



# FRUITA COLORADO



## Weekly Info Update

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To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 29, 2023  
Re: WEEKLY INFORMATION UPDATE

***City Offices will be closed next Monday, January 1, 2024, in observance of New Year's Day.***

Trash and recycling services will be delayed by one day next week. Happy New Year, Fruita!

### **City of Fruita Adopts 2024 Annual Budget (Continued)**

During the regular City Council meeting on Tuesday, December 19, 2023, the Fruita City Council formally adopted the 2024 Municipal Budget. The budget includes \$27.3 million in projected revenues (excluding transfers from other funds and other financing sources), and \$33.8 million in proposed expenditures between all funds. Highlights from the budget included continued investments in Fruita's infrastructure such as road, bridges, and sidewalks, significant improvements to downtown Fruita, important wastewater and sewer projects, and several projects to improve the quality of place and community wellness of Fruita.

The 2024 Adopted Budget reflects the commitment of the City Council and staff to achieve a balance of a conservative fiscal policy while also allocating time, talent, and resources to defined areas of Fruita's Economic Health, Quality of Place, and Lifestyle. If you are interested in learning more information, you can visit our website here: [2024 Municipal Budget](#).

### **Fruita Community Center Rate Increase Begins January 15**

**Starting January 15, 2024**, the Fruita Community Center will be implementing adjustments to the admission fees and membership rates. This is the first time since 2017 that the fee to the Fruita Community Center has been adjusted. Our number one goal is to serve the community to the highest standard, and this necessary change is essential to sustain our facility with rising operational costs and the effects of inflation over recent years. **Daily rates will increase by \$1, and monthly/yearly passes will increase based on the \$1 daily admission increase.** On our website, you

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

can find a helpful table showing how this change impacts each membership option. We appreciate your continued support and understanding during this transition period. If you have any questions about this change, please contact the Fruita Community Center at 970.858.0360 or at [recreation@fruita.org](mailto:recreation@fruita.org).

### **Waste Management Automated Trash Mailer (Continued)**

Fruita residents should have received a mailer from Waste Management explaining the transition to the automated collection system. The mailer can be found online at [fruita.org/trashcollection](http://fruita.org/trashcollection). During the weeks of January 8-26, 2024, a 96-gallon cart will be delivered to Fruita homes if the household doesn't already have one. Learn more about this transition at [fruita.org/trashcollection](http://fruita.org/trashcollection).

### **Fiber Construction Update (Continued)**

Next Week (January 1, 2024), Clearnetworkx/Deeply Digital, an internet service provider, will be constructing in the following areas: Windsor Park, Cotton Woods, Grace Park, McCune Avenue, North Maple Street, Kiefer Avenue (to US-6&50), Grand Avenue (to US-6&50), US-6&50, Red Rocks, Evening Breeze, Santa Fe Ranch, Amethyst Drive, Comstock Estates, Comstock West, West Roberson Drive, Sierra Drive, Orchard Valley, Monument Glen, Pinedale Estates, Echo Canyon Estates, Village at Country Creek, K Road, 18 Road, East Columbia Avenue (between North Maple Street and 18 Road, including all cul-de-sacs between K Road and East Pabor Avenue).

For questions and comments on fiber internet, please call Clearnetworkx/Deeply Digital at 970-240-6600. Learn more about fiber internet in Fruita at [fruita.org/fiberinternet](http://fruita.org/fiberinternet). Below is an example of some of the communications residents can expect from Clearnetworkx/Deeply Digital. Residents should receive a door hanger prior to construction beginning in their neighborhood.

### **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:** Does the City of Fruita maintain public maps for Fruita?
- **Answer:** Yes! Our Engineering Department creates and maintains online maps available for anyone to use. There are various maps to stay up to date on infrastructure, transportation, parking, utilities, and more. These maps are available online at [Fruita.org](http://Fruita.org).

### **General Updates**

- **January Business After Hours.** The City of Fruita will be hosting the Chamber Business After Hours next month on January 11, 2023, at 5:30 p.m. at the Fruita Community Center. We hope you can join us!

- **Fun End of Year Video.** Happy New Year's, Fruita! We wanted to take a moment and celebrate the accomplishments from 2023 made possible by you, the Fruita community. [Check out this short video showcasing some of the 2023 highlights from the City of Fruita.](#) We can't wait for what 2024 has to bring! If you would like to see a more comprehensive list of 2023 and 2024 highlights, check out the 2024 budget at [fruita.org/2024budget](https://fruita.org/2024budget). Enjoy!



## Parks and Recreation

- **Reed Park Update.** Once the contractor has the building permit, construction will begin on the shelter. The contractor and the building division are working through the details of the shelter, such as the metal roofing, drywall, masonry, wood trusses, and wood framing.
- **New Fitness Classes.** Always striving to increase wellness opportunities, the FCC has added a new Spin Biking Class from 2:45 – 3:30 pm on Mondays. To bolster participation and to grow attendance in this new 45-minute stationary workout, Rec Rats will now open at 2:30 pm on Mondays to encourage families with toddlers to attend.
- **December Admissions.** Visits to the FCC in December 2023 exceeded visits from 2022 by 16%. Overall the FCC is up 8% in total entries in 2023 over 2022.
- **Retile Project in the Locker Rooms and Family Changing Rooms.** Demo on these areas will systematically begin on Monday, January 15 beginning with the Women's Locker Room. Closures of each area will be approximately 12-14 days. While the Women's Locker Room is under construction, female patrons can utilize the Family Changing Rooms. After the Women's Locker Room has been completed, focus will shift to the Men's Locker Room. Similarly, guests can utilize the Family Changing Rooms during its closure. Once both Locker Rooms are completed, the Family Changing areas will then be closed to finish off the project.

## Planning & Development

To see active reviews of current projects, you may visit [fruita.org/projects](https://fruita.org/projects).

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

- Copper Creek West Preliminary Plan (Approved) (954 19 Road) (138 Lots)
- Iron Wheel 2 Final Plat (Under Review) (19 Road) (46 Lots)
- Adele's Acres Subdivision (Under Review) (1024 19 Road) (48 Lots)
- Kismet Minor Subdivision (Under Construction) (460 N. Mesa St) (3 Lots)
- PSE Minor Subdivision (Approved) (1558 River Road) (2 Lots)
- LaPointe Minor Subdivision (Under Review) (1050 E. Ottley Avenue) (4 Lots)
- Sunset Pointe Preliminary PUD Plan (Approved) (Parcel # 2697-091-80-001) (122 Lots)
- North Mesa Minor Subdivision (Approved) (155 N. Mesa Street) (2 Lots)
- Weston Estates Preliminary Plan (Under Review) (1877 J 2/10 Road; Parcel # 26997-164-00-050 & 2697-164-00-074) (109 Lots)
- Berg Minor Subdivision (Under Review) (1806 J 3/10 Rd) (2 Lots)

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

- Ottley Suites Site Design Review (Approved) (722 Ottley Avenue)
- Pediatric Dental Specialists Site Design Review (Approved) (101 Jurassic Avenue)
- The Fruita Mews (Under Construction) (1138 18.5 Road)
- The Church of Jesus Christ of Latter-Day Saints Site Design Review (Under Construction) (417 E Ottley Ave)
- A Storage Place Site Design Review and Minor Subdivision (Under Review) (1960 & 1966 Hwy 6 & 50)
- My Storage Fruita (Approved) (1930 Highway 6 & 50)
- Raptor Crossing (Under Review) (853 Raptor Road)
- 535 W. Aspen Apartments (Under Construction) (535 W. Aspen Avenue)
- Wildcat Residences (Under Review) (1807 Wildcat Avenue)
- City Market Fueling Station Conditional Use Permit (Under Review) (437 W Aspen Avenue)
- 1873 K Road Annexation & Rezone (Under Review) (1873 K Road)

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

- [Tips to create a budget plan for the new year.](#)
- [Mesa County Animal Services issues call for newspaper donations.](#)
- [Pleasant Conditions Heading into the New Year.](#)
- [New Year's celebrations on the Western Slope.](#)
- [Volunteers needed at local non-profits.](#)
- [Plastic bags to be eliminated from many stores in 2024.](#)
- [Food Safety Alert: Potential E. coli Contamination in Ground Beef Products.](#)
- [First Day Hikes invite Coloradans to get outside to start out new year.](#)

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

- **January 11, 2023** – Business After Hours, Fruita Community Center, 5:30 p.m. - 7:00 p.m.
- **January 26, 2024** – Night at the FCC, 7:00 p.m. to 10:00 p.m.

- **February 10, 2024** – Fruita Sweetheart Run at the Fruita Community Center, 10:00 a.m.
- **March 28, 2024** – Easter Egg Scramble, 4:15 p.m. to 6:00 p.m. at the Fruita Community Center backyard.
- **April 27, 2024** – Fishing is Fun at Snooks Bottom, 9:00 a.m. - 11:00 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).



*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.