



FRUITA COLORADO



Weekly Info Update

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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 5, 2024
Re: WEEKLY INFORMATION UPDATE

Election Packets Now Available

The City of Fruita's regular election will be held on April 2, 2024, and petitions for candidate nominations are now available at the City Clerk's office. There are four open positions in the next election, including the position of Mayor and three City Council seats. Completed petitions must be filed with the City Clerk by January 22, 2024. If you are interested in learning more, you can visit our website for the [2024 Regular Municipal Election Information for City Council Candidates](#).

Sweetheart Run 5K/10K

The Annual Sweetheart Run 5K/10K is a little over a month away! Head to the Fruita Community Center on Saturday, February 10 to run or walk, win prizes, and enjoy post race fun! [Registration is available online.](#)



Fruita Community Center Rate Increase Begins January 15 (Continued)

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 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.

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. 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. If a household participates in recycling services, Waste Management will drop off a new 96-gallon recycling container on the household's normal recycling schedule. Learn more about this transition at fruita.org/trashcollection.

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:** What are other ways I can stay informed with City of Fruita news?
- **Answer:** We provide different options for the community to engage and stay informed with the City. You can find our complete list at fruita.org/communications. Other than the Weekly Update, a few other popular options include social media, monthly engagement events, the Fruita Academy, and the Fruita Parks and Recreation monthly newsletter. All question to be emailed to communications@fruita.org

General Updates

- **Now Hiring.** We have full-time and part-time positions available. If you or someone you know is looking for a new start in the year, make sure to check out our current openings at fruita.org/jobs! Current Openings: Fitness Instructors, Sports Officials, Police Officer, Water Aerobics, Water Safety Instructor, Lifeguard, Automotive and Equipment Technician, Maintenance Worker I – Streets, Parks Worker II, Finance Officer.
- **USPS is urged to Improve Mail issues.** We've heard from community members about issues with the local USPS. On Wednesday, congressional lawmakers sent a letter to the United States Postal Service urging them to improve delivery services. The USPS has been struggling with workforce retention, the mailing process, and slow delivery to mountain communities. [Learn more and read the full letter online.](#)

- **Fiber Internet Updates.** Each week, Clearnetworkx/Deeply Digital provides the city with a construction schedule. This schedule, along with other information on the fiber internet services, can be found online at fruita.org/fiberinternet.

Parks and Recreation

- **Reed Park Redesign Update.** Over the next five days, the contractor will work on underground plumbing, the foundation for the building, and the rough grade for the storm water and skate park.
- **2023 FCC Visitation.** In 2023, the Fruita Community Center saw 187,339 visits, which is a 7% increase from 2022. This number does not include visitation to the Senior Center or meeting rooms.

Planning & Development

To see active reviews of current projects, you may visit fruita.org/projects.

Major/ Minor Subdivisions:

- Copper Creek West Final Plan, Filing 1 (Under Construction) (954 19 Road) (48 Lots)
- Iron Wheel Filing 2 Final Plat (Approved) (19 Road) (46 Lots)
- Adele's Acres Subdivision (Approved) (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)
- West Canyon Preliminary Plan (Under Review) (Parcel #2697-162-21-001) (50 Lots)
- Gear Estates Preliminary Plan (Under Review) (1156 18 Road) (8 Lots)

Site Design Review/ Other Applications:

- 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 (Approved) (1960 & 1966 Hwy 6 & 50)
- My Storage Fruita (Approved) (1930 Highway 6 & 50)
- 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)
- Geode Flats Preliminary PUD Plan (Under Review) (614 Raptor Road)

Public Works

- **Supervisor Tests.** Congratulations to Troy Melroy for passing his Collections III and Traffic Control Supervisor test.
- **Now Hiring!** Public Works is hiring!! Please visit the city's webpage to fill out an online application for an Automotive Technician position or Streets Maintenance position.
- **Pond Clean Up.** Crews continue to clean up the pond property by relocating material that was once stored on site to a different location.
- **Annual Biosolids Report.** Wastewater Treatment staff completed and submitted the Annual Biosolids Report to the Colorado Department of Public Health and Environment.

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

- [Mesa County Animal Services needs old newspapers.](#)
- [9 Top-Rated Small Towns in Colorado.](#)
- [Mesa County Public Health issues food safety alert for infant formula.](#)
- [New Year's resolutions from the people of Fruita.](#)
- [The Unbelievable Story of 'Mike the Headless Chicken'.](#)
- [Family Health West recognized with performance Leadership Award.](#)
- [Congressional lawmakers urge USPS to fix staffing problems.](#)
- [Six interesting laws that go into effect in 2024.](#)
- [A rise in respiratory illnesses in Mesa County increases.](#)
- [Scam alert issued for Mesa County.](#)
- [Community Hospital hosting open house Saturday for new regional cancer center.](#)

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.



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.