

**City of Fruita – Fruita Tourism Advisory Council  
Regular Meeting – Minutes  
May 30, 2024  
11:00 a.m. – 12:00 p.m.**

**Members in Attendance:** Kristy Driver, Mark Hamlin, Kelley Griffin, Hayden Janssen, Kayla Bowers, Libby Early, Rich Parrish, and Johanna van Waveren

**Members Absent:** None

**Staff in Attendance:** Ciara Amann and Ammon Pierce

**Guest in Attendance:** None

**I. Call to Order/Roll Call**

Johanna van Waveren, 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.

**II. Welcome and Introductions** - Rich Parrish, newest FTAC Council Liaison

Ms. van Waveren asked Mr. Parrish to introduce himself. Mr. Parrish explained that he was the new FTAC Council Liaison. He said that he had been in Fruita for a few years and that he worked part-time for CASA as a volunteer coordinator. The rest of the FTAC went around and introduced themselves.

**III. 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.

**IV. Approval of Minutes**

- a. Minutes – Strategic Planning Meeting – April 25, 2024

The FTAC discussed the minutes from the previous meeting minutes. Mr. Janssen’s name was misspelled. Ms. Early made a motion to approve the minutes with the update to Mr. Janssen’s name. Mr. Janssen seconded the motion. The motion carried unanimously.

**V. Colvita Creative Report**

Jill Coyle apologized for not being able to share her presentation at the last meeting due to

technical difficulties. She said that she understood that the presentation was emailed to everyone, and Ms. Amann had shared some feedback with her. She had a condensed presentation of the results to share with the group. Ms. Coyle said that they had sent out a survey to see how well their marketing plan was working and if there needed to be any changes made going forward. She said that they received 273 results of their survey. Ms. Coyle did a quick recap of the vision boards that they had put together during their visit. Mr. Janssen asked about the weaknesses that were listed, specifically partnerships, as he thought that was an area where there was a lot of opportunity. Ms. Coyle explained that this comment was directed toward partnerships with other communities and that there were some strong opportunities here. Mr. Janssen also had some questions about pass-through travel and what they are doing to capture that business. Ms. Coyle explained that they geotarget specific people on I-70 or locations, such as Moab. She explained that they were trying to get people off I-70 and to stay a couple of days in Fruita. Mr. Janssen said that he would like to see billboards and other advertising along I-70, going both east and west. Ms. Coyle explained that they do have some data about stop-over traffic as well as people who are here to visit the community. She said that the trackability is difficult for that and the ad buy is expensive. Ms. Coyle went on to cover the external survey. She explained that it was distributed through their newsletter as well as Facebook specific groups. She said that there was a small incentive to get people to use the survey by entering people into a drawing for a \$100 Amazon gift card. Ms. Coyle explained that they started with a broad reach so that they could narrow their focus as much as possible. She told the group that they also wanted to include people who hadn't been to Fruita to get their perception of the City and the area. She also said there were branding questions at the end of the survey. Lastly there were some demographic questions. Ms. Coyle stated that there weren't any international responses to the survey. Ms. Coyle then covered some of these survey results with the group. She explained that while the day trip number stayed consistent, there was an increase in 2-night stays. She explained that the average money spent jumped up to an average of \$100-\$150, and she said this could be attributed to inflation or cost increases. Next, she said that Fall and Summer have seen an uptick in visitors. She said that Winter continues to have zero presence. She said that there was some shift in how people learned of Fruita. She explained that mountain bike groups showed up a lot higher this year and word-of-mouth dropped some. Ms. Coyle also covered places and events that people visit. She said that the perception of Fruita hadn't changed much from the previous survey. Ms. Coyle said that one of the main goals of the FTAC is sustainability and one piece of this is educating people on the correct etiquette of the trails. This is an opportunity to educate people on the correct rules and etiquette of the trails. Mr. Janssen asked if there was any way to see where, specifically, the opportunities lie. Ms. Coyle said that there were some open-ended questions, and they could look at those and see if any areas of opportunity are mentioned. Ms. Coyle said that they had a few questions regarding who our direct competition would be for similar activities. In 2022, Moab outranked us, but in 2024 we outranked them by 3%. Ms. Coyle went over the internal results, which were results from the FTAC, which identified that the campaign is viewed positively but has growth opportunities. Ms. Coyle then asked if anyone had questions. Ms. Early asked what Colvita's takeaway is on the split between the internal

responses around the “Play Like a Local” badge. Ms. Coyle said that they tested the local slogan, but they didn’t test the entire campaign. Ms. Driver said that she thought that they may have some questions later, after the group had discussed it.

Ms. Driver asked Ms. Amann if she and Mr. Vassen had received the entire presentation. Ms. Amann said that Colvita had presented it to them previously and that they also had the survey results, including the open-ended question. There were some questions around some comments that had been made.

Ms. Driver asked why the FTAC couldn’t use the billboard that is along I-70. She wanted to know if there was a contract with Family Health West and when it was ending, so that the FTAC could possibly rent it.

Ms. Driver went on to talk about the “Play Like a Local” campaign and how the FTAC has been using a variation of the same campaign for several years. There was some discussion on keeping the colors and motif and refreshing the slogan and becoming unique.

Mr. Janssen asked how much billboards cost and how far out billboards need to be placed to get people to stop here and stay. Ms. Griffith said that the exit in Fruita is one of the most used exits along the I-70 corridor. She said that people are already stopping here for quick stops, but we need to find a way to get people to stay. Ms. Driver said that even if they don’t stay right now they may come back.

Mrs. Griffith asked about the picture that is on the silo. Ms. Amman said that the City was working on a refresh for those pictures.

## **VI. Staff Report**

### **a) Lodging Tax**

Ms. Amann let the group know that March lodging tax was up 12 % with a 1% increase overall.

### **b) Mike the Headless Chicken Festival**

Ms. Amann told the group that the Mike the Headless Chicken Festival begins at 4:00pm on Friday and goes on until 10:00 pm on Saturday.

### **c) Thursday Night Concerts**

Ms. Amann informed everyone that the Thursday Night Concert series begins next week, on June 6<sup>th</sup>.

### **d) Social Media Update**

Mr. Pierce said that Facebook reached 250,000 people in April and it was up 72% from last month. He explained that the Influencer was in town for part of that time and the spike in numbers could be attributed to that. He went on to say that the 90-day reach is half a million people which is a 50% increase.

Mr. Pierce explained that Instagram had reached 17,000 people in April. He went on to say that in the past 90 days there is a 108% increase with 28,000 people being reached. Ms. Driver asked if it was organic or paid media. Mr. Pierce said that it was organic media. Ms. Early and Ms. Libby said that they really liked the changes to the social media and that it feels very Fruita.

Mr. Janssen asked what content the Influencer provided to the FTAC. Ms. Amman said that she did the hike to Rattlesnake Arch and how to stay safe on that hike. Mr. Janssen wanted to know what the ROI looked like before she posted. Ms. Amann said that there was a definite uptick in numbers while she was here. She went on to say that they will dive a little deeper into the numbers and see what the return was vs. the cost.

**e) Colorado tourism Office**

The Colorado Tourism Office photo shoot is this weekend. They will be in Fruita on Saturday taking photos of Skips Market, local businesses, Devils Canyon, Kokopelli trail, and Opal hill.

**VII. Other Items**

No other items were presented.

**VIII. Adjourn**

Ms. Griffith moved to adjourn the meeting. Ms. Driver seconded the motion. The motion unanimously passed, and the meeting was adjourned at 12:05 pm.