



# FRUITA

## COLORADO



## Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 15, 2023  
Re: WEEKLY INFORMATION UPDATE

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### Tuesday's City Council Meeting

We have a full meeting scheduled for Tuesday night! We will begin the meeting with a Proclamation declaring Monday, January 15, 2024, as Martin Luther King Jr. Day in the City of Fruita. After that, we have four items on the consent agenda and then several public hearings. These public hearings include amending the Fruita Municipal Code due to recent statewide changes, the four items related to adopting the 2024 Municipal Budget, and a hearing to consider selling Enoch Lake. We then have two Executive Sessions, including my annual review. When available, the agenda and the packet can be found here: [Fruita City Council Meeting – December 19, 2023](#). See you on Tuesday night!

### Holiday Craft Fair Recap

We had a blast at this year's Holiday Arts and Craft Fair! We had a total of 64 vendors here and a whole lot of holiday fun. Thank you to everyone who shopped and a big thanks to the vendors who participated! The Fruita Community Center was full throughout the day, and it was one of the busiest Arts and Crafts fairs that we have hosted.

### Winter Wise Driving Caution from CDOT

**WHY:** The holidays bring an influx of drivers to Colorado roads, specifically the I-70 mountain corridor. With more traffic comes the risk of extended delays and crashes. Last December, 46 crashes occurred on the corridor, accounting for nearly 23% of the total crashes from October to April. Passenger Vehicle Traction Law infractions caused 26% of those December crashes. On I-70, Traction Law violations caused nearly 288 hours of lane closures last December.

**ABOUT WINTER WISE:** CDOT's Winter Wise campaign focuses on education, tools and resources to help keep drivers safe on Colorado's winter roads. To learn more

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and view helpful tips for winter driving, visit [winter.codot.gov](http://winter.codot.gov). For specific information about I-70 and other highway travel conditions, motorists can call 511 or check [COTrip.org](http://COTrip.org). Additionally, drivers can check Twitter for up-to-date travel information via [@ColoradoDOT](https://twitter.com/ColoradoDOT). For more detailed information about the Traction Law and Passenger Vehicle Safety Law, snowplow laws, safety stats and frequently asked questions, visit [winter.codot.gov](http://winter.codot.gov). Visit [GoI70.com/transit](http://GoI70.com/transit) for a weekly travel I-70 forecast.

### Reed Park Redesign Underway (Continued)



The contractor has started and is moving quickly with the demolition of facilities. The playground equipment, the restroom facility, playground safety material, horseshoe pits, and concrete surrounding the playground have been removed. The contractor will provide a 3-week schedule with upcoming work and that will be included in future updates, along with on [the project page](#), and on social media.

### Fiber Construction Update (Continued)

- Next Week (December 18, 2023), Clearnetworkx/Deeply Digital, an internet service provider, will be constructing along 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, Orchard Valley, Espirit Lane, Monument Glen, Purple Plum Court, 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:** Can I pay my City of Fruita utility bill over the phone with my credit/debit card?
- **Answer:** No, we can't take payments over the phone. However, we do have the following options for payment:
  - Automatic Payments (no fee) - Sign up at [fruita.org](http://fruita.org) or call 970-858-3663
  - Pay Online (credit/debit cards/e-checks) - Visit [fruita.org](http://fruita.org)
  - Payment Drop Boxes are available at the Fruita Civic Center, North Parking Lot Drive Up, and the Fruita City Market – Front of customer service desk inside. Payments can also be mailed to the Fruita Civic Center as well as dropped on in person at 325 E. Aspen Avenue.

## General Updates

- **October Financial Reports.** Tax collections for the month of October are now available and can be found in this week's City Council packet here (when available): [City Council Meeting – December 19, 2023](#). Here is a quick overview of the report:
  - **City Sales Taxes** – October sales taxes were down less than 1% and are still trending at an increase of 7% overall.
  - **Use Taxes on Motor Vehicles** – Were down 17% in October and is trending at a decrease of 8% overall.
  - **Use Taxes on Building Materials** – Were also down in October and are at a 13% year-to-date. Both use taxes are projected to exceed budgeted amounts despite the decreases
  - **Lodging Taxes** – Were down 47% in October, is still at an increase of 1% year-to-date over last year.
  - **County Sales Taxes** - Collections were up 2% for the month of October, is trending flat compared to 2022.
- **CCCMA Board of Directors.** I have been elected to the Colorado City/County Managers Association Board of Directors. I'm excited to give back to an organization that has been so supportive of my career in Colorado. My term officially begins in February.
- **Hot Cocoa & Chat with the City Manager Next Week.** Our final engagement event of the year is next Wednesday, December 20, 2023, at 4:00 p.m. at Starbucks Coffee. These events are an opportunity for residents to have an open conversation with the City Manager and guests and discuss the topics on their minds.
- **Small Business Coffee Club Presentation.** I joined Fruita Area Chamber Director Kayla Bowers for our annual ugly sweater Coffee Club in FWorks today to highlight 2023 City accomplishments and 2024 action items.



## Parks and Recreation

- **Fruita Community Center Visitation Totals.** In November, the FCC had 13,384 monthly visits, bringing the year to 172,487. If December sees similar numbers, we will set a new visitation record. In 2019, we saw 184,914 total visits, the FCC's best year.
- **Fire Pit Update.** The Mulberry Fire pit timer has been damaged for the third time this year and we are working on a more durable solution. The timer was not allowing the fire pit to turn off and was running constantly. The gas has been shut off while we work on a permanent solution.
- **Cookies and Claus.** The event was a success last night with approximately 217 people attending. The public enjoyed such activities as a visit with Santa and the gingerbread man, cookies and cocoa, letters to Santa, and storytelling from a librarian. FYAC had several volunteers help me run the event. This event was free to anyone wanting to attend and the community really enjoyed it.
- **Fruita Youth Action Council.** FYAC wrapped up 2 service projects in December. They organized a coat drive and donated a trunk full of coats to Homeward Bound. They also organized an Angel Tree and got well over 30 donations of gifts for kids in need that are all being brought to the Salvation Army.

## 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)

### **Public Works**

- **Streets Update.** Streets crew relocated a stop sign on Aspen & Coulson after a new light pole was placed in front of the sign making it difficult for motorists to see it.
- **Wastewater Update.** Wastewater Treatment staff collected up-stream river and plant effluent samples for monthly Regulation 85 testing, completed monthly analytical testing, and collected and tested influent and effluent samples required for permit compliance.
- **Potential Funding Opportunities.** Public Works Director and Engineering staff completed an NOI for potential funding to assist with an irrigation issue.
- **Partnership Coordination.** Public Works Director participated in District 51's Long Range Facilities Master Planning meeting held at Orchard Mesa Middle School.
- **Congratulations Kathy!** Former District 7 Transportation Commissioner Kathy Hall was recognized at the recent Grand Valley Regional Transportation Committee meeting. Kathy was recognized for serving as our Transportation Commissioner.



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

- [‘Panicky feeling’ for Fruita 8/9 staff after D51’s proposal.](#)
- [Fruita feeder schools restructure.](#)
- [Future of Fruita 8/9 uncertain.](#)
- [Two Mesa County restoration projects receive \\$83k.](#)
- [Fruita’s Amari Wilson named the conference OPOY.](#)
- [Early snowpack numbers a bit off pace.](#)
- [County OKs \\$261 million budget.](#)
- [D51’s Hill elaborates on Fruita 8/9 School, reconfiguration proposal.](#)

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

- **December 20, 2023** – Hot Cocoa & Chat with City Manager, Starbucks Coffee, 4:00 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](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.