



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



February 15, 2024
11:00 am Monthly Meeting
<https://us06web.zoom.us/j/96182810397>

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Approve minutes of January 18, 2024
- V. PRESENTATION**
 - A. CTO Director Tim Wolfe
- VI. TOWN REPORT**
- VII. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VIII. ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Update
- IX. 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 Feb 22, 11AM)
 - D. Update on Marketing ideas
- X. NEW BUSINESS**
 - A. Update of Framework of the Colorado Destination Stewardship Strategic Plan
 - B. 2024 Tear Off Map, order postcards
- XI. PUBLIC COMMENT**
- XII. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XIII. ADJOURNMENT**

Interviews: Thursday, February 22, 2024, 11AM
Next Regular Meeting Thursday, March 21, 2024, 11AM



**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: Cassidee Shull, Rondo Buecheler, Jeff Snook, Tim Wenger, Brooke McElley, Jessica Burford, Jeff Hanle, 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 B. McElley, 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
	\$111,734.00	27774		\$61,492.80	30741

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
	\$50,241.20	-2967

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

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk

2024 Colorado Farm Fresh Directory Listing Form

Return completed form no later than February 29, 2024 to:

Colorado Department of Agriculture, Markets Division 305 Interlocken Parkway, Broomfield, CO 80021 or
email to: Loretta.Lopez@state.co.us. \$25 Listing fee is been paid for by the Palisade Tourism Board

Agricultural producer listed must produce agricultural products/fruits/vegetables/meat/raise livestock
as well as sell products direct to the public or offer agritourism activities in Colorado to be included in the directory.

1. County: _____
2. Business Name: _____
3. Business Address: _____
City: _____ State: _____ Zip: _____
4. Mailing Address (if different from above): _____
City: _____ State: _____ Zip: _____
5. Business Telephone: _____ Contact Person: _____
6. E-mail address (if applicable): _____
7. Website address (if applicable): _____
8. Facebook (if applicable): _____
9. Instagram: (if applicable): _____
10. Call before coming? yes not necessary
11. Directions: _____

12. **DATES** open for business: _____
13. **DAYS** of the week open for business: _____
14. Business **HOURS**: _____
15. Do you offer tours? no yes Dates: _____
Days/Times: _____
16. **Type of operation** (check all that apply): Agritourism Community Gardens Centennial Farm/Ranch CSA Farm
 Farmers' Market Garden Center Greenhouse On-Farm/Ranch Sales Restaurant Roadside Market
 Sell to Schools U-pick Winery Other (specify) _____
17. Is your farm certified organic? yes no If yes, by which agency? _____
18. Do you accept SNAP/EBT? yes no

Brief description (limit 150 words or less, listings maybe edited for space available)