

**FRUITA TOURISM ADVISORY COUNCIL
REGULAR MEETING - VIRTUAL
JUNE 25, 2020
11:00 a.m. – 12:00 p.m.**

Members in Attendance: Eric Mello, Orilee Witte, Denise Hight, Joel Kincaid, Sally D’Agostino, Kristy Driver

Members Absent: Kodi Imondi

Staff in Attendance: Odette Brach and Shannon Vassen

Guest in Attendance: Ryan Burke and Anna Hrovat-Staedter of Slate Communications; Kayla Brown of the Fruita Chamber of Commerce.

1. Call to Order/Roll Call

The meeting of the Fruita Tourism Advisory Council (“FTAC”) was called to order at 11:01 a.m. A quorum was present at the meeting.

2. Consider Minutes from May 14, 2020 Meeting

The FTAC discussed the minutes from the previous meeting, on May 14, 2020. There were no changes to minutes. Joel Kincaid motioned to approve the minutes, Orilee Witte seconded. All were in favor of approving the minutes and the motion carried.

3. Update from Slate Communications

Ryan Burke began the update for Slate Communications. Mr. Burke stated that Slate is preparing for the next phase of the marketing plan, which would entail encouraging people to travel and visit Fruita. Mr. Burke clarified that Slate is currently marketing to those in area to travel to Fruita, so this would be a bit of a change. Mr. Burke then described the three phases of the marketing plan (during COVID-19) and stated that they are prepared to adjust their efforts.

Anna Hrovat-Staedter presented the next portion of Slate’s update. Ms. Hrovat-Staedter proposed to the group that Slate use existing marketing funds (designated for staycation marketing) to join into a Colorado Tourism Office marketing campaign entitled “Care for Coloradans”. This campaign focuses on how people should travel responsibly and best practices. The FTAC discussed this and recommended to Slate that they reallocate the funding to the Colorado Tourism Office’s campaign.

4. Marketing and Promotion Fund Budget Update

Shannon Vassen and Mayor Kincaid provided a brief overview of Fruita’s lodging tax revenues through the month of April. For the month of April, Fruita’s lodging tax was down (from the

previous year)71.35%, or \$5,741. Mr. Vassen explained that the next three months, when people are out of school and traveling, will be really important for the fund as these are usually when the fund receives most of its revenue for the year. It was noted also that Colorado's Stay at Home Order was in effect throughout the month of April.

5. Policy Discussion on Special Event Funding.

At the previous meeting, the FTAC requested that staff bring policy recommendations on special event funding for this year and the next. Since many of the special events that have been funded through the marketing and promotion fund have been cancelled or postponed this year, the group wanted to create a policy on what to do with the funding now that these groups have already received it. This policy discussion was requested largely in part due to the COVID-19 pandemic. After much discussion, the group recommended the following to staff for a policy to create:

- If an event organization has received funding this year but the event has been cancelled or postponed until next year, that organization can carry over that funding until next year.
- An organization can only receive its special event funding 60 days prior to the event.
- For events that have not received funding, the organization will have to reapply for that funding next year.

6. Additional Items

The first additional item that was discussed was the completion of the Colorado Canyon's Association maps of hiking trail systems nearby Fruita. The FTAC help fund these maps, and these are available at the Devil's Canyon Trailhead, the Pollock Bench Trailhead, and the Rabbit Valley Trailhead.

Finally, Ms. Witte shared that Colorado Visitor's Center reopened the prior week and is open limited hours.

7. Adjourn

The meeting adjourned at 12:10 p.m.