



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



**March 11, 2022**

**9:00 am Monthly Meeting**

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
  - A. February 8, 2022**
- V. FINANCIAL YTD UPDATE: Travis Boyd**
  - A. Update on VRBO Status**
- VI. ADVERTISING UPDATE: Ryan and Melita**
  - A. Update on Marketing Strategy**
  - B. Update of Destination Grant partnership with Fruita – Mimi Mather**
- VII. OLD BUSINESS**
  - A. Update on lodging tax increase**
  - B. Map Update**
  - C. Status of amendment to Ordinance 2009-02 – Reading of Passed Ordinance**
  - D. CTO/OEDIT Tourism Management Grant Project Submitted on March 2, 2022**
- VIII. NEW BUSINESS**
  - A. Accept Resignation Letter from Brooke Ranney**
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

**Next Meeting Thursday, April 14, 2022, 9:00 am – 11:00 am**