Wastewater Treatment staff completed the State/EPA monthly Discharge Monitoring Report (DMR) for November with no permit violations.
- **Streets and Snow.** The Streets Division began snowplowing on Wednesday afternoon and will continue monitoring road conditions and weather through the weekend.

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

- [Fruita moving building inspections in-house.](#)
- [GVP to give more than \\$20K in scholarships.](#)
- [Western slope Christmas tree recycling program.](#)
- [First full year as CMU president was eventful for John Marshall.](#)

## UPCOMING EVENTS (Please let Deb know if you plan to attend so we can RSVP for you)

- **January 12, 2023** – Business After Hours with the City of Fruita, Fruita Community Center, 5:30 p.m.

- **January 26, 2023** – City Engagement Series with Fruita Police, Einstein Bagels, 8:00 a.m.
- **February 11, 2023** – Sweetheart 5K/10K Run, Fruita Community Center, 10:00 a.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](mailto: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.