

**FRUITA TOURISM ADVISORY COUNCIL
REGULAR MEETING - VIRTUAL
JULY 23, 2020
11:00 a.m. – 12:00 p.m.**

Members in Attendance: Sally D’Agostino, Kristy Driver, Orilee Witte, Joel Kincaid, Kayla Brown

Members Absent: Denise Hight and Eric Mello

Staff in Attendance: Mike Bennett and Shannon Vassen

Guest in Attendance: Ryan Burke, Liz Cassi, and Anna Hrovat-Staedter of Slate Communications; Kodi Imondi 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 11:05 a.m. A quorum was present at the meeting.

2. Introduction of Kayla Brown – New FTAC Chamber Representative

Kayla Brown is the new Executive Director of the Fruita Area Chamber of Commerce. Ms. Brown grew up in the valley and graduated from Fruita Monument High School. Before this position, Ms. Brown worked for Family Health West as the Marketing Manager.

3. Consider Minutes from June 25, 2020 Meeting

The FTAC discussed the minutes from the previous meeting on June 25, 2020. There were no changes to minutes. Kristy Driver motioned to approve the minutes, Orilee Witte seconded. All were in favor of approving the minutes and the motion carried.

4. Update from Slate Communications

Anna Hrovat-Staedter began the update for Slate Communications. Ms. Hrovat-Staedter shared the marketing report from the second quarter of 2020. A few highlights from the report is that web traffic and page views for gofruita.com are up from the previous year; engagement is up on the tourism’s Facebook page; and views on newsletters are down (but the newsletters were mostly paused due to the pandemic). The goal for this quarter, Ms. Hrovat-Staedter explained, was to provide best practices and recommendations for those traveling to Fruita during this time.

Liz Cassi and Ryan Burke provided the next portion of the Slate update. Ms. Cassi shared that Slate is working with the Colorado Tourism Office (“CTO”) on a few projects (such as a CTO Instagram takeover, other co-op opportunities) to leverage resources. Also, Slate reported that

Ryan will be visiting in a few weeks to start working on the video story telling projects that were budgeted for this year. These will be short videos highlighting the wide array of recreation activities available in Fruita. Slate also stated that they would provide a form for members of the FTAC to provide suggested video ideas.

5. Marketing and Promotion Fund Budget Update

Shannon Vassen provided a brief update on the status of the marketing and promotion fund budget. In the month of May, lodging taxes (which primarily fund the marketing and promotion fund) were down 63.83%, bringing the year to date total to a decrease of 47.03% from last year.

6. Additional Items

Mike Bennett presented two additional items to the FTAC. Mr. Bennett asked if the FTAC was interested in inviting the Palisade Tourism Board to a future meeting after having to cancel the previous joint meeting in March. The group agreed, and Mr. Bennett stated that he would reach out to Palisade to determine when would work best for the meeting.

The second additional item that Mr. Bennett shared is the current sales tax revenues (as of May 2020) to the group. Overall, most tax revenues are up for Fruita during the pandemic. Although City and County sales tax are up, Mr. Bennett shared that many Fruita businesses are still struggling. This is, especially the case, for food and retail establishments in Fruita. Mr. Bennett urged the group to continue to market supporting local businesses.

7. Adjourn

The meeting adjourned at 12:01 p.m.