

**FRUITA TOURISM ADVISORY COUNCIL**  
**REGULAR MEETING MINUTES**  
**August 26, 2021**  
**11:00 a.m. – 12:00 p.m.**

**Members in Attendance:** Eric Mello, Kayla Brown, Kelley Griffin, Joel Kincaid, and Kristy Driver, Denise Hight

**Members Absent:** None

**Staff in Attendance:** Shannon Vassen

**Guest in Attendance:** None

**1. Call to Order/Roll Call**

Eric Mello, Chair of 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**

Mr. Mello opened the meeting for public comment. After seeing none or anyone that wanted to provide a comment to the FTAC, Mr. Mello closed this item.

**3. Consider Minutes from July 22, 2021, Meeting**

The FTAC discussed the minutes from the previous meeting on July 22, 2021. The FTAC recommended no changes to the minutes. Kayla Brown motioned to approve the minutes as presented. Mayor Kincaid seconded the motion. All that were present were in favor and the motion carried unanimously.

**4. Staff Report**

Shannon Vassen shared the staff report. A few updates from the report includes –

- **Advertising and Promotion Proposals** – Mr. Vassen began the update by sharing that the City of Fruita received 13 proposals for advertising and promotion services following the RFP. Mr. Vassen stated that he will be sending over the proposals to the group, and asked them to let him know which firms to interview for the contract. The FTAC will host a special meeting to conduct the interviews sometime in September.
- **Mike the Headless Chicken Festival** – Mr. Vassen shared that the Mike the Headless Chicken Festival was back this weekend and shared a few highlights of the events that will take place during the festival.

- **Financial Reports** - Lodging tax continued to be up in the month of June, as was up 172% when compared to the previous year (is up 171% overall YTD). Even when comparing to 2019, the lodging tax was up year-to-date. Mr. Vassen also shared that City sales tax was up in June 23% when compare to 2020, and continues to see significant increases.
- **Special Event Funding Applications** – Moving onto the 2022 budget, Mr. Vassen shared that he will be sending out the Special Event Funding Applications the next day. The FTAC will review the applications at the regular September meeting and recommend funding on these events to the City Council.
- **Partnership with Palisade** – To conclude the staff report, Mr. Vassen provided an update on the Restart Destinations program/grant with the Town of Palisade. Mr. Vassen provided an overview of the program and what he has learned about thus far and stated that the FTAC meeting in October will most likely be the joint meeting with the Town of Palisade to work on the strategic plan for the partnership.

## 5. Review of Mini-Grant Application – Mural at Copper Club Brewery

After the staff report, the FTAC discussed the mini-grant application from Copper Club Brewery to paint a mural outside of their new building. The Copper Club is asking for \$750 to paint a mural of Mike the Headless Chicken and Grreta riding bikes. The application states that: “the mural will add to downtown Fruita’s atmosphere and should draw attention to Fruita businesses as well as the City of Fruita.” The application also noted that the mural (due to its design) will be a tourist attraction and people will want to take photos with it and share it online. The applicant also stated that the Copper Club will host an unveiling party once the mural is complete.

The FTAC discussed the mini-grant application and stated that it will add to the “brand” of Fruita, the quirkiness of downtown, and will most likely draw attention from visitors and locals. The FTAC mentioned about some of the art downtown gets a lot of attention from visitors and showcases the City online quite well (such as the bike racks, bike art, etc). The FTAC stated that this mural will most likely do the same.

After the discussion, Kristy Driver motioned to approve the mini grant in the amount of \$750 for Copper Club Brewery for the mural. Kelley Griffin seconded the motioned. All that were present were in favor and the motion carried unanimously.

## 6. Other items

After the mini-grant agenda item, Ms. Driver asked if the organizers that received special event funding will be providing an update to the group after the event. Mr. Vassen stated that he was planning on having the event organizers come at the beginning of the year (2022) when the meetings are lighter in terms of content. The FTAC agreed that timeline would work for them.

After that, there were no other items discussed.

## **7. Adjourn**

The meeting adjourned at 11:40 a.m.

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