

# CITY LINK

SUMMER 2023

fruita.org | 858-3663 | 325 E. Aspen Ave.

## STAYING SAFE THIS SUMMER

### A REMINDER FROM YOUR FRUITA POLICE

The Spring and Summer months are packed with outdoor activities, longer days, lots of sunshine, and water. We are fortunate to be surrounded by so many outdoor recreation opportunities, but the Fruita Police Department would like to share a few friendly reminders on how to stay safe this summer season.

#### Lock Your Cars

Fruita is known for being a safe community, but thefts and incidents still happen every day. Cars, specifically unlocked cars, are the perfect crime of opportunity. Thefts from cars are one of the highest calls the Fruita Police Department receives every year. Always lock your cars, especially at night, and never leave valuables in your car. Car break-ins can happen at your house in the middle of the day, in the grocery store parking lot, at the trailhead. Make it a habit to lock your car before you leave!

#### Safety Check List:

- ✓ Lock Your Car.
- ✓ Don't leave your dog in the car.
- ✓ Wear a life jacket in the water.



#### Dog Safety & Summer Heat

Here in Fruita, a lot of residents and visitors own dogs. Summers in Fruita get hot with temperatures consistently in the 90 and 100 degree ranges. Never leave your pets in the car unattended, even if it's only for five minutes. Temperatures inside vehicles increase rapidly and heatstroke can occur within 15 minutes for many dogs. The best practice is to leave your pets at home unless they are coming with you once you reach your destination. Dog owners also need to be aware of pet health outside in the summer heat. If you plan on leaving your dog

outside, always make sure there is plenty of shade and water available. Understanding your dogs breed and health condition will help you know how much heat they can handle. (CONT. PG. 2)

## KEEP YOUR KIDS BUSY ALL SUMMER LONG

### EXAMPLE DAY ITINERARY

#### 8 AM - 10 AM

Before it gets too hot, start your day playing at Prospector Park's NEW Playground. Located at 725 Galena Dr.



#### 11 AM - 2 PM

Grab your rackets and head to Tennis Camp to learn new skills and have fun with other kiddos!

#### 3 PM - 6 PM

Head to the Fruita Community Center to cool down in the outdoor pool or play basketball on the newly finished court floors.



#### 7:30 PM

End the day in downtown Fruita enjoying a Thursday Night Concert or a picnic in the park.

Fruita Parks & Recreation is here to keep your kids busy all summer long. Check out more activities and ideas at [fruita.org/parksrec](http://fruita.org/parksrec).

**FRUITA CITY COUNCIL:** If calling City Hall at 858-3663 does not answer your questions, please feel free to contact any of your City Council Members.



MAYOR  
 JOEL KINCAID  
 250-9557



MAYOR PRO TEM  
 MATTHEW BREMAN  
 314-5991



KEN KREIE  
 270-3305



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 261-5413



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 260-5413



JAMES WILLIAMS  
 858-7675

# STAYING SAFE THIS SUMMER

## CONTINUED STORY



### Safety on the Water

During the summer months, people flock to water activities to cool down. If you plan on recreating in the river or a nearby lake, make sure you understand the risks associated with water activities. Always wear a life jacket, check weather conditions before heading out, and be aware of your surroundings. Enjoying the water can be fun and many residents head to Snooks Bottom Open Space, Highline State Park, the Colorado River, and even the lakes on the Grand Mesa. As a reminder, Snooks Bottom Open Space is a City of Fruita park that closes at 11 p.m. and alcohol is not allowed in the park. The Fruita Police Department hopes everyone has a fun and safe summer!

## EMPLOYEE SPOTLIGHT: SHANNON VASSEN



Shannon Vassen is the Assistant City Manager for the City of Fruita. If he looks familiar, it is probably because you have seen him running around Fruita (literally running, or at least trying to, keep up with his wife running) and he has been with the City for four and a half years. Shannon oversees Fruita's Administration Department which includes Finance, Human resources, City Clerk, and more. Shannon wears multiple hats in his role. He also creates the City of Fruita's annual budget, oversees Fruita's tourism efforts, helps with communications, and more.

Shannon has spent most of his life in the Grand Valley. After graduating from Central High School, Shannon received his Bachelor of Arts in Political Science at Colorado Mesa University. After college, he started his career in local government at Mesa County and worked for the City and County of Denver while attending Graduate School for his Master of Public Administration Degree from the University of Colorado's School of Public Affairs. Shannon and his wife live in Fruita and love raising their family here. In his free time, you can find Shannon running, mountain biking, bringing his dog to Snooks Bottom, or taking his son to the Fruita Bike Park for the Strider Pump Track. The City of Fruita is lucky to have Shannon on the team!





**2023 FESTIVAL SCHEDULE**  
**DOWNTOWN FRUITA, CO | JUNE 2 & 3, 2023**

**FRIDAY, JUNE 2**  
 4:00pm-9:00pm | Mike Fest Open: Games, Merchandise, Vendors  
 6:00pm | Kid Caravan (Indie/folk rock)  
 7:30pm | The Oxymorons (90's and beyond)

**SATURDAY, JUNE 3**  
 7:00am-10:00am | Lions Club Pancake Breakfast on the Circle  
 9:00am | Mike 5k Run/Walk Start  
 9:00am-9:00pm | Mike Fest Open: Games, Merchandise, Vendors  
 9:00am-3:00pm | Wheels West Colorado Exhibition-Car Show  
 12:30pm | Suds Brothers Brewery Wing and Peep Eating Contest  
 1:30 pm | Chicken Dance in honor of Ellen Roberts  
 2:00pm | Joey Rowland & Gerry Goodman (Country/Rock/Blues)  
 4:00pm | Tucker Rose (Country)  
 5:30pm | Gunny Grand String Band (Bluegrass)  
 7:30pm | Augie Meyers & Los Texmaniacs (Tejano/Blues Rock)

**WITH SUPPORT FROM**  
**CREDIT UNION OF COLORADO • CITY OF FRUITA**  
**XCEL ENERGY • CLEARNETWORK • MERGE2MEDIA**  
**FAMILY HEALTH WEST • RHEMA MUSIC & CLOTHING • CHESNICK REALTY**  
**HUMANA • RENEWAL BY ANDERSEN • PRIMARY CARE PARTNERS**  
**FRUITA SUPER 8 • FRUITA THRIFT SHOP**



# 2023 THURSDAY NIGHT CONCERT SERIES

Bring your chair! All concerts are FREE and begin at 7:30 PM at Civic Center Park, 325 E. Aspen Ave in Fruita, CO  
*Schedule is subject to change.*

- June 8 - **The Drunken Hearts** - Americana
- June 15 - **Wave 11** - R&B/Reggae/Funk
- June 22 - **Goodman Band** - Blues/Rock
- June 29 - **Centennial Band** - American Classics
- July 6 - **Nik Parr & The Selfless Lovers** - Rock n' Roll
- July 13 - **Hooks & The Huckleberries** - Country Rock/Soul
- July 20 - **Alastair Greene Band** - Blues Rock
- July 27 - **Dave Jordan & The NIA** - Swampy Funk Rock
- August 3 - **Gunny Grand String Band** - Bluegrass
- August 10 - **Frank Bregar Orchestra** - Big Band



Presented by:



# EXPLORE FRUITA WITH THE CITY MANAGER & GUESTS



Join City Manager Mike Bennett and guests for informal discussions about Fruita while exploring what our community has to offer. Join us on any of the following dates. For more information and the most current schedule, please visit [fruita.org/calendar](http://fruita.org/calendar).

### Upcoming Events:

- Friday, May 19 - Fruita's Quality of Place, Bestslope Coffee, 8:00 a.m.
- Wednesday, June 21, Fruita Police Department, Base Camp, 5:00 p.m.
- Tuesday, July 18 - Fruita's Lifestyle w/ Marc, N. Mulberry Street Plaza, 9:00 a.m.
- Thursday, August 17 - Ice Cream from Mike's Famous Chicken, Civic Center Park, 5:00 p.m.
- Wednesday, September 20, Cupcakes at Circle Park, 1:00 p.m.

# FRUITA ACADEMY



Learn About Your Local Government

**FREE CLASSES | CONNECT | ENGAGE | LEARN**

Are you interested in learning more about the operations of your City? The Fruita Academy is a new in-person program for interested community members to learn about the functions of local government. Participants will hear directly from Fruita leaders, receive hands on learning, and tours of some of City of Fruita's largest facilities. If you are interested in participating but this timeframe doesn't work with your schedule, please stay in touch as class times will change each year to accommodate different schedules.

**JULY 13 through AUGUST 3**



**Local Government**



**Facility Tours**



**City Leaders**

**4 SESSIONS  
THURSDAYS  
3 PM - 5PM**

**2 TOURS  
LUNCH BREAK  
HOUR - 12 PM**

**SIGN UP BY  
JULY 6  
FRUITA.ORG/ACADEMY**

# MULBERRY STREET OUTDOOR PLAZA

During the pandemic, the North Mulberry Street closure supported local businesses when indoor seating was limited. Today, the space is an area for residents and visitors to gather in downtown Fruita. After high utilization of the space during the pandemic, the City of Fruita received a Rural Economic Development Initiative (REDI) Grant from the Department of Local Affairs to pursue the option of creating a permanent outdoor gathering space on North Mulberry Street. In April and May of 2022, the City engaged with residents and collected community input with in-person meetings, one on one discussions with local businesses,



and an online survey to determine if the space should be turned into a permanent plaza. The majority of the input collected showed the community wanted to see the space become permanent with new amenities.

Now, construction for the project is complete and the space is ready for the community to enjoy! The space features a firepit, seating, flower beds, shade sails, bike racks, and lighting. When it came to choosing the amenities for the space, the City of Fruita looked towards the local community. Working with local artist Sparks Fly Studio, you will notice the benches, bike racks, flower beds, and firepit were all handmade right here in Fruita. The space also includes two

parking spaces on Aspen Street and two compact parking spaces on the north side of Mulberry Street. The City received a grant from the Colorado Tree Coalition and Xcel Energy Foundation to help plant new trees in Fruita. To add more shade and cooling features, six trees were planted in the middle of the plaza. In the future, residents can expect to see the addition of a kids play feature, a mural, and artwork in the space.

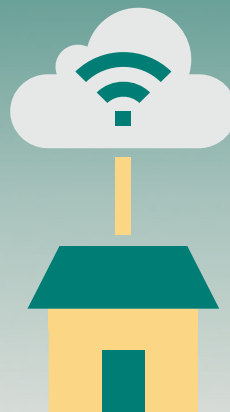
This season, take the time to spend the day in downtown Fruita by supporting local businesses, enjoying the new Mulberry Outdoor Plaza, and spending time with friends and family. To learn more about the project, visit [fruita.org](http://fruita.org).

## SENIOR DISCOUNT FOR TRASH SERVICES

The City of Fruita has a senior discount for trash collection and sewer service but there are a few eligibility requirements residents need to meet in order to qualify for the program. To receive a discount, an individual must be over the age of 62 and have an annual income equal to or less than 133% of the federal poverty level which is \$18,075 for a single and \$24,352 for a couple. The 133% of the federal poverty level is the same eligibility requirement as other federal public assistance programs, such as the Supplemental Nutrition Assistance Program (SNAP) and Medicaid. For questions or to sign up for the discount, please call our Utility Billing Division at 970 – 858 – 3663.



## FIBER INTERNET COMING TO FRUITA



The City of Fruita has been working with several companies interested in installing fiber internet in the community. Residents may begin to see work being done throughout the city over the next few months. Residents will start to see these companies laying fiber cables under concrete and multi-purpose easements in various neighborhoods.

Fruita residents can expect to see notifications with signage, door hangers, and mailers from the fiber internet companies. The City of Fruita will also be sharing information weekly on areas where fiber crews will be working. Updates from the City of Fruita on fiber construction will be available through the City of Fruita's various communication channels including updates on Facebook, Nextdoor, and the Friday Weekly Update. To sign up or to follow these channels, please visit [fruita.org/communications](http://fruita.org/communications).



# FIRE SAFETY IN FRUITA

## A MESSAGE FROM YOUR LOCAL SAFETY OFFICERS

The City of Fruita and the Lower Valley Fire District would like to remind everyone about the risks of wildfires due to rising temperatures, drought, and windy conditions. Homeowners need to take a proactive approach to protecting their homes and residents should follow best practices to help keep the Fruita community safe this fire season.

### Fire Safety for Homeowners

If you are a homeowner (or renter), you can make your property less susceptible to a wildfire by making

simple changes today. Start with what is closest to your house. Evaluate anything within zero to five feet of your home. This includes gutters (are they clean?), dead plants, moving items you may store under your porch, and fixing loose or broken windows.

Make sure all propane tanks are at least thirty feet away from your home and free of debris. If you are landscaping this season, think about how you can incorporate fire safety. Create breaks between plants and plant fire wise shrubs and trees.

Cleaning dead shrubs and tree branches from your property is important but please dispose of shrubs and trees properly. If you live behind an open field or the salt wash, do not throw debris in these areas. By adding dead debris to these areas, you are creating an area of opportunity for a wildfire to begin.

Throw debris in trashcans or at the Mesa County Landfill.

### Fire Safety for All Residents

Everyone has a responsibility to know and practice fire safety measures. You can be a part of the solution by taking a few simple steps to learn and stay updated on current fire news.

If you are recreating among Colorado's millions of acres of public lands make sure you are aware of current fire restrictions for the area you are in. Do your research before heading out on your next adventure.

Stay up to date on current fire alerts and other emergency alerts by signing up to receive reverse 911 calls from the Grand Junction Communication Center.

For more tips and resources on fire safety, please visit [fruita.org](http://fruita.org).

## FRUITA 3RD OF JULY FIREWORKS DISPLAY

**Monday, July 3**  
**Show Starts at Dusk**

The show can be seen from almost anywhere in Fruita! A few popular public viewing areas are Rotary Park, the Visitor Center, and James M. Robb State Park.

Fireworks are launched at Snooks Bottom Open Space but there will be no public viewing at the location. Snooks Bottom Open Space will be closed to the public for the entire day.

The City of Fruita would like to remind residents to refrain from using personal fireworks as they are a fire hazard and can be disruptive. For more information on the event including traffic control and viewing best practices visit [fruita.org](http://fruita.org).





**FRUITA**  
COLORADO

**325 E. ASPEN AVENUE  
FRUITA, COLORADO 81521  
FRUITA.ORG**

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### UPCOMING ACTIVITIES

6/2 - 6/3	Mike the Headless Chicken Festival	Open Venue	Downtown Fruita
6/2	One Riverfront Concert	7:00 p.m.	James M. Robb State Park
6/8 - 8/10	Thursday Night Concert Series	7:30 p.m.	Fruita Civic Center Park
6/22 - 6/24	Country Jam	Open Venue	Country Jam Ranch
6/10 - 10/28	Farmers Market	Saturdays, 8:30 a.m. - 12:30 p.m.	Reed Park
6/23	Fruita Fourth Fridays	5:00 p.m. - 8:00 p.m.	FARM (160 S. Square)
6/29	Fruita City Council Ice Cream Social	7:30 p.m.	Fruita Civic Center Park
7/3	Fireworks Display	Dusk	City of Fruita
7/3	Partners Cornhole Tournament	5:00 p.m.	Fruita Civic Center Park
7/18	City Engagement Event - Fruita's Lifestyle	9:00 a.m.	N. Mulberry St. Outdoor Plaza
7/28	Fruita Fourth Fridays	5:00 p.m. - 8:00 p.m.	FARM (160 S. Square)
8/12	BLM Artist in Residence Concert	TBD	Fruita Civic Center Park
8/12	One Riverfront Concert	7:00 p.m.	James M. Robb State Park
8/12	Cops N Cars Car Show	8:00 a.m. - 3:00 p.m.	Little Salt Wash Park
8/17	Family Game Night	5:30 p.m. - 8:00 p.m.	Fruita Civic Center Park
8/25	Fruita Chamber Farm to Table Dinner	TBD	Fruita Civic Center Park
8/31	Family Game Night	5:30 p.m. - 8:00 p.m.	Fruita Civic Center Park
9/9	Tour of the Moon	8:00 a.m. - 5:00 p.m.	Colorado National Monument
9/15	Movie Night in the Park	Dusk	Fruita Civic Center
9/21 - 9/24	Fruita Fall Festival	Open Venue	Downtown Fruita

**For more information, or if you don't see the event you were looking for:**

City of Fruita, [fruita.org/calendar](http://fruita.org/calendar), 970-858-0360

Fruita Tourism, [gofruita.com](http://gofruita.com)

Fruita Chamber of Commerce, [fruitachamber.org](http://fruitachamber.org), 970-858-3894