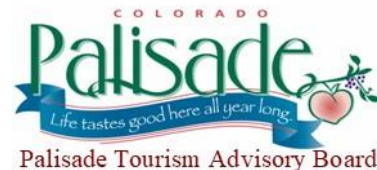




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



January 15, 2025

9:00 am Regular Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Approve minutes of December 18, 2024
- V. TOWN REPORT**
 - A. Update on Training – February 19, 2025
- VI. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VII. ADVERTISING UDATE: Ryan and Melita**
 - A. Marketing Update
 - B. 1904 Campaign
 - C. New ideas
- VIII. CONTINUED BUSINESS:**
 - A. Update on Tourism Management Grant
 - B. Byway sign update
 - C. Box items for Giel & A Gun
- IX. NEW BUSINESS**
 - A. Motion for printed material for 2025, Map, stickers, postcards
 - B. Sponsorship for Girl & A Gun \$500
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XII. ADJOURNMENT**

Next Meeting 9AM Wednesday, February 19, 2025



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

A work session of the Tourism Advisory Board for the Town of Palisade began at 9:00 am to discuss short-term rentals in the Palisade Land Use Code. Present were Chair Juliann Adams, members Cassidee Shull, Rondo Buecheler, Tim Wigner, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. Also in attendance were Town Manager Janet Hawkin-son, Town Clerk Keli Frasier, and Community Development Director Devan Aziz.

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 10:01 am by Chair Juliann Adams, with members present: Cassidee Shull, Rondo Buecheler, Tim Wigner, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, and Ryan Burke & Brandi Allen with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by J. Rasmussen, seconded by J. Burford, to approve the agenda as amended to include a discussion under New Business regarding the *Girls with a Gun* event and to remove the discussion of a joint marketing idea from Tim Wilde (due to R. Buecheler being unable to attend this meeting in person).

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by J. Burford, seconded by Vice-Chair Robinson, to approve the Minutes of November 20, 2024, as presented.

A voice vote was requested.

Motion carried

TOWN REPORT

Town Clerk Keli Frasier offered to answer any questions regarding the Town Manager Report.

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		
	Fees	# of Nights
January	\$2,652.00	663
February	\$2,428.00	607
March	\$7,302.00	2,238
April	\$8,024.00	2,006

2023		
	Fees	# of Nights
January	\$2,134.00	543
February	\$3,380.00	835
March	\$5,496.00	1,374
April	\$9,264.00	2,316

May	\$14,192.00	3,548
June	\$14,988.00	3,747
July	\$14,664.00	3,666
August	\$17,592.00	4,398
September	\$16,448.00	4,112
October	\$10,172.00	2,543
TOTAL	\$108,422.00	27,454

May	\$14,596.00	3,649
June	\$16,136.00	4,034
July	\$15,440.00	3,860
August	\$16,088.00	3,740
September	\$17,348.00	4,337
October	\$11,852.00	2,963
TOTAL	\$111,734.00	27,933

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-\$776.00	-194
August	\$1,504.00	658
September	-\$900.00	-225
October	-\$1,680.00	-420
TOTAL	-\$3,312.00	-479

ADVERTISING UPDATE

Marketing Update

B. Allen reviewed marketing campaigns and the ads in the Australian Flow Campaign.

2025 Campaign

B. Allen discussed the 1904 campaign that will be the focus of the beginning of 2025.

Ideas for 2025 projects

Slate will give a presentation to the Palisade Board of Trustees at their January 28, 2025, meeting. Town Clerk Frasier will make sure that the date is available for the presentation.

CONTINUED BUSINESS

Update on Tourism Management Grant

Chair Adams announced that the Colorado Tourism Office is excited about the proposed history project and that she and J. Rasmussen are working on the application to submit by January 28, 2025.

Reminder Retreat/Training January Meeting

Chair Adams reminded the Board of the training scheduled for the January meeting.

NEW BUSINESS

Presentation by Palisade Chamber of Commerce

J. Burford gave a presentation about the Palisade Chamber of Commerce's activities and 2024 stats.

Discussion of a Joint Marketing idea from Tim Wilde – Rondo

Postponed to next meeting.

Girls With a Gun

Chair Adams announced that the event is happening in April and that any swag the Board would like to submit for the pre-conference box is due to her no later than the January meeting on January 15, 2025.

PUBLIC COMMENT

None were offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #3 by J. Rasmussen, seconded by B. McElley, to adjourn the meeting at 11:06 am.

A voice vote was requested.
Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

Current Capital Construction Project List

Waste-Water Consolidation to Clifton \$24 million

- Project has officially started with kick-off meeting August 30
- Working with local bank on construction loan documents for \$24million
- Meetings with businesses affected by rate increase – October 2024
- Board of Trustees Resolution for rate change October 2024
- Engineering Design estimate 1.5 years – 9.2023 – 3.2025
- Easement acquisitions estimate 1.5 years - 9-2023 – 3.2025
- Winter Construction (canal drained) – Fall 2025 – Fall 2026
- Abandonment of existing lagoons – 1 year – Summer 2026 – 2027

DOLA Grant – Engineering Waste-Water Consolidation \$1 million

- Received grant to match Town \$1 million for the required contribution to the Engineering Design of the Waste-water project

Roundabout Highway 6 – CDOT CDOT

- The engineer design work is completed and CDOT finalizing
- CDOT estimated construction start is late fall of 2025
- This is a CDOT project – the Town is participating with bike delineators, landscaping, and street lighting.

TAP Grant Sidewalks – 80% Grant – 20% Town \$1 million

- Project changed with roundabout and multi-use paths with this project
- TAP grant sidewalks now from Cresthaven to High School
- 100% designed & CDOT approved
- Land acquisition complete – 3 property purchases –
- Land acquisition estimated cost: \$81,550 CDOT grant covers, any cost over this amount Town covers, possible 20%
- Request for bids was advertised and town accepted bid from United. Construction to be completed this winter.

Multi-Modal Sidewalk Grant Award for Elberta – 1st Street to Wine Cty Rd. \$2 million

- Town awarded \$1.8 million in grant funds from CDOT for multi-modal path
- Town match 20% at \$200,000
- Includes 2 bridges over canal
- RFQ for Design Engineering submitted to CDOT for approval
- JUB Design/Engineering Complete and in review with CDOT.

Troyer Sewer Lift Station

- DOLA grant 80% - Town 20% - total \$346,645.00
- Engineering Complete – Pump Purchased
- Hired Contractor August 8, 2024
- Construction November 2023 – February 2024
- Waiting on Xcel to install power 12/2024.

Land Use Code Update

- DOLA grant \$20,000 - Town \$20,000 total \$40,000
- This project is updating various land use codes to meet Town needs
- Project began Summer 2024 and continue to completion schedule Spring 2025

Connecting Community Sidewalk Project \$150,000

- Construction has started throughout old town.
- Schedule to be complete by April 30, 2025 if not sooner.

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					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	7,729.69	7,500.00	229.69-	-3%
003-012-5247	DESIGN/PRODUCTION	13,157.30	15,000.00	1,842.70	12%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	29,004.06	22,500.00	6,504.06-	-29%
003-012-5250	OFFLINE MEDIA	27,522.07	22,500.00	5,022.07-	-22%
003-012-5251	TOWN WEBSITE	13,096.93	15,000.00	1,903.07	13%
003-012-5255	ACCOUNT MANAGEMENT FEES	6,249.95	7,500.00	1,250.05	17%
Total TOURISM FUND:		96,760.00	90,000.00	6,760.00-	-8%

LODGING FEES REVIEW

2024

Reporting	2024	
	Fees	# of Nights
January	\$2,356.00	589
February	\$2,428.00	607
March	\$7,302.00	2,238
April	\$8,024.00	2,006
May	\$14,192.00	3,548
June	\$14,988.00	3,747
July	\$14,920.00	3,666
August	\$17,592.00	4,398
September	\$16,448.00	4,112
October	\$10,172.00	2,543
November	\$4,500.00	1,125
December	\$0.00	0
	\$112,922.00	28579
	% of '23	98.29%

Reporting	2023	
	Fees	# of Nights
January	\$2,134.00	543
February	\$3,380.00	835
March	\$5,496.00	1,374
April	\$9,264.00	2,316
May	\$14,596.00	3,649
June	\$16,136.00	4,034
July	\$15,440.00	3,860
August	\$16,088.00	4,022
September	\$17,348.00	4,337
October	\$11,852.00	2,963
November	\$4,568.00	1,142
December		
	\$116,302.00	29075
	2023 Total	29075

DIFFERENCE

	Fees	Nights
January	\$222.00	46
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-\$520.00	-194
August	\$1,504.00	376
September	-\$900.00	-225
October	-\$1,680.00	-420
November	-\$68.00	-17
December	\$0.00	0
	-\$3,380.00	-496