

**City of Fruita – Fruita Tourism Advisory Council
Strategic Planning Meeting – Summary Minutes
February 22, 2024
11:00 a.m. – 1:00 p.m.**

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

Members Absent: None

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

Guest in Attendance: Mayor Kincaid, Jill Coyle and Deska Neil from Colvita Creative

1. Call to Order/Roll Call

Johanna van Waveren, the Chair for the Fruita Tourism Advisory Council (“FTAC”), called the meeting to order at 11:05 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 – January 25, 2024

The FTAC discussed the minutes from the previous meeting. The FTAC recommended no changes to the minutes. Kayla Bowers 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

Shannon Vassen, staff Liaison for the Fruita Tourism Advisory Council, presented a short staff report. Mr. Vassen thanked the FTAC members for participating in the planning session, and shared that the information and feedback obtained from the session will be incorporated into future marketing efforts. Mr. Vassen went on to explain that the feedback is very important and will determine the strategy for the City’s marketing efforts for the next year. Mr. Vassen had no other updates for the staff report.

5. Review of Mini-Grant Applications

The FTAC moved on to review three mini-grant requests received since the last meeting:

- a. Colorado Canyons Association (CCA) Maps Project
 - The FTAC discussed the CCA Request for \$500 to reprint trail maps of the Fruita Trailheads throughout the McInnis Canyon National Conservation Area. The FTAC has supported this project in the past and the feedback of the maps has been great. After discussion, Libbie Early moved to approve the mini-grant request as presented. Kelley Griffin seconded the motion. All were in favor and the motion passed.
- b. Colorado National Monument Association Grant Request
 - The FTAC then discussed supporting a fundraiser concert for the CNMA in the amount of \$1,000. After discussion, Ms. Bowers moved to approve the grant request as presented. Ms. Early seconded the motion. The motion passed 6-0 with Ms. Van Waveren abstaining from the vote.
- c. D1 Prospects Softball Tournament
 - The FTAC then discussed the final mini-grant application, to support a softball tournament in Fruita at the end of May. After discussion, Ms. Bowers moved to approve a grant of \$1,000 for the tournament. Ms. Libbie seconded the motion. The motion passed 6-0 with Mr. Hamlin abstaining from the vote.

6. Envisioning Session with Creative Colvita

The FTAC then participated in an envisioning session with Colvita Creative.

7. Other Items

There were no other items discussed.

8. Adjourn

The meeting was adjourned at 1:02 p.m.