



FRUITA

COLORADO



Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 8, 2023
Re: WEEKLY INFORMATION UPDATE

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Holiday Craft Fair This Saturday

On Saturday, December 9, from 10:00 am – 3:00 pm the Fruita Community Center will host the annual holiday craft fair. A total of 113 applicants submitted with a total of 64 vendors approved to participate. Items to be sold include a wide variety of handmade goods including jewelry, soap, candles, wall art, glasswork, clothing, and much more. The fitness areas, pool, and library will maintain regular operational hours, however, please note the traffic will be heavy and the parking lot is predicted to be full most of the day. Overflow parking is offered on the street and at Shelledy Elementary School. Admission to the fair is FREE.

Fruita Parade of Lights Tomorrow Night!

The annual Fruita Parade of Lights is tomorrow night, in downtown Fruita, from 5:30 p.m. to 7:00 p.m. The parade will take place along Aspen Avenue. The theme of this year's parade is inspired a classic holiday film, "Twas the Nightmare Before Christmas." Experience the magic of this beloved holiday classic come to life in a spectacular display of dazzling lights and whimsical floats. For more information, you can visit the Fruita Chamber's website here: [2023 Fruita Parade of Lights](#).

Reed Park Redesign Underway (Continued)

The community can expect to see construction begin at Reed Park in the next couple of weeks. The park is fenced off, and access to the basketball court, horseshoe pits, shelter, restrooms, playground, and south parking lot are closed. The grass area is available for public use. The fenced area will remain closed to the public until the project is completed in June 2024. Crews will begin work on renovations to the bathroom facilities first. We will have more information and timelines on the renovation next week and will share them in the weekly update, [on the project page](#), and on social media.

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

Fruita Leaf Pick Up Program – ONE MORE WEEK

There is one week left in the leaf pick up program! Fruita residents can place bagged leaves next to their trash can on their regular trash service day. Waste Management will dispose of bagged leaves in addition to regular trash service during these three weeks throughout the fall season. Please bag leaves in a plastic trash bag. Waste Management will only pick up bags of leaves.

- Final Week: December 11 – 14

Fiber Construction Update (Continued)

- Next Week (December 11, 2023), Clearnetworx/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, Espirit Lane, Monument Glen, 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 Clearnetworx/Deeply Digital at 970-240-6600. Learn more about fiber internet in Fruita at fruita.org/fiberinternet. Below is an example of some of the communications residents can expect from Clearnetworx/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.

- **Question:** Will there be any City Council seats available during the next municipal election?
- **Answer:** Yes. The Mayor and three Council seats will be up for election in April 2024. Nomination petitions will be available January 2, 2024. For more information on candidate qualifications please go to <http://fruita.org/citycouncil>.

General Updates

- **GJEP Holiday Party.** On Thursday night, Councilor Miller and I attended the Grand Junction Economic Partnership Holiday Party. It was a great event, and we were able to celebrate the Welcome Wagon program graduates and network with many from around the valley.
- **Volunteering at the Food Bank.** This week, we had a great group of Administration and Public Work staff volunteer at the Food Bank of the Rockies to pack boxes and fruit that will be provided to Fruita families. All together, we packed 419 boxes and 5,276 pounds of food, which will provide 4,397 meals for the Fruita community. This project is our way of giving back to the community for the year (last year we donated blanketed to Family Health West), and all employees are encouraged to volunteer a shift at the Food Bank. As a staff, we had a great time and look forward to continuing to support the Food Bank!



Engineering

- **Maple Street Bridge.** SGM, Inc. Has been given a Notice of Award for the update to the design for the Maple Street Bridge at the Little Salt Wash.
- **Rose Creek Subdivision.** The applicant and their contractor are gearing up to begin construction of on-site and offsite improvements for the Rose Creek Subdivision. This subdivision is located at Ottley Ave. and 19 Road.
- **Mesa County - RTPO - Safety Action Plan, Stakeholder Working Group.** Staff participated in the first meeting for the Mesa County Safety Action Plan this week. The efforts are to create safer roads and intersections for all modes of transportation and reduce fatalities within the county.

Parks and Recreation

- **Monthly Parks and Recreation Newsletter.** The December edition of the Fruita Parks and Recreation newsletter is now available and can be found here: [Holiday Craft Fair, Cookies with Santa, and City Closure Information.](#)

Planning & Development

To see active reviews of current projects, you may visit 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)

Police Department

- ***Calls for Service Statistics.*** In November 2023, the Grand Junction Regional Communications Center logged 1,000 calls for service for the Fruita Police Department. This compares with 755 calls for service in November 2022, showing a 32% increase. Year to date, we are at 10,296 calls for service in 2023 compared with 7,998 this time last year, showing a 29% increase. It should be noted that the majority of that increase results from a change in the way we are tracking officer-initiated activities.

Public Works

- ***Collections Update.*** Collections staff assisted treatment staff with hydraulic surcharging testing and inspection. Collections staff also assisted the engineering department with utility potholing on 19 Road. Finally, Collections staff completed 460 locates for the month of November. (119 locate tickets from 12/1/23-12/7/23). Staff continues training for utility locating.
- ***Parade of Lights Coordination.*** Public Works staff will be setting up traffic control and will staff intersections along the Parade of Lights route on Saturday, December 9th.
- ***Capital Projects Preparation.*** Public Works Superintendent completed review of hydraulic loading and flow conditions for King’s View Lift Station in preparation of capital project in 2024.

- **Public Works Administrative Update.** Public Works Director attended virtual Colorado Water Quality Control Commission hearing regarding TMDLs. Public Works Director also attended EPA webinar regarding recent hack of Unitronics Programmable Logic Controllers.

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

- [Fruita 8/9 School staff told school will close after spring semester.](#)
- [Fruita Post-COVID recovery clinic is one of three in the state.](#)
- [Get on your bike and ride: Effort to teach Fruita kindergarteners.](#)
- [Colorado businesses rely on tourism.](#)
- [Mesa County Commissioner appointed to the Commission on Property Tax.](#)

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

- **December 9, 2023** – Holiday Arts & Craft Fair, Fruita Community Center, 10:00 a.m. - 3:00 p.m.
- **December 9, 2023** – Fruita Parade of Lights, Downtown Fruita, 5:30 p.m.
- **December 13, 2023** – Cookies & Claus, Fruita Community Center, 6:00 p.m. - 7:30 p.m.
- **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.



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.