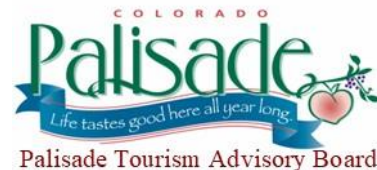




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



May 16, 2024

11:00 am Monthly Meeting

<https://us06web.zoom.us/j/96182810397>

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Approve minutes of April 18, 2024
- V. TOWN REPORT – Manager**
- VI. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VII. ADVERTISING UPDATE: Slate**
 - A. Marketing Update
 - B. CTO Summer Co-Op Applications (Social Media and Do Colorado Right)
- VIII. CONTINUED BUSINESS**
 - A. Report Destination Development Grant
 - B. Map update
 - C. Airport Marketing
 - D. Report on Kick Off of Do Palisade Right/BAH - postcards/posters
 - E. Mountains & Mesas Region Stakeholder Gathering Durango
- IX. NEW BUSINESS**
 - A. Wayfinding signs for Town
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XII. ADJOURNMENT**

Next Meeting Thursday, June 13, 2024



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
April 18, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:00 am by Chair Juliann Adams, with members present: Jean Tally, Cassidee Shull, Rondo Buecheler, Tim Wenger, Brooke McElley, Jessica Burford, Vice Chair Ryan Robinson, and Mayor Pro-Tem Ellen Turner. Absent were Jeff Snook, and Jeff Hanle. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, and Ryan Burke & Melita Paelowski with Slatre Communications.

APPROVAL OF AGENDA

Motion #1 by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Agenda as presented.
A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by C. Shull, seconded by B. McElley, to approve the Minutes of March 21, 2024 as presented.

A voice vote was requested.
Motion carried.

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2024			2023		
	Fees	# of Nights		Fees	# of Nights
January	\$2,652.00	663	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
TOTAL	\$4,784.00	1,196	TOTAL	\$5,514.00	1,378

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
TOTAL	-\$730.00	-182

ADVERTISING UPDATE

Marketing Update

M. Pawlowski reviewed campaign updates and Q1 reports.

Motion #3 by C. Shull, seconded by J. Burford, to pay for website ADA compliance fees of \$250.00 a month from the Tourism Advisory Board fund.

A voice vote was requested.

Motion carried.

CTO Summer Co-Op Applications (Social Media and Do Colorado Right)

Mimi Mather with Colorado Tourism Office (CTO) presented a *Do Palisade Right* postcard. The Board made design comments and a redesign will be presented at a later date.

Marketing Strategy Workshop – After regular meeting 1PM - Lunch provided

This item was not a discussion item.

CONTINUED BUSINESS

Report Destination Development Grant – Mimi

This item was not discussed.

Map Update

Chair Adams reviewed the current status of the map, and stated that the anticipated completion date is mid May.

Airport Marketing

Chair Adams reviewed options and pricing for advertising at the Grand Junction Regional Airport.

Motion #4 by C. Shull, seconded by J. Tally, to advertise for one year at the Grand Junction Regional Airport for \$600.00 per month from Slate Communications budget.

A voice vote was requested.

Motion carried.

Girl & a Gun Conference – Thursday, April 25 at Cameo – Handouts?

Chair Adams announced that the event brings in 700 lady shooters and their families, and asked Board members to contribute any swag they'd like to give out (rackcards, coupons, etc.).

NEW BUSINESS

Kick off date for 'Do Palisade Right' Campaign – May 15 Business After Hours

All Board members were in favor of presenting the *Do Palisade Right* campaign at the Chamber Business After Hours event in May.

Motion #5 by C. Shull, seconded by R. Beucheler, to be a co-sponsor of the May 15, 2024 Palisade Chamber of Commerce Business After Hours event, and to spend up to \$350.00 for food.

A voice vote was requested.

Motion carried.

Mountains & Mesas Region Stakeholder Gathering Friday, April 26, 2024, 9-12pm Durango

Chair Adams and T. Wenger stated they will attend the event virtually.

PUBLIC COMMENT

JoAnn Rasmussen, Chair of the Palisade Historical Society, gave a brief update on the society's visitor and volunteer numbers, as well as upcoming events.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #6 by J. Burford, seconded by J. Tally, to adjourn the meeting at 12:26 pm.

A voice vote was requested.

Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk

TOURISM FUND

TOURISM FUND

003-012-5245	WEBSITE & ON-LINE MGT	957.01	7,500.00	6,542.99	87%
003-012-5247	DESIGN/PRODUCTION	4,166.67	15,000.00	10,833.33	72%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	992.76	22,500.00	21,507.24	96%
003-012-5250	OFFLINE MEDIA	3,000.00	22,500.00	19,500.00	87%
003-012-5251	TOWN WEBSITE	1,666.67	15,000.00	13,333.33	89%
003-012-5255	ACCOUNT MANAGEMENT FEES	833.33	7,500.00	6,666.67	89%
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	Total TOURISM FUND:	11,616.44	90,000.00	78,383.56	87%
