

City of Fruita – Fruita Tourism Advisory Council
Regular Meeting Minutes
September 30,2021
11:00 a.m. – 12:00 p.m.

Members in Attendance: Eric Mello, Kayla Brown, Kelley Griffin, Joel Kincaid, and Kristy Driver, Denise Hight

Members Absent: None

Staff in Attendance: Shannon Vassen

Guest in Attendance: None

1. Call to Order/Roll Call

Eric Mello, 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

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

3. Consider Minutes from the August 26, 2021, Meeting

The FTAC discussed the minutes from the previous meeting on August 26, 2021. The FTAC recommended no changes to the minutes. Kristy Driver motioned to approve the minutes as presented. Kelley Griffin seconded the motion. All that were present were in favor and the motion carried unanimously.

4. Staff Report

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

- **Budget** – Mr. Vassen provided an overview of the proposed 2022 Marketing and Promotion Budget. Mr. Vassen shared that staff is anticipating the lodging tax returning to pre-pandemic levels, and that it is reflected in the amounts of the budget. Mr. Vassen also highlighted that funding for special events, mini-grants, and advertising and promotion is back to normal amounts. Finally, Mr. Vassen added that the City is setting aside \$10,000 for a redesign of the GoFruita website, and that the FTAC and staff will be working with the selected consultant on that redesign next year.

- **Financial Reports** – Last item on the staff report, Mr. Vassen shared the lodging and sales tax numbers to the FTAC. Through July, lodging tax collections already surpassed the 2020 numbers and were trending at 100% over the prior year. City sales tax collections were also trending up 20% compared to the prior year, and Mr. Vassen shared that this is very encouraging, especially for Fruita’s marketing and promotion efforts.

5. Review of Special Event Funding Applications

After the staff report, the FTAC moved on to review the applications for special event funding. The FTAC received eight applications for funding, and had a general discussion on those applications. After the discussion, the FTAC recommended the following funding to the City Council, for a total of \$25,000.

- Fruita Fat Tire Festival/18 Hours of Fruita - \$1,750
- The Colorado Riverfront Concert Series - \$3,000
- Desert Gravel Co2UT and REXY Gravel Bike Races \$3,250
- Rim Rock Rodeo - \$1,000
- Fruita Fall Festival - \$3,000
- Fruita Farmers Market - \$5,000
- Mike the Headless Chicken Festival - \$4,000
- Thursday Night Concert Series - \$4,000

Mayor Kincaid made a motion to recommend the aforementioned funding to the City Council for each special event. Kayla Brown seconded the motion. All were in favor of the motion and it carried unanimously.

6. Discussion on Advertising and Promotion Proposals

The group then continued the discussion, from the previous special meeting, on which consultant to recommend for the Advertising and Promotion Services Request RFP. After much discussion, the FTAC did not come to a consensus on the recommendation. The FTAC decided to schedule an additional, special meeting, to continue the discussion.

7. Meeting Schedule

The FTAC decided to schedule a special meeting, to make a decision on the Advertising and Promotion proposals, to October 14, 2021 at 11:00 a.m.

8. Adjourn

The meeting adjourned at 1:00 p.m.