

City of Fruita – Fruita Tourism Advisory Council
Regular Meeting – Minutes
February 24, 2022
11:00 a.m. – 12:00

Members in Attendance: Kristy Driver, Joel Kincaid, Libbie Early, Denise Hight

Members Absent: Eric Mello, Kelley Griffin, Kayla Brown

Staff in Attendance: Shannon Vassen

Guest in Attendance: Jill Coyle, Sara Moore, and Caitlin Hanley of Colvita Creative

1. Call to Order/Roll Call

Kristy Driver, Vice-Chair of the Fruita Tourism Advisory Council (“FTAC”), called the meeting to order at 11:00 a.m. A quorum was present at the meeting.

2. Public Comment

Ms. Driver opened the meeting for public comment. After seeing none or anyone that wanted to provide a comment to the FTAC, Ms. Driver closed this item.

3. Approval of Minutes

- a. Summary Minutes – Special Meeting – September 9, 2021
- b. Minutes – Regular Meeting – September 30, 2021
- c. Summary Minutes – Special Meeting – October 14, 2021
- d. Summary Minutes - Planning Workshop – January 4, 2022

The FTAC discussed the minutes from the previous four meetings. The FTAC recommended no changes to the minutes. Denise Hight motioned to approve the minutes as presented. Mayor Kincaid seconded the motion. All that were present were in favor and the motion carried unanimously.

4. Colvita Creative Update

After the approval of the minutes, the FTAC moved on to the update from the City’s tourism marketing agency, Colvita Creative. In attendance from Colvita was Jill Coyle (Owner), Sara Moore (VP of Creative), and Caitlin Hanley (Account Manager). Ms. Hanley began the update by providing the FTAC with an overview of what Colvita has been working on, since taking over the contract. Ms. Hanley shared that after the January Envisioning Session, Colvita put out a survey

to target audiences to gauge their perceptions on Fruita, the Play Like a Local Campaign, and comparing to other mountain destinations. She shared that the survey is part of the Research and Discovery phase for the agency, and that Colvita was very pleased with the results. Over 470 people took the survey, and this helped Colvita determine target audiences, and the approach for image and perception of Fruita's marketing efforts.

After discussing the survey, Ms. Moore provided the FTAC with an overview of upcoming paid media that will be put out for GoFruita. Ms. Moore shared that Colvita has begun administering paid social media campaigns to target audiences, and these focus on excitement for spring and the upcoming mountain bike season. Ms. Moore also shared that the Colvita will be working with the Colorado Tourism Office on banner ads and co-op opportunities for the spring and summer and will be using OnSpot for conversion tracking. On top of these, Ms. Moore was also excited to share that Fruita will be the feature (one of three towns spotlighted) in an upcoming documentary from Stans No Tubes on outdoor recreation and environmental conservation. This video, part of the "Connections Series", will provide the city with a variety of photo and video assets that can be used for future marketing campaigns, along with the video itself.

To conclude the presentation, Ms. Coyle provided the FTAC with an overview of next steps, including that they are working on creative campaigns, and the revamp of the Play Like a Local campaign. Colvita then moved on to a discussion with the FTAC on these items, and on the website redesign. There was a discussion on whether the city should consider changing the website platform for better functionality, and the group discussed WordPress websites as a potential alternative. Staff shared that they would work with Colvita to get answers to a few questions on the website redesign.

5. City of Fruita Update

Shannon Vassen, staff liaison to the FTAC, provided the staff update. The update is summarized here:

- **Financial Reports** – Mr. Vassen shared the final tax collection numbers for 2021. Mr. Vassen was excited to share that lodging tax collections ended up 92% from the prior year - and that 2021 was the best ever for lodging taxes, at \$172,000. Mr. Vassen moved on to explain that City sales tax collections ended up 15% overall for 2021, and exceeded \$3 million (the 2% City sales tax, excluding the 1% to the Fruita Community Center) for the first time ever.
- **FTAC Officers** – After the financial reports, Mr. Vassen shared that the FTAC is required to select a Chair, Vice Chair, and Secretary each year. The duties of the Chair is to lead meetings, work with staff on creating agendas, and coordinating with staff on projects. The Vice-Chair fills in for the Chair when she/he is absent from a meeting. Finally, Mr. Vassen explained that the Secretary is only required to take minutes when the staff liaison is absent from a meeting, which does not happen often. Mr. Vassen said that currently Eric Mello serves as the Chair, Kristy Drives serve as the Vice Chair, and Kayla Brown serves as the Secretary. Mr. Vassen encouraged the group to think about which

members may be appropriate for these roles at the next meeting, as the group will be selecting new officers.

6. Ambassador Program

Mr. Vassen then moved on to briefly discuss the Ambassador Program. He shared that this is a program that staff would still like to implement, to encourage user-generated content to be shared with Fruita and to be used for marketing efforts. Mr. Vassen also shared that the City could incentivize people to submit content, such as through purchasing gift cards to local businesses and picking winners randomly, or other types of programs. The FTAC briefly discussed the program and advised to continue working on it, and to discuss it in greater detail when all members are in attendance for the meeting.

7. Adjourn

The meeting adjourned at 12:10 p.m.