1. Call to Order/Roll Call

The meeting of the Fruita Tourism Advisory Council (“FTAC”) was called to order at 11:02 a.m. A quorum was present at the meeting.

2. Introduction of Kodi Imondi – New Member

Joel Kincaid introduced Kodi Imondi, the new member of the FTAC. Mrs. Imondi is serving on the FTAC on behalf of the Fruita Area Chamber of Commerce. Mr. Kincaid stated that Mrs. Imondi is the new President of the Chamber’s Board of Directors and is doing a great job in that role. Mr. Kincaid also described that Mrs. Imondi and her husband are the owners of Imondi Wake Zone, a cable-wakeboarding park in Fruita near the industrial park. Mrs. Imondi is filling the role left by Jennifer Seal, the former Executive Director of the Fruita Area Chamber of Commerce.

Mrs. Imondi then briefly described herself and stated that she has lived in Fruita for most of her life. She stated that she has always been a long-time cheerleader of Fruita and has never outgrown. Mrs. Imondi stated that she is excited to be joining the Fruita Tourism Advisory Council.

3. Consider Minutes from October 24, 2019 Meeting

Mr. Kincaid made a motion to approve the minutes from the August 22, 2019 meeting. Orilee Witte seconded the motion. All that were present were in favor of approving the minutes and the motion carried.
4. Update from Slate Communications

Anna Hrovat Staedter and Liz Cassi presented the update from Slate Communications. Ms. Staedter described that during the last few months, Slate has been busy completing a lot of planning for the upcoming season. Ms. Staedter then presented an overview of the 2019 Marketing numbers/analytics from Fruita Tourism’s website and social media platforms. A few highlights from last year are that GoFruita’s Instagram doubled in followers; the website traffic was down slightly from the year before, but not enough to be concerned with; and Slate has had a lot of success with posting more frequently on social media and providing timely updates on Fruita. Ms. Hrovat-Staedter and Ms. Cassi then described the quarterly marketing plan for GoFruita and provided an overview of the results of 2019 advertisements.

In the upcoming few months, Slate will be purchasing and utilizing a tool called Sojern to track marketing efforts. Basically, through a digital ad campaign, the tool will be able to determine if visits to specific websites led to actual visits to Fruita. Ms. Hrovat-Staedter stated that she would work with staff in the near future to begin implementing this tool.

In addition to using Sojern, Slate is emphasizing short storytelling stories to highlight the local community. Slate shared a short video that they made on the Mayor as an example.

5. Fruita Fourth Friday – Tourism Theme

Sally D’Agostino presented the next agenda item. Ms. Agostino stated that the Downtown Advisory Board is interested in a tourism theme for a Fruita Fourth Friday this year and recommended that the group set up a joint meeting with them to discuss.

Mr. Kincaid described that the Fruita Fourth Friday’s have been going really well, and the events have been a benefit to the community. To incorporate the tourism theme in the event, Michael Bennett, City Manager of Fruita, suggested using the “Play like a local” theme. Mr. Bennett also noted that the Fourth Friday events originally started as an art-event, and that the theme of art could also be incorporated into this specific event.

6. Meeting with Palisade – March 2020?

Mr. Bennett stated that he would reach out to the Town Manager of Palisade about potentially setting up a joint meeting with their tourism board. Mr. Bennett suggested that the FTAC pick one their meetings and invite them to it. Mr. Bennett also suggested that we host the meeting and provide lunch. This will potentially be a longer meeting, Mr. Bennett described, and he will report back to the FTAC once he receives a response from Palisade.

7. Additional Items

To begin on additional items, Mr. Kincaid suggested that like last year, we should invite the recipients of FTAC funding to future meetings for presentations on the events. Odette Brach, Human Resources/Tourism Director for Fruita, agreed and stated that we could reach out to the recipients.
Mr. Kincaid also briefly discussed the proposed ballot question to increase the lodging tax in Fruita. Mr. Kincaid stated that the ballot question does not have an impact on tourism/marketing revenues, as those are funded by the existing 3% lodging tax.

Last item of discussion, the FTAC reviewed the 2020 Mini-Grant application and had no changes. City staff will upload the application to the website and distribute it to any parties that may be interested.

8. **Adjourn**

The meeting adjourned at 12:58 p.m.