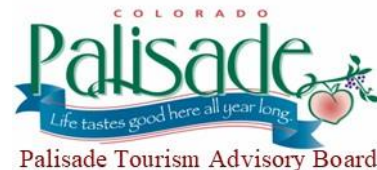




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



February 9, 2023
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. January 12, 2023
- V. PALISADE GAME PLAN REVIEW – with Community Development Director Brian Rusche**
- VI. FINANCIAL YTD UPDATE**
- VII. ADVERTISING UPDATE: Ryan and Melita**
 - A. Update on Re-Imagine Grant – Mimi Mather
 - B. Website update
 - C. Marketing Analysis
 - D. Postcards for Season
 - E. Recent Articles for Palisade (Trip Savvy and Travel and Leisure) Top Small Town
- VIII. OLD BUSINESS**
 - A. Tear off Map proof
 - B. Update on Powderhorn Troll
- IX. NEW BUSINESS**
 - A. Girls with a Gun Sponsorship - \$500 April 26-30, 2023
 - B. Byway Signs
 - C. Look at new loops for Fruit & Wine Byway map adding West assets ‘Ride GPS’
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XII. ADJOURNMENT**

Next Meeting Thursday, March 9, 2023, 9:00 am – 11:00 am



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
January 12, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:03 am by Chair Juliann Adams with members present: Vice Chair Ryan Robinson, Rondo Buecheler, Jean Tally, Cassidee Shull, Tim Wenger, Jeff Hanle, Ashley McGee, Trustee Turner, and Chamber Director Jessica Burford. Absent was Jeff Snook. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, Finance Director Travis Boyd, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by C. Shull, seconded by J. Hanle, to approve the Agenda as presented.

A voice vote was requested
Motion carried unanimously

APPROVAL OF MINUTES

Motion #2 by R. Robinson, seconded by C. Shull, to approve the Minutes of December 8, 2022, as presented.

A voice vote was requested
Motion carried unanimously

ELECTION OF NEW OFFICERS FOR 2023

Motion #3 by T. Wenger, seconded by J. Burford to appoint Juliann Adams as the 2023 Chairperson for the Tourism Advisory Board.

A roll call vote was requested.
Yes: Chair Adams, R. Robinson, J. Tally, J. Hanle, C. Shull, R. Buecheler, A. McGee, T. Wenger, J. Burford
No:
Absent: Mayor Pro-Tem Turner, J. Snook

Motion carried.

Motion #4 by J. Hanle, seconded by Chair Adams to appoint Ryan Robinson as the 2023 Vice-Chairperson for the Tourism Advisory Board.

A roll call vote was requested.
Yes: R. Buecheler, A. McGee, T. Wenger, J. Burford, Mayor Pro-Tem Turner, Chair Adams, R. Robinson, J. Tally, J. Hanle, C. Shull

No:

Absent: J. Snook

Motion carried.

FINANCIAL YTD UPDATE

Finance Director Travis Boyd reviewed the 2022 budget revenues and expenditures report for the Tourism Advisory Board and advised that new Lodging Fee Tax submission reports have been sent to lodging businesses.

ADVERTISING UPDATE

Website Update

M. Paelowski updated the Board on the status and progress of the website redesign.

Campaign strategy for 2023 – Winter posts

The Board discussed winter events and ads with M. Paelowski to promote on the visit Palisade website and in the newsletter.

OLD BUSINESS

Update on Gravel Guide

Chair Adams announced that a gravel guide production meeting will be happening next week. More info to be shared after that meeting.

The CTO Grant was awarded \$36,000.00 instead of the requested \$40,000.00. Fruita has committed to contribute \$2,600.00

Motion #5 by Mayor Pro-Tem Turner, seconded by J. Burford, to contribute \$1,400.00 to the gravel guide project to bring the total funding up to \$40,000.00.

A voice vote was requested

Motion carried unanimously

NEW BUSINESS

Review Tourism section of Palisade Game Plan

The consensus of the Board is to invite the Community Development Director to the next meeting to discuss details of the Palisade Game Plan regarding Tourism, to focus on responsible/sustainable tourism, the “travel like a local” promotion, and to consider funding citizen and tourist amenities such as additional bike racks throughout town.

New tourism idea from Powderhorn

Vice-Chair Robinson announced that the owner of Powderhorn Ski Resort, Ken Gart, is looking into a project to attract tourists. The project would be similar to the 15’ troll sculpture made out of reclaimed wood in Breckenridge, CO, and would be located possibly on the Grand Mesa or in the Cameo area. He would like support from local communities and agencies before moving forward with seeking funding for the project. **The consensus of the Board** is to support the project and to request to be an advisory committee moving forward.

Girls with a Gun Promotion opportunity – Pre-Conference Party Box

Chair Adams advised the Board that the *Girls with a Gun* event is looking for swag to include in 350 boxes to be given to early registrants to the event. All local businesses and organizations are welcome to contribute.

Review Tear-Off Map

Chair Adams requested input from the Board on new businesses that need to be included on the tear-off map and will have a draft ready to present at the next meeting.

PUBLIC COMMENT

None was offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #6 by J. Tally, seconded by Mayor Pro-Tem Turner, to adjourn the meeting at 10:46 am.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

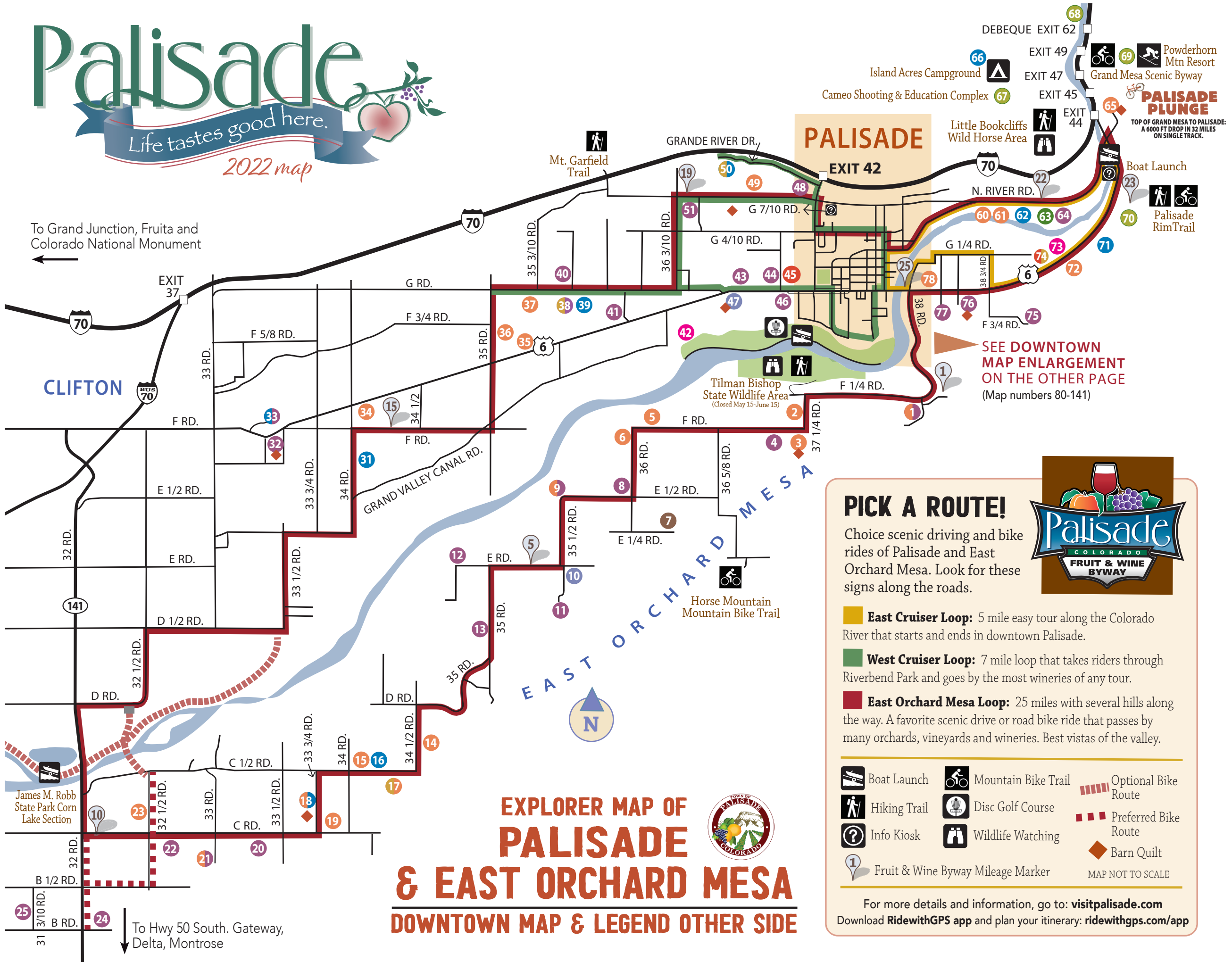
X

Keli Frasier
Town Clerk

Palisade

Life tastes good here.

2022 map



EXPLORER MAP OF PALISADE & EAST ORCHARD MESA DOWNTOWN MAP & LEGEND OTHER SIDE

PICK A ROUTE!

Choice scenic driving and bike rides of Palisade and East Orchard Mesa. Look for these signs along the roads.

- East Cruiser Loop:** 5 mile easy tour along the Colorado River that starts and ends in downtown Palisade.
- West Cruiser Loop:** 7 mile loop that takes riders through Riverbend Park and goes by the most wineries of any tour.
- East Orchard Mesa Loop:** 25 miles with several hills along the way. A favorite scenic drive or road bike ride that passes by many orchards, vineyards and wineries. Best vistas of the valley.

- Boat Launch
- Mountain Bike Trail
- Hiking Trail
- Disc Golf Course
- Info Kiosk
- Wildlife Watching
- Fruit & Wine Byway Mileage Marker
- Optional Bike Route
- Preferred Bike Route
- Barn Quilt

For more details and information, go to: visitpalisade.com
Download **RidewithGPS** app and plan your itinerary: ridewithgps.com/app



SEE DOWNTOWN
MAP ENLARGEMENT
ON THE OTHER PAGE
(Map numbers 80-141)

To Grand Junction, Fruita and Colorado National Monument

To Hwy 50 South. Gateway, Delta, Montrose

PALISADE PLUNGE
TOP OF GRAND MESA TO PALISADE:
A 6000 FT DROP IN 32 MILES
ON SINGLE TRACK.

PALISADE

EAST ORCHARD MESA



MAP NOT TO SCALE

LEGEND: PALISADE BUSINESSES & SERVICES BY CATEGORY

Eat & Drink

- 17 Anita's Palisade Pies
- 38 Maison La Belle Vie Winery
- 45 Palisade Street Eats & Drink
- 50 Caroline's at Wine Country Inn
- 50 Tapestry Lounge at Wine Country Inn
- 73 Clark & Company's Brandy Shack
- 88 357 Bar & Grill
- 90 Palisade Livery Bar
- 94 13° Brix & Bistro
- 96 Fidel's Cocina & Bar
- 98 Slice O' Life Bakery
- 100 Copeka Palisade Coffee
- 102 Pêche
- 103 Columbine Liquors
- 107 Diorio's Pizza of Palisade
- 111 Mountaintime
- 129 Palisade Peach Shack & Cafe
- 132 Peach Street Distillers
- 133 Palisade Brewing Company
- 134 The Ordinary Fellow
- 142 Lily Purls Kitchen

Discover Downtown

- A Palisade Historical Walking Tours
- B CAVE/Colorado Winefest office
- 81 Craig Gallery
- 82 Spun
- 85 Wedel Pottery
- 87 Nana's Fruit & Jam/The Wildflower Floral
- 89 The Atrium by Sage Creations
- 91 The Purple Bee
- 93 Family Food Town
- 97 Harlow's
- 99 Blue Pig Gallery
- 101 Sandy King Gallery
- 121 Palisade History Museum

Sleep, Camp & RV

- 16 Cherokee Vineyard B & B
- 18 Z's Vacation Rentals
- 31 Dancing Moon B & B
- 33 TWP Winery and Farmhouse
- 39 Vistas and Vineyards Bed & Breakfast
- 50 Wine Country Inn
- 62 Palisade Basecamp RV Resort
- 66 Island Acres Campground
- 71 The Homestead
- 105 Spoke and Vine Motel
- 105B Spoke and Vine Hostel
- 122 Palisade Wine Country Retreat
- 124 Palisade Wine Valley Inn

Event Venues

- 9 Colterris at the Overlook
- 38 Amy's Courtyard at Maison la Belle Vie
- 42 Urban Ranch
- 50 Wine Country Inn
- 60 Bella Bolettino Farms
- 64 Colterris Winery
- 72 Orchard River View Event Barn
- 130 Varaison Vineyards & Winery

Recreational & Go Play

- 64B Rhyne Horses
- 67 Cameo Shooting Complex
- 68 Jet Boat Colorado
- 69 Palisade Plunge/Grand Mesa
- 69 Powderhorn Mountain Resort
- 70 Palisade Rim Trail
- 83 Centennial Canoe Outfitters
- 84 Paddleboard Adventure Company
- 86 Palisade Cycle & Shuttle
- 86B Palisade River Trips, Kayak & SUP Rental
- 136 Skate Park/Memorial Park/Public Restroom
- 138 Bike Skills Park/Memorial Park
- 139 Disc Golf Course at Riverbend Park
- 141 Public Swimming Pool/Peach Bowl Park

Guided Transportation for Hire

- Absolute Prestige Limousine
- Adrenaline Driven Adventures Co.
- JR's Carriage Service
- Palisade Pedi-Cab
- Pali-Tours
- 143 Palisade Trolley & Limousine Service
- Things to do in Colorado (visitpalisade.com)

At Your Service

- \$ ATM
- 81 Fruit & Wine Real Estate
- 91 Hummel Real Estate
- 95 Palisade Dental
- 104 Palisade Veterinary
- 108 That One Place
- 110 Peachwood Liquor Store

- 109 Palisade Dino Mart - Gas
- 112 Empire Ink Palisade
- 113 Palisade Car Wash
- 114 Co-op Country Hardware
- 115 C&F Food Store & Gas
- 116 Community Clinic & Urgent Care
- 118 Grand Valley Bank
- 119 Palisade Pharmacy
- 120 Dollar General
- 128 Golden Gate Petroleum
- 135 Palisade Insectary

Alpaca & Lavender Farms

- 7 Suncrest Orchard Alpacas
- 10 Sage Creations
- 46 Sprigs & Sprouts

U-Pick Orchards

- 3 Mt. Lincoln Peach Co.
- 6 Green Barn Fruit
- 23 Fruit Basket Orchards

Orchards, Produce, Farm Stands & Markets

- 1 Talbott's Farm Market & Taproom
- 2 Anita's Pantry & Produce
- 5 C&R Farms
- 9 High Country Orchards at the Overlook
- 14 Helmer's Produce
- 15 Alida's Fruits/STRIVE
- 17 Anita's Palisade Pies
- 18 Z's Orchards
- 19 Pear Blossom Farm
- 21 Peachfork Orchards and Vineyards
- 34 Blaine's Farm Store
- 35 Field to Fork Organic Farm
- 36 Sweet Cheeks Organic Peaches
- 37 Aloha Organic Fruit /Morton's Organic Orchards
- 48 Just Peachy
- 60 Bella Bolettino Farms
- 61 WhistleStop Shop
- 65 Kokopelli Farm Market
- 72 Clark Family Orchards
- 77 Ball Fruit
- 123 McClean Farm & Ice Cream
- 125 Herman's Produce
- 126 Valley Fruit & Produce
- 129 Palisade Peach Shack

Wineries, Tasting Rooms & Vineyards

- 1 Centennial Cellars
- 1 Talbott's Farm Market & Taproom
- 4 Gubbini Winery
- 8 Restoration Vineyards
- 9 Colterris at the Overlook Tasting Room
- 11 Colorado Cellars Winery
- 12 Avant Winery & Vineyards
- 13 Carlson Vineyards
- 20 Mesa Park Vineyards
- 21 Peachfork Orchards & Vineyards
- 22 Hermosa Vineyards
- 24 Whitewater Hill Vineyards
- 25 Mafia Princess
- 40 Carboy Winery at Garfield Estates
- 32 Graystone Winery
- 33 TWP Wine & Farmhouse
- 38 Maison La Belle Vie Winery
- 41 Red Fox Cellars
- 43 Colorado Vintner's Collective
- 44 Plum Creek Winery
- 46 Talon Wines at the Meadery
- 48 Grande River Vineyards
- 50 The Blue Baryl Winery
- 74 Bookcliff Vineyards
- 64 Colterris Winery Tasting Room
- 75 Vines 79 Wine Barn
- 76 Savage Spectrum Winery
- 80 Gubbini Wine Shop
- 94 13° Brix & Bistro
- 106 DeBeque Canyon Winery
- 127 St. Kathryn Cellars/Talon Winery
- 134 The Ordinary Fellow
- 130 Varaison Vineyards and Winery

Cannabis

- 63 The Happy Camper
- 131 Colorado Weedery/CO Alternative Health Care
- 131 The Apothecary

Town Services

- A Palisade Chamber of Commerce
- C Child & Migrant Services Center
- D Police Station & Town Hall
- E Palisade Library Branch
- F Post Office
- G Palisade Firehouse
- Painted Barn Quilt location



Bold numbers indicate the business or organization is located on the Downtown Palisade map.

Riverbend Park!

- Covered picnic shelters
- Bathrooms
- Pet-friendly
- Fishing pond
- Birdwatching
- Paved Riverfront trail
- 18-hole Disc Golf
- Playground
- Boat launch
- Accessible