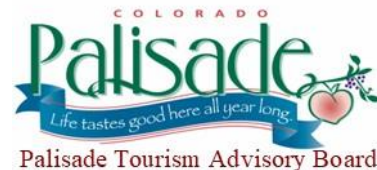




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



April 18, 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 March 21, 2024
- V. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VI. ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Update
 - B. CTO Summer Co-Op Applications (Social Media and Do Colorado Right)
 - C. Marketing Strategy Workshop – After regular meeting 1PM - Lunch provided
- VII. OLD BUSINESS**
 - A. Report Destination Development Grant - Mimi
 - B. Map update
 - C. Airport Marketing
 - D. Girl & a Gun Conference – Thursday, April 25 at Cameo – Handouts?
- VIII. NEW BUSINESS**
 - A. Kick off date for ‘Do Palisade Right’ Campaign – May 15 Business After Hours
 - B. Mountains & Mesas Region Stakeholder Gathering Friday, April 26, 2024, 9-12pm Durango
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XI. ADJOURNMENT**
- XII. WORK SESSION TO FOLLOW THE MEETING**

[Next Meeting Thursday, May 16, 2024](#)



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
MARCH 21, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:03 am by Chair Juliann Adams, with members present: Jean Tally, Jeff Hanle, Cassidee Shull, Rondo Buecheler, Tim Wenger, Brooke McElley, and Mayor Pro-Tem Ellen Turner. Absent were Vice-Chair Ryan Robinson, Jeff Snook, and Jessica Burford. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Town Clerk Keli Frasier, and Ryan Burke & Melita Paelowski with Slatre Communications.

APPROVAL OF AGENDA

Motion #1 by Mayor Pro-Tem Turner, seconded by J. Hanle, to approve the Agenda as amended to include CTO Reimagine Destination Creative Asset Shoot to *Continued Business* and to add a discussion to *New Business* regarding publishing a recap of the meetings in the online newspaper the *Palisade Post*.

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by J. Hanle, seconded by R. Buecheler, to approve the Minutes of January 18, 2024, February 15, 2024, and February 22, 2024.

A voice vote was requested.

Motion carried.

PRESENTATIONS

Gary Hauschultz gave a brief presentation on Palisade Art Vision (PAV) and requested a donation from the Tourism Advisory Board (TAB) to support keeping the bunny sculpture in Palisade.

Motion #3 by Mayor Pro-Tem Turner, seconded by J. Hanle, to donate \$1,000.00 from TAB funds to help save the bunny.

A voice vote was requested.

Motion carried.

TOWN REPORT

Town Manager Janet Hawkinson reviewed the ongoing projects occurring in the Town of Palisade, as well as future projects that will begin soon.

Mayor Pro-Tem Turner asked for an opportunity to refute recent comments that had been made and reported in local media that the Associated Government of Northwest Colorado (AGNC) was involved in procuring fiber internet for the Town of Palisade. She went on to clarify that TAB initiated the project, and the Board of Trustees and staff worked closely with other agencies to gain the funding to make it happen.

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
TOTAL	\$2,652.00	663	TOTAL	\$2,134.00	543

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
TOTAL	\$518.00	120

ADVERTISING UPDATE

Contract review, present to Board of Trustees March 26, 2024

Chair Adams asked if all Board members had reviewed the contract included in the packet.

Motion #3 by C. Shull, seconded by B. McElley, to forward a recommendation of approval of the contract to the Board of Trustees.

A voice vote was requested.

Motion carried.

Postcard Graphics

The consensus of the Board is to have Slate Communications email three design concept options for postcard #3 to be printed before the Girls with a Gun event in April.

Marketing Update

M. Pawlowski reviewed campaign updates.

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

This item was not discussed.

Marketing Strategy Workshop

Melita with Slate requested a work session with TAB at the April meeting.

The consensus of the Board is to have a work session after the April TAB meeting.

CONTINUED BUSINESS

Report Destination Development Mentor logos, next step

Mimi Mather, TAB’s mentor for the *Do Palisade Right* campaign, reviewed options and prices for postcards and rack cards that include the Do Palisade Right logo and points of interest.

The consensus of the Board is to reach out to the Town of Ouray and see what options worked for them and then discuss at the next meeting.

Update on Farm Directory listings

Chair Adams reviewed the progress of the directory listings and stated that not many new farms/orchards wished to participate.

Map Update

Chair Adams reviewed the current status of the map, and members discussed the new businesses as well as businesses that have closed recently.

Update on Marketing Ideas

C. Shull reviewed information on an interactive kiosk, including potential costs.

The consensus of the Board is to have a presentation from the kiosk sales team at the next meeting.

CTO Reimagine Destination Creative Asset Shoot to Advertising Update

Chair Adams announced that the CTO creative asset team will be in Palisade on June 1st to shoot photos and videos for the Town of Palisade portfolio.

NEW BUSINESS

Update of Framework of the Colorado Destination Stewardship Strategic Plan

This item was not discussed as Chair Adams stated it was discussed under another agenda item.

Kick-off date for ‘Do Palisade Right’ Campaign – where, when, who?

This item was postponed until the next meeting.

Recap of Meetings For Newspaper

T. Wenger stated that Mr. Garn LeBaron has created an online newspaper for Palisade, and he would like to do an article once a month recapping the TAB meetings.

The consensus of the Board is to allow Tim Wenger to be a spokesperson for TAB and report what happens at meetings.

The Colorado Tourism Office is hosting a Colorado-based travel media reception from 5:30 pm – 7:30 pm on Wednesday, April 24, 2024, at the Banshee House in Denver

T. Wenger stated that he most likely will be able to go.

Mountains & Mesas Region Stakeholder Gathering Friday, April 26, 2024, 9:00 am-12:00 pm in Durango

T. Wenger and R. Beucheler stated that they may be able to attend.

PUBLIC COMMENT

Priscilla Walker with the Palisade Historical Society introduced the new president JoAnn Rasmussen, and they discussed upcoming history talks.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by J. Hanle, seconded by R. Buecheler, to adjourn the meeting at 12:56 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	123.68	7,500.00	7,376.32	98%
003-012-5247	DESIGN/PRODUCTION	.00	15,000.00	15,000.00	100%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	992.76	22,500.00	21,507.24	96%
003-012-5250	OFFLINE MEDIA	500.00	22,500.00	22,000.00	98%
003-012-5251	TOWN WEBSITE	.00	15,000.00	15,000.00	100%
003-012-5255	ACCOUNT MANAGEMENT FEES	.00	7,500.00	7,500.00	100%
		<hr/>	<hr/>	<hr/>	
	Total TOURISM FUND:	1,616.44	90,000.00	88,383.56	98%

Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	2024-24 Current year Remaining	2024-24 Current year Remaining %
	TOURISM FUND Expenditure Total:	<u>1,616.44</u>	<u>90,000.00</u>	<u>88,383.56</u>	<u>98%</u>
	Total TOURISM FUND:	<u>1,616.44-</u>	<u>90,000.00-</u>	<u>88,383.56-</u>	<u>98%</u>

LODGING FEES REVIEW

2024

Reporting	2024	
	Fees	# of Nights
January	\$2,356.00	589
February	\$2,428.00	607
March	\$0.00	0
April	\$0.00	0
May	\$0.00	0
June	\$0.00	0
July	\$0.00	0
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	\$4,784.00	1196
	% of '23	86.79%

Reporting	2023	
	Fees	# of Nights
January	\$2,134.00	543
February	\$3,380.00	835
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		
	\$5,514.00	1378
	2023 Total	1378

DIFFERENCE

	Fees	Nights
January	\$222.00	46
February	-\$952.00	-228
March	\$0.00	0
April	\$0.00	0
May	\$0.00	0
June	\$0.00	0
July	\$0.00	0
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	-\$730.00	-182