

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

Members in Attendance: Kristy Driver, Mark Hamlin, Kelley Griffin, Hayden Janssen, Kayla Bowers, and Johanna van Waveren

Members Absent: None

Staff in Attendance: Shannon Vassen, Ciara Amann, 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. Welcome and Introductions - Hayden Janssen, newest FTAC member

Mr. Janssen is a new Board member of the FTAC. He introduced himself and gave a bit of background. Once Mr. Janssen was finished the rest of the FTAC introduced themselves.

3. 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.

4. Approval of Minutes

a. Minutes – Strategic Planning Meeting – March 28, 2024

The FTAC discussed the minutes from the previous meeting, as the minutes were very brief. The FTAC recommended no changes. Ms. Driver made a motion to approve the minutes as presented. Kayla Brown seconded the motion. All that were present were in favor and the motion was carried unanimously.

5. Colvita Creative Report

Due to technical difficulties, Colvita was unable to give their update. It will be presented later. Mr. Vassen had Colvita send an overview to him which he will send to the members of the FTAC.

6. Staff Report

a) Ride The Rockies

Mr. Vassen informed the group that Ride the Rockies (RTR) cancelled due to low participation. Mr. Janssen asked if there were any reservations to Airbnb's lost for RTR. Ms. Driver said that she didn't have any lost reservations as most of the people for RTR were camping. Ms. Amann said they were having a meeting with RTR to ask questions. Mr. Janssen asked if Ms. Amann could ask what their threshold was for go/no-go. He wanted to know if it was missing by 10 or 500. Mr. Vassen said that they had printed off 5000 9" x 4" rack cards. He said RTR will reimburse the FTAC for them and they can be passed out to the visitor's center and to businesses around town. Ms. Griffin said that she has received her first customer from the gravel guide. Mr. Vassen let the group know that the State wants to market gravel routes more and they want to model a guide off the Fruita guide. Mr. Janssen asked if there was a QR code so the FTAC could track how many people have used it. Ms. Amann said they could.

b) Kids Adventure Games

Due to Highline being drained they were going to use Snooks Bottom. However, the application to the BLM was not submitted in time to use Opal Hill so it won't work. Ms. Griffin said she knew someone at the BLM if that would help to expedite things, but Mr. Vassen said that the BLM was adamant about not allowing it.

c) Softball Tournament

Mr. Hamlin informed the group that the softball tournament was cancelled. There were only 5 teams signed up, with 4 of them being local and 1 out of town. He thought one of the biggest hurdles was Memorial Day weekend and families had other plans. Ms. Bowers suggested having it Fall Fest weekend. Mr. Hamlin said that the other concern would be Utah teams coming and participating on Sundays. Mr. Janssen asked if the dates could be moved to Friday/Saturday to accommodate Utah teams, but the parking will be an issue, as the park is used for other sports on Saturdays.

d) Rural Philanthropy Days

Ms. van Waveren said the Rural Philanthropy days will be June 5th – 7th. Ms. Bowers said it will be hosted at FMHS and she has a walking tour planned and some other things as well.

e) Sales Tax

Mr. Vassen told the group that sales tax is up 6% and lodging tax revenue is down slightly. Ms. Driver said March was good but January was bad as far as rentals. Mr. Vassen said that everything was consistent. Ms. Driver said that the City now has software that will identify illegal short-term rentals. Mr. Janssen asked if there was a way to see how many nights are vacant in short-term rentals of the 65 units that are available. Ms. Driver said her husband had put together a report and would be happy to come and present it if the group was interested. Ms. Driver said that she would send

the report to Shannon to disperse. Mr. Hamlin said that he had seen a similar report when he lived in another City and it didn't change what they did, but the data was valuable.

f) Social Media

Mr. Pierce informed the group that the organic Facebook social media is up 132% over the last 90 days, with reach at 444,000. Instagram reach is at 19,000 with a 55% increase. Mr. Janssen asked if there was any pushback while using other people's videos and Ms. Amann and Mr. Pierce said that no, not really. UTMB gave the City access, and we can brand it as Fruita. Mr. Janssen asked if there was a contract for how long UTMB will be held here. Ms. Amann said that they are super happy with Fruita and where they are. They would like to grow the event to 2000 participants.

g) Other Items

- i. UTMB had 1500 participants for the 5 races.
- ii. Mr. Vassen said that he and other members of the City have been getting out, riding the new trails, and getting a lot of footage.
- iii. Mr. Vassen let the group know that MtnKimbo is coming next week for 3 days. Mr. Janssen asked what the agenda was for her. Ms. Amann said Rattlesnake Arch depending on weather. Ms. Van Waveren said that maybe she could push the outdoors experience and maintain proper outdoor etiquette. The group agreed that this was a good idea.
- iv. Mr. Vassen let the group know that the photoshoot will be happening during MTHC.

7. Meeting Planning for Special Events Overview

Mr. Vassen asked if the group wanted to have the special events provide an overview of each of the events or just want a few. Ms. Griffin asked how many events we have. Mr. Vassen said that there were at least 8. Ms. Griffin thought maybe have the new ones and then we could do every other year for the older more established events. Mr. Janssen asked if they could ask for less money and Mr. Vassen explained that they offer \$500 or \$1000. Ms. van Waveren said that it was important to have a different application for people who are coming back and then to allow them to present every other year.

8. Other Items

- a) The meeting Mr. Janssen would like an update from Colvita at every meeting about the marketing plan for the next 3 months.
- b) Mr. Vassen let the group know that Rich Parrish will be the new Council Liaison to the FTAC. Mr. Vassen will give him an overview of FTAC and then he has to be voted in and he should be at the next meeting.

9. Adjourn

The meeting was adjourned at 11:50 am.