

City of Fruita – Fruita Tourism Advisory Council
Regular Meeting – Minutes
January 25, 2024
11:00 a.m. – 12:00 p.m.

Members in Attendance: Kristy Driver, Mark Hamlin, James Williams, Libby Early, Kelley Griffin, Kayla Bowers, and Johanna van Waveren

Members Absent: James Williams

Staff in Attendance: Shannon Vassen, Ciara DePinto, and Ammon Pierce

Guest in Attendance: None

1. Call to Order/Roll Call

Johanna van Waveren, 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. van Waveren 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 – October 26, 2023

The FTAC discussed the minutes from the previous meeting. The FTAC recommended no changes to the minutes. Libby Early made a motion to approve the minutes as presented. Mark Hamlin seconded the motion. All that were present were in favor and the motion was carried unanimously.

4. Staff Report

a. **Ride The Rockies**

Ciara DePinto shared that Ride the Rockies will be ending their bike tour in Fruita this year. It is a six-day bike tour, beginning in Steamboat Springs and ending in Fruita. They will be camping at the middle school, as well as staying in hotels and short-term rentals. Ms. Driver said they will be coming from Ranglely on Friday night and riding the Monument on Saturday but asked what we are doing. Ms. DePinto said we were coordinating everything with Ride the Rockies. They will have a beer garden at Civic

Center Park on Friday night and then end in downtown Saturday to celebrate and hang out. She told the group that they are trying to get local businesses involved by offering classes for riders to enjoy. The community will also be involved. The City will give all riders a swag bag, including a gravel adventure guide and a rec center pass. Ride the Rockies hasn't asked for any kind of sponsorship dollars as they try to get donations from local businesses. Ms. DePinto said June was going to be a busy month. Mike the Headless Chicken Fest will be the May 31 – June 1st, Rural Philanthropy Days are June 8th – 9th, and Ride the Rockies is June 14th and 15th.

b. Winter Concert

Ms. DePinto let everyone know that we would be holding a winter concert in Mulberry Plaza. She said it will be a smaller concert, to be held on Friday, February 23rd. She said they were trying to spark some interest in the downtown area during the winter months. She explained they were still finalizing the band for it. The whole event will be from 6:00 pm to 8:30 pm. She said that they are looking into renting a snow machine and serving hot cocoa and apple cider and it should be a fun Friday night. She said that they would reach out to the local business and see if they would like to stay open later. Ms. Driver asked if we were targeting local citizens or tourists. Ms. DePinto said it was more of a local event. Ms. Driver then asked about the Sweetheart Run. Ms. DePinto said that we typically see more local participation in that as well. Mr. Vassen said that there is a way to track where people are coming from, and we do get some out-of-town registrations. Ms. DePinto said that participation was up. Ms. Driver asked what drove the increase in registrations. Ms. DePinto said that they were promoting it more, putting it on a lot of 5k websites and #GoFruita as well. Mr. Vassen said the logo is one of the better ones we have ever had. Mr. Vassen said we do have a discount code if anyone is interested in participating.

c. CrowdRiff

Ms. DePinto said that we are utilizing CrowdRiff to get more photo and video assets and getting rights to print media we can share in our media efforts. She then showed us the website on our end. Ms. Driver asked how it works. Ms. DePinto said that it goes out and sweeps the internet for assets that individuals have taken. It then asks that individual for the rights to the asset and then we can use the assets in our organic social media. Ms. Early asked if we had it at a discounted price for just this year. Ms. DePinto said it shouldn't go up unless there is an increase due to inflation. Mr. Vassen said it was subsidized through the tourism office from \$24,000 to \$6,000, but they also get to use the photo assets.

d. Organic Social Media

Mr. Pierce said that there has been a pretty big increase in our social media. He attributed it largely to the fact that he is posting more frequently. He said he has a plan on what to post each day. He stated that Facebook had an increase of 835%, but that isn't a natural number and will probably go down. He said that Instagram has an 11% increase and that seemed like a more realistic number. Mr. Pierce said that his goal was to post stories that people can relate to rather than being more superficial. He also said that he had been making a big effort to comment on other people's photos. Ms. van Waveren said that she had noticed, and she thought he was doing a great job

showing the characters and stories of our town. Ms. Driver asked if someone had talked to Colvita. Mr. Vassen said yes, we had. We used to pay them \$1000 per month for 12 posts. He said that this new content is more authentic and is more relatable to Fruita. Ms. DePinto said that it was fun having a local voice posting to social media. She shared that Mr. Pierce had toured Win Gardens and that will become a post. Ms. Early asked if Mr. Pierce had access to Colvita's assets. He said he did, but that they needed edited. Mr. Vassen said that we got a lot of content from the trail runner last fall. He also said we have the CTO photo shoot this spring. He said that we will have a lot of new content and really be able to diversify. He also stated that it is always free for local businesses to access the assets.

e. Kids Adventure Games

Mr. Vassen explained that with Highline Lake being drained, they are looking at moving the Kids Adventure Games to Snooks Bottom or Imondi Wake Zone. He said he has a meeting on Monday with Helene to go over possible venues. He also mentioned that we get 10 entries as a sponsor. Last year we gave some away on #GoFruita and some locally.

5. Review Colvita Creative Budget Proposal

Mr. Vassen went over the budget proposal for Colvita. They proposed a \$92,000 budget for 2024. The Fruita City Council approved a \$95,000 budget for this line item, however, there are some other purchases that need to be made from this money. Mr. Vassen said that this group could really give Colvita a number and leave it up to them to decide how the funds are spent. Ms. Early asked about the influencer partnership and another line item, one for \$5000 and the other for \$1600. She wanted to know how they relate to one another. Mr. Vassen explained that the \$5000 gets paid to the influencers to help cover their expenses and the \$1600 gets paid directly to Colvita for their costs related to dealing with the influencer. Ms. van Waveren also asked about their retainer fee and what that included. Mr. Vassen explained that it was the non-negotiable fee related to Colvita joining FTAC meetings, their bi-weekly meetings with staff, and other expenses. Ms. Driver asked what the difference between the proposed budget and 2023's budget is. Mr. Vassen said the budget in 2023 was \$73,000. Mr. Vassen thought that there is a good return on paid media and the increase to \$40,000 was a good idea. Mr. Vassen said we paid \$1750 to Spoke and Blossom last year. He didn't think FTAC should do that again. He also said that the rebrand to "Play Like A Local" was good, but they have ideas to rebrand again and go beyond that. Ms. Brown asked about the \$5,000 for videos for the year. She said now that we have so many boots on the ground locally, do we still need to give them money for videos. Ms. Brown asked if this group wanted to make a video separately, could the funds be used for that. Ms. van Waveren thought that it was a good idea to keep the money for the video but take it from Colvita. Ms. van Waveren asked if there were any other questions while the group waited for Mr. Vassen to pull up Colvita's presentation. Ms. Early asked if we had the capacity to edit the footage and create Reels, with everything we are already doing. Ms. DePinto said that she felt that with everything that Mr. Pierce was working on, it really wouldn't be that much more. Ms. Driver said that we were just deciding on the budget, they could vote on how it was spent later. Ms. van Waveren thought that it might be better to give Colvita a number and have them work around that. Mr. Vassen said that we

could give them a budget of \$80,000, which is still an increase from their \$73,000 budget in 2023. Mr. Hamlin said he thought they should leave a small amount in the photo video editing, so Colvita could still do some photo and video editing. Ms. van Waveren asked how everyone felt about the \$80,000 and asked for a motion. Ms. Early made a motion to approve the Colvita Creative 2024 Budget of \$80,000. Ms. Driver seconded the motion. All that were present were in favor and the motion was carried unanimously.

6. Mini-Grant Application – Fruita Chamber of Commerce

Mr. Vassen said that the Fruita Chamber of Commerce has asked for a mini grant for funds to reprint the Fruita Map and Guidebook. FTAC has funded this before and this is like what we funded in the past. There are not as many advertisers as they had last year, so they are going to print 2500 copies. Ms. Brown said that they still have a box in the basement, so they aren't completely out, and that was the goal. She said that their goal is to have them produced by March. Ms. Driver said they put them in every welcome package, but most people didn't take them home. Ms. van Waveren said that it may be that last year's book was a little ad heavy. Ms. Driver made a motion to approve the \$1,000 mini grant for the Chamber Guidebook. Mr. Hamlin seconded the motion. Ms. Brown abstained from voting. All other members that were present were in favor and the motion was carried unanimously.

7. Strategic Retreat Planning

Mr. Vassen wanted to revisit having the Strategic Planning Retreat in February. Jill and her group from Colvita will be joining. Mr. Vassen suggested holding the meeting on the same day as their regular meeting, having lunch added, and the meeting running a little bit longer. It was decided to go through with this plan.

8. Other Items

- a. Mr. Vassen asked if everyone received their Yeti mug. All members said that they had.
- b. Mr. Vassen said that we were changing our special event grants to sponsorships. He said he reached out to different groups to see if they would be interested in sponsorship funding. They said that they would. Mr. Vassen said that since there were some dollars left and be a little more proactive and provide sponsorships to these groups. Ms. van Waveren thought it would be a good idea to contribute dollars to events that bring people here. Ms. Griffith suggested hiring a photographer and giving a photo to each person and we would also get a copy of the asset. Mr. Vassen thought that would be a great idea combined with us being a sponsor. Ms. Driver asked if we could require them to give us all the digital assets as part of our sponsorship. Mr. Vassen said that that is the way we do it now. He said they don't all make our Flicker account because they aren't all good quality photos, but we do have them.

9. Adjourn

The meeting was adjourned at 12:02 p.m.