

CITY OF FRUITA BOARDS AND COMMISSIONS MEMBERSHIP APPLICATION

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| BOARD OR COMMISSION: | Tourism Advisory Council | | |
| NAME: | Mollie Shepardson | | |
| MAILING ADDRESS: | 550 Jurassic Court | | |
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| RESIDENCE ADDRESS: | City Fruita | State CO | Zip 81521 |
| PHONE NUMBER: | 970-216-0706 | 970-242-0971 | |
| | Home | Work | |
| E-MAIL ADDRESS: | MShepardson@mowc.co | | |

How long have you been a resident of Fruita? Resident of Grand Junction, though have lived in Mesa County 28 years

Occupation/Employer: Museums of Western CO/Dinosaur Journey

List any volunteer and/or work experience:

Volunteer: Board President with Mesa County Women's Network + Volunteer with Camp Good Grief through HopeWest
 Work: Director of Development & Communications with Museums of Western Colorado.
 Dinosaur Journey in Fruita is one of our 3 museum sites.

Are you presently serving on a board or commission? If so, which one(s)?

Yes, I currently serve as Board President for Mesa County Women's Network through September 2025.

Why do you want to be a member of this board or commission?

I want to serve on the Tourism Advisory Council with the City of Fruita to collaborate with local businesses and community leaders in attracting more visitors to the area, promoting Fruita as a thriving destination. By leveraging the unique appeal of Dinosaur Journey and working alongside other stakeholders, I aim to help boost tourism, support local economic

List any abilities, skills, or interests which are applicable to the board or commission for which you are applying.

I bring expertise in tourism marketing, community outreach, and event planning, with a passion for enhancing visitor experiences and promoting local businesses. My skills in public relations, data-driven decision-making, and collaboration make me well-suited to help attract more tourists and support sustainable economic growth for Fruita.

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Are you committed to attending meetings?



Yes



No

Are you committed to serving an entire term?



Yes



No

Please specify any activities which might create serious conflict of interest if you should be appointed to a particular board or commission. (If unsure, please call the City Manager's office at 858-3663)

Voting on grant applications submitted by Museums of Western Colorado/Dinosaur Journey would be a conflict of interest. In these instances, I would be more than amenable to sitting out from a decision or vote.

List any licenses, certificates or other specialized training applicable to the board or commission for which you are applying.

Specialized Training: MVI People Building Systems & Digital Marketing Training

Additional information or references you believe may be helpful in considering your application.

I have successfully collaborated with local businesses and community organizations through my work at Dinosaur Journey, contributing to tourism growth and community engagement in Fruita. My experience in event planning, marketing, and visitor services, coupled with a strong network of professional relationships in the region, allows me to bring valuable insights and connections to the Tourism Advisory Council. References are available upon request from colleagues in both the museum and local business communities.

Signature



Date 9/4/2024

All applicants are strongly encouraged to attend a regularly scheduled meeting of the board or commission for which they are applying. Frequent non-attendance may result in termination of the appointment.

ATTACHMENTS TO APPLICATION MUST BE LIMITED TO TWO PAGES

Please feel free to submit a resume along with this application. Application and any attachments should be returned to the Fruita City Council c/o the City Clerk, 325 E. Aspen, Fruita, CO 81521. Although we have indicated the best time to apply for a particular board, we accept applications for any of the boards year-round. Thank you.