City of Fruita – Fruita Tourism Advisory Council
Regular Meeting – Minutes
April 20, 2023
11:00 a.m. – 12:00 p.m.

Members in Attendance: Kristy Driver, Kayla Bowers, James Williams, Libbie Early, and Johanna van Wavaren

Members Absent: Kelley Griffin (excused absent)

Staff in Attendance: Shannon Vassen

Guest in Attendance: None

1. Call to Order/Roll Call

Kristy Driver, the Chair for 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, this agenda item was closed.

3. Approval of Minutes
   a. Minutes – Regular Meeting – March 23, 2023

The FTAC discussed the minutes from the previous meeting. The FTAC recommended no changes to the minutes. Johanna van Waveren made a motion to approve the minutes as presented. Libbie Early seconded the motion. All that were present were in favor and the motion carried unanimously.

4. Marketing Update

Shannon Vassen, staff liaison to the FTAC, provided the marketing update. Highlights from the update include:

- **Kids Adventure Games Giveaway** – As part of the FTAC’s sponsorship of the Kids Adventure Games, Mr. Vassen explained the City of Fruita received free team entries to the event. Mr. Vassen shared that staff is going to do a giveaway for the entries on GoFruita’s Instagram and Facebook for the event. This giveaway will be open to locals and visitors to the area.
- **Mike the Headless Chicken Festival Giveaway** – In addition to the Kids Adventure Games giveaways, Mr. Vassen also shared that GoFruita will be giving away gift cards to the Mike Store at the Mike the Headless Chicken Festival. Mr. Vassen explained that this is a low-cost promotion that the FTAC can do to encourage people to attend the festival.

- **Colvita Updates** – Mr. Vassen then moved on to share a few updates from Colvita Creative, the City’s marketing consultant.
  - The first update from Colvita is that the Little Rad Adventurer influencer will be in Fruita the weekend of the Mike the Headless Chicken Festival. The family will be documenting their stay and time at the festival, and also sharing kid friendly activities to do while in Fruita. Colvita is also looking into hiring an on-site photographer to help with photo/video assets of the events.
  - Sojern banners are now in market and running – we have had a lot of positive experience with Sojern in the past. Staff will share results of the Sojern campaign at an upcoming meeting.
  - The latest GoFruita newsletter went out early month and focused almost exclusively on special events. The newsletter was sent to 7,600 people. Out of that, 2,700 opened the newsletter, and the total click throughs were 523.

5. **Staff Report**

Shannon Vassen then moved on to the staff report, which included three items:

- **Gravel Adventure Guide** – Mr. Vassen shared the revised creative designs for the Fruita + Palisade Gravel Adventure Field Guide. The FTAC provided feedback on the creative to be passed along to the designer. Mr. Vassen then provided an update on the progress on the guide as a whole, and shared that the consultants were working on the routes, the local advertisement sections, and the historical stories. He said that the first draft of the guide should be available to review by next month, and it is on track to be complete by the early summer.

- **Presentation to the City Council** – Next item on the staff report, Mr. Vassen shared that the City Council has invited to the FTAC to their meeting on May 2, 2023, to provide a presentation on recent accomplishments, goals, and upcoming projects. A few of the members shared that they would be able to attend the meeting and give the presentation.

- **Officers Selection** – Last item on the staff report, Mr. Vassen shared that the FTAC will need to pick officers at their next meeting, as all three terms will be ending in May. The FTAC will need to pick a Chair (who runs the meetings, works with staff to create agendas), a Vice-Chair (a member who runs the meetings in absence of the Chair), and a Secretary (a member who takes notes for the purposes of the minutes, if staff is absent). Mr. Vassen encouraged the members to think about if they may be interested in any of these positions.
6. Planning Discussion

For this agenda item, the FTAC discussed previous meetings and planning for the future. The FTAC discussed a need for a strategic planning workshop before this fall to prepare for next year’s marketing efforts. Continuing on the discussion of needs for next year, the FTAC began to think about how to improve in-house marketing efforts. The FTAC requested that staff put together a list of our current marketing efforts, to be reviewed at a future meeting and to determine how we can supplement and support all of the City’s tourism marketing efforts. This will be a discussion item at a future FTAC meeting. There were no other items after this agenda item.

7. Adjourn

The meeting adjourned at 12:20 p.m.