

**FRUITA TOURISM ADVISORY COUNCIL  
REGULAR MEETING - VIRTUAL  
August 27, 2020  
11:00 a.m. – 12:00 p.m.**

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

**Members Absent:** None

**Staff in Attendance:** Mike Bennett, Odette Brach, Shannon Vassen

**Guest in Attendance:** Ryan Burke and Anna Hrovat-Staedter of Slate Communications.

**1. Call to Order/Roll Call**

The meeting of the Fruita Tourism Advisory Council (“FTAC”) was called to order at 11:04 a.m. A quorum was present at the meeting.

**2. Consider Minutes from July 23, 2020 Meeting**

The FTAC discussed the minutes from the previous meeting on July 23, 2020. There were no changes to minutes. Kayla Brown motioned to approve the minutes; Kristy Driver seconded the motion. All were in favor of approving the minutes and the motion carried.

**3. Discussion on Event Funding for Fruita Fall Festival**

Kayla Brown, Executive Director of the Fruita Chamber of Commerce, presented the third agenda item. Ms. Brown explained to the FTAC that since the Fruita Fall Festival is cancelled, the Chamber is in the processing of putting on several smaller events to support local businesses. These events include the “Supper on the Southside”, the “Fruita Brew Festival”, and the “Dinner Downtown.” Ms. Brown described that, usually, the Fruita Fall Festival receives \$3,000 in special funding from the FTAC. Ms. Brown asked the group if this money could potentially be used for the Dinner of the Southside event, as a way to encourage regional travelers to Fruita.

The FTAC discussed the proposal and Ms. Brown answered several questions on the event. After the discussion, the FTAC decided to roll the special event funding that the Chamber received (for Fruita Fall Festival) into the next year, to ensure there is funding for in 2021. There was no vote on the matter, and no changes made to existing funding for the Fruita Fall Festival.

**4. Marketing and Promotion Fund Budget Update**

After that discussion, staff provided a brief update on the Marketing and Promotion fund in June of 2020. Shannon Vassen, Management Analyst for the City of Fruita, provided the update. In

June, lodging tax continue to decrease. Specifically, lodging tax collections decreased 62.07% when compared to the previous year. The fund continues to be impacted by the COVID-19 pandemic, and year to date, is down 30% from the previous year. Mr. Vassen described that this will impact next year's Marketing and Promotion budget, as funding will be limited for projects and other items.

## **5. Overview of Retreat and Goals**

Ryan Burke, CFO of Slate Communications, presented the overview of the FTAC's July 2020 retreat and goals. Mr. Burke began his presentation with sharing the goals of the FTAC that were identified at the retreat in July 2020. One of the current goals that was shared was to increase economic activity by attracting visitors that will respect the local environment and help build upon Fruita's unique culture. Future goals that were identified were thriving local businesses as a result of tourism efforts, focusing on conversion of marketing efforts to Fruita visitations, and to collaborate with other cities.

After discussing current and future goals, Mr. Burke shared the current and desired visitors to Fruita. Mountain bikers are still the majority of Fruita visitors, but it is stated that families and active boomer visitations will get the FTAC closer to the goal of thriving businesses. As far as future target audiences, the group identified to market to outdoor adventure families and mountain-light and entry level families. Mr. Burke shared the general characteristics of these two different target audiences. Following that, Mr. Burke shared general information on the 2020 Fruita Marketing Plan, as these efforts were postponed until 2021 due to the pandemic. For next year, it is anticipated that the budget will continue these efforts and focus on these audiences and goals.

## **6. Update from Slate Communications**

Anna Hrovat-Steadter, Marketing Specialist for Slate Communications, presented a brief update from Slate Communications. Focusing on a question from the last meeting, Ms. Hrovat-Steadter shared that she recently did an analysis to determine if there is any relationship between Fruita's tourism efforts and the lodging tax. After providing background information, Ms. Hrovat-Steadter concluded that there may be relationship between the two. The FTAC asked questions about the data, and decided to continue to the discussion at a future meeting. Ms. Hrovat-Steadter had additional updates for the group that will be discussed at the September meeting.

## **7. Special Event Funding Application and Policy**

Finally, at the meeting, the FTAC advised staff to create a policy that will allow organizations that received special event funding to roll over funding to the next year if the event was cancelled or postponed due to an unforeseen event. Staff shared the updated Special Event Funding Application and Policy with the group. The only change that was suggested, from the FTAC, was to change the date that organizations can invoice for funding from 90 days to 45 days before the event. Mr. Kincaid made a motion to approve the application. Ms. Driver seconded. All that voted were in favor. Ms. Brown abstained from the vote.

## **8. Additional Items**

There were no additional items discussed.

## **9. Adjourn**

The meeting adjourned at 12:27 p.m.