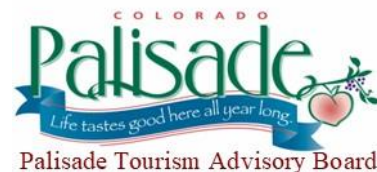




**AGENDA**  
for the Tourism Advisory Board  
of the Town of Palisade, Colorado  
341 W 7<sup>th</sup> Street (Palisade Civic Center)



**January 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 December 21, 2023
- V. **TOWN REPORT**
- VI. **FINANCIAL YTD UPDATE:**
  - A. YTD
  - B. Room night report
  - C. Sales Tax Summary
- VII. **ADVERTISING UPDATE: Ryan and Melita**
  - A. Marketing Update
  - B. Presentation to Trustees January 23, 2024, 6:00 pm
- VIII. **OLD BUSINESS**
  - A. Report Destination Development Mentor Scope of Work with Mimi Mather
  - B. Update on Farm Directory listings
  - C. Report on RFP proposals (finalist presentations on February 22, 2024)
- IX. **NEW BUSINESS**
  - A. Brainstorm new marketing strategies for 2024 (ex: Airport, train stop)
- X. **PUBLIC COMMENT**
- XI. **ORGANIZATION UPDATES** (Please limit comments to 3 Minutes)
- XII. **ADJOURNMENT**

**Next Meeting Thursday, February 22, 2024, 11 am**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
December 21, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:02 am by Chair Juliann Adams with members present: Jeff Hanle, Cassidee Shull, Rondo Buecheler, Jeff Snook, Tim Wenger, Brooke McElley, Jessica Burford, and Mayor Pro-Tem Ellen Turner. Absent were Vice-Chair Ryan Robinson and Jean Tally. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, Finance Director Gregg Mueller, and Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

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

**APPROVAL OF MINUTES**

**Motion #2** by T. Wenger, seconded by B. McElley, to approve the Minutes of November 16, 2023. A voice vote was requested.  
Motion carried.

**TOWN REPORT**

Town Manager Janet Hawkinson announced that there has been a lot of interest in the RFP for marketing services and then showed a news clip reviewing the ribbon cutting for fiber in Palisade.

**FINANCIAL YTD UPDATE**

Finance Director Gregg Mueller reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

**LODGING FEES REVIEW**

2023			2022		
	Fees	# of Nights		Fees	# of Nights
January	\$2,134.00	543	January	\$1,286.00	643
February	\$3,380.00	835	February	\$2,230.00	1115
March	\$5,496.00	1374	March	\$3,836.80	1913
April	\$9,264.00	2316	April	\$5,862.00	2931
May	\$14,596.00	3649	May	\$7,426.00	3713
June	\$16,136.00	4034	June	\$8,976.00	4488
July	\$15,440.00	3860	July	\$8,442.00	4221
August	\$16,088.00	4022	August	\$8,232.00	4116
September	\$17,348.00	4337	September	\$8,670.00	4335
October	\$11,852.00	2804	October	\$6,532.00	3266
	<b>\$111,734.00</b>	<b>27774</b>		<b>\$61,492.80</b>	<b>30741</b>

DIFFERENCE		
	Fees	Nights
January	\$848.00	-100
February	\$1,150.00	-280
March	\$1,659.20	-539
April	\$3,402.00	-615
May	\$7,170.00	-64
June	\$7,160.00	-454
July	\$6,998.00	-361
August	\$7,856.00	-94
September	\$8,678.00	2
October	\$5,320.00	-462
	<b>\$50,241.20</b>	<b>-2967</b>

Town Manager Hawkinson informed the Board that a consensus was needed to forward the expenses incurred by T. Wenger to showcase Palisade to outside media writers in late July to the Board of Trustees for approval.

*The consensus of the Board is to forward a recommendation of approval to the Board of Trustees for reimbursement of expenses incurred by T. Wenger to showcase Palisade to media writers in July and to include the cost of alcohol in the reimbursement request.*

**ADVERTISING UPDATE**

**Marketing Analysis**

M. Pawlowski reviewed advertisement performance statistics.

**Report Q1**

Chair Adams announced that the Tourism Advisory Board will continue with Slate Communications through Quarter 1 for marketing services until the RFP process has been completed.

**CONTINUED BUSINESS**

**Report Destination Development Mentor Scope of Work with Mimi Mather**

Chair Adams stated that Mimi Mather will be TAB’s mentor for the *Do Palisade Right* campaign, as she has worked with the Board on previous projects, and the CTO (Colorado Tourism Office) felt it was appropriate to appoint Ms. Mather to the proposed project.

**NEW BUSINESS**

**Farm Fresh publication listing 30 farms/orchards at \$25 each, \$750**

Chair Adams distributed copies of the *Farm Fresh* magazine and discussed the lack of representation of Palisade. C. Shull announced that as part of a CAVE (Colorado Association of Viticulture and Enology) Membership, wineries will be included in the publication at no charge (CAVE will cover fees). Chair Adams asked the Board’s opinion about paying for farms and orchards at \$25.00 per listing (totaling \$750.00 from TAB’s budget).

**Motion #3** by J. Burford, seconded by T. Wenger, to approve purchasing listings in the *Farm Fresh* magazine for all farms and orchards on the tourism map published by TAB at \$25.00 per listing, totaling \$750.00.

A voice vote was requested.

Motion carried.

**Report on Girls and a Gun Pre-Conference Swag**

Chair Admas reminded the Board about the swag boxes for the *Girls with a Gun* event and invited local businesses to provide her with items for the boxes no later than mid-January.

**PUBLIC COMMENT**

None was offered.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

**Motion #4** by Mayor Pro-Tem Turner, seconded by J. Burford to adjourn the meeting at 11:46 am.

A voice vote was requested.  
Motion carried unanimously.

X

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Juliann Adams  
Tourism Advisory Board Chairperson

X

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Keli Frasier  
Town Clerk

**TOWN OF PALISADE - MANAGER REPORT  
JANUARY 2024**

**TOWN OF PALISADE CAPITAL IMPROVEMENT PROJECTS**

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<b>HISTORIC PALISADE GYM REMODEL</b>	<b>COMPLETE</b>
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<b>CLINIC</b>	<b>COMPLETE</b>
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<b>FIBER</b>	<b>75% COMPLETE</b>
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<b>50% Grant Funds - 50% General Fund</b> CNL Complete Town moving its IT into new room Fiber to Town facilities and parks still under construction Last Mile Fiber under construction with private entity Clear Networkx
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<b>ELBERTA SIDEWALK IMPROVEMENTS</b>	<b>Construction - January - April 2025</b>
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80% Main St. Grant - 20% General Fund \$1.8 million grant - \$200,000 general fund RFQ posted for Design/Engineering - need interview panel
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<b>WASTEWATER CONSOLIDATION</b>	<b>Construction - Winter 2026</b>
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USDA Loan/Grant \$24 million dollar project Surveying & design has begun Contacting land owners of project
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<b>TAP GRANT - SIDEWALKS</b>	<b>Construction - Spring 2024</b>
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80% Tap Grant - 20% General Fund Design/Engineering complete CDOT approvals complete In land acquisition process
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<b>RIVERBEND SWIM BEACH</b>	<b>Complete - April 2024</b>
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Grade trail, set boulders, clean up Hiring landscape architect for improvements at boat ramp
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<b>WATER METER REPLACEMENT</b>	<b>Complete - 2026</b>
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Purchased first set of new meters
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<b>PALISADE IRRIGATION</b>	<b>Town operating - need rate study</b>
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Acquired PIP&L Working to gather client list and maps of system
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