



Palisade Tourism Advisory Board

**AGENDA
Tourism Advisory Board
MONTHLY MEETING**

**July 13, 2021 12:00PM
Palisade Civic Center
341 W 7 th St.**

Join Zoom Meeting

<https://zoom.us/j/82225667533> Meeting ID: 82225667533

- I. **REGULAR MEETING CALLED TO ORDER AT 12:00 pm.**
- II. **AGENDA ADOPTION**
- III. **APPROVAL OF MINUTES:** June 8, 2021
- IV. **BUDGET UPDATE:** Budget will need to be amended to reflect new expenses
- V. **ADVERTISING UPDATE:** RYAN BURKE/KAYLENE WEINGARDT -SLATE COMMUNICATIONS
 - a) Update on Marketing Strategy
- VI. **OLD BUSINESS**
 - a) Update on Media visit – Will, Cassidy, Charles, Nick DeRenzo (June 28-29) and Eugene Buchanan (July 10-13)
 - b) Update on CTO talking point spreadsheet - Cassidy
- VII. **NEW BUSINESS**
 - a) Phone number on visitpalisade.com needs to be changed
 - b) New member appointment/reappointment terms this year
 - c) Discuss plan of action for area advertising and brand marketing
Meeting with VGJ on June 22, 1:15PM at City Hall in Grand Junction
 - d) Set up a Community Round Table for Tourism Sentiment – Zoom or in Person?
- VIII. **ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- IX. **ADJOURN**

[Next Meeting Tuesday, August 10, 12:00 pm](#)