1. Call to Order/Roll Call

Kristy Driver, the Chair for the Fruita Tourism Advisory Council (“FTAC”), called the meeting to order at 11:03 a.m. A quorum was present at the meeting.

2. Welcome and Introductions – Mark Hamlin, newest FTAC Member

Mark Hamlin is the newest member of the FTAC. He introduced himself and shared that he and his family recently moved to Fruita from Alaska. Mark also shared that he works in hospitality management and has worked in sports tourism. The FTAC did a round of introductions and welcomed Mark to the group.

3. Approval of Minutes

a. Minutes – Regular Meeting – April 20, 2023

The FTAC discussed the minutes from the previous meeting. The FTAC recommended no changes to the minutes. Kelley Griffin made a motion to approve the minutes as presented. Kayla Bowers seconded the motion. All that were present were in favor and the motion was carried unanimously.

4. Special Event Overview – Recap of Colorado Riverfront Concert Series

After those agenda items, the FTAC moved on to a presentation on the Colorado Riverfront Concert Series. Over the past few months, the FTAC has been hearing from groups that received special event funding in the prior year to hear a recap of the events. Michele Rohrbach, from the Colorado Riverfront Foundation, joined the meeting started by thanking the FTAC for their support with their summer concert series. Ms. Rohrbach stated that they had a good year last year, selling almost 4,000 tickets between two concerts. They were able to make
a profit in 2022, which did not happen in either 2020 or 2021. Ms. Rohrbach explained that tickets for Tab Benoit are right where they expect them to be for next week’s concert. Ms. Bowers asked Ms. Rohrbach where tickets could be obtained. Ms. Rohrbach explained that they could be found at universe.com. She also explained that you can get tickets to both of their summer concerts at the same time. Shannon Vassen asked what date the second concert would be held. Ms. Rohrbach stated that the Bellamy Brothers concert would be held on August 12th.

5. Colvita Creative Update

Jill Coyle, owner of Colvita Creative, provided the marketing update. Ms. Coyle shared they are continuing to focus their marketing efforts outside the community. One new item that Colvita is excited about is the Influencer program. Colvita has allocated $5,000 of their $85,000 budget to this program. Next weekend, their first visitor, Little Rad Adventure, will be coming to tour the area and participate in the events of the Mike the Headless Chicken festival as well as visit other local hot spots. Ms. Coyle is working with the Influencer on an itinerary that will include the festival, going to Dinosaur Journey, staying, and eating locally with her family. The Influencer will be posting to her TikTok, Pinterest, and YouTube channels highlights from the area as part of her contract. Ms. Coyle is also negotiating with other Influencers, such as marathon runners, to come and run the Rim Rock Marathon.

Ms. Coyle then introduced Alex Rawal to go over some of the paid media efforts. Mr. Rawal shared a dashboard and explained that there have been 31,299 clicks on ads and images about Fruita Tourism. He explained that the cost is very low with a $0.28 cost per click. He stated that the search performance with hiking as the number one search, followed by rafting and other water sports, and parks and monuments. Johanna van Waveren asked if there was a plan in place to boost the number of clicks in both January and February or if marketing was already boosted marketing in those months and it hadn’t generated more clicks. Mr. Rawal explained that they market 365 days a year, however, from a budget standpoint they do cut back in the winter months. They start to ramp up marketing towards the beginning of Spring. He said typically there is lower engagement in this area in the wintertime. Ms. Bowers then asked about a “Reel” she had seen on Instagram about Fourth Fridays and where the content was sourced from. Ms. Coyle explained that they had received permission to use footage from a local real estate photographer. Ms. Bowers asked if there was a way to partner with local photographers and videographers to take actual footage from Fourth Friday’s. She said the “Reel” footage seemed out of place and didn’t really capture what Fourth Fridays are. Ms. Coyle said yes, they can do that and that they are always looking for opportunities to have event partners to add footage to the mix. Ms. Bowers said she had some contacts who would love to help capture the essence of the events and would send them over via Mr. Vassen. Ms. Driver then asked when the next Fourth Friday event was taking place. Ms. Bowers responded the following day was the next event. Mr. Vassen explained it should be well attended as it was also the opening weekend of the Mulberry event space and the City had a celebration planned in conjunction with the Fourth Friday event. Ms. Driver asked if anyone was scheduled to take footage at Friday’s event and no one was. She thought that was a missed opportunity. Ms.
Bowers said that, as the Chamber, she was looking to hire 14K media to take some footage to use as marketing for Fruita Fall Festival. She explained that nothing was free and for the video she was requesting the fee was $1,000.00. She suggested that FTAC and the Chamber could split the cost of some B Roll footage that highlighted local events to be used in later marketing initiatives.

6. Staff Report

Shannon Vassen, staff liaison for the FTAC, then moved on to the staff report, which included four items:

- **Gravel Adventure Guide** – Mr. Vassen shared that the Fruita + Palisade Gravel Adventure Field Guide edits had been incorporated quickly, and that the guide went to print. He said printing should be completed by the 2nd week of June. FTAC will receive 5,000 copies, Palisade will get 4,000 copies and the contractor will distribute 2,000 copies to bike shops in Colorado and Utah. Mr. Vassen explained that the contractor will also upload it to their website. The FTAC will also receive a portion of the proceeds from the sale of the Guides. The contractor has said that, in the past, they like to hold a launch party once the Guides are completed. They invite everyone who sponsored the guide, helped with the guide, or bought ads to attend. Mr. Vassen talked with Ciara DePinto and thought they could do something during the day at a Fruita business and have people come and pick up their inventory of Adventure Guides and meet those who contributed to it. Tom, from Bestslope Coffee, offered to hold the party at his business. Mr. Vassen explained that they could offer coffee and treats for attendees. Mr. Vassen said that they would work on some dates once the Guide is completed.

- **Reimagine Destination Program with Palisade** – Mr. Vassen then discussed that, as part of the Reimagine Destinations program, the state is organizing a photoshoot in Fruita worth about $10,000. The State has gone through a procurement process and is now hiring the photographers/videographers and would like to know what kind of photos/videos FTAC would like. The Board thought that mountain biking has been done and the focus needs to be on other local activities. Ms. Griffin recommended more family related and ladies’ trip images. James Williams concurred that the target market should be women as they generally make the decision on where families are traveling. Libbie Early suggested the Kokopelli area is beautiful and needs to be utilized more. Ms. Driver suggested the Monument but was unsure of the licensing required for that.

- **Lodging and City Sales Tax** – Mr. Vassen explained that lodging was down 17% in March but is trending pretty close to where it was last year, and City sales tax is up so we are looking good from a financial standpoint.

- **City Council Workshop with the FTAC** – The meeting with the City Council had to be rescheduled. That new date is, tentatively, July 18 from 6:30 – 7:00.

7. Overview of Marketing Roles

The FTAC then moved to discuss marketing roles and strategic planning for the future. Also, the group discussed having a more comprehensive marketing plan going forward, focusing on
new audiences and target groups. The group will bring their marketing ideas to the next meeting and the discussion will continue.

8. Appointment of Officer Positions

The FTAC then moved on to appointing officers for new terms. Libbie Early made a nomination to appoint Johanna van Waveren to be Chair and Kelley Griffin for Vice Chair. These nominations were seconded by James Williams. Both nominations carried unanimously. Johanna van Waveren nominated Kristy Driver to be Secretary. That motion was seconded by Kelley Griffin. This motion was carried unanimously.

9. Adjourn

The meeting was adjourned at 12:20 p.m.