



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



February 19, 2025

9:00 am Training

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

- I. BOARD TRAINING** with Attorney Sam Light
- II. REGULAR MEETING CALLED TO ORDER AT 10:00 am**
- III. ROLLCALL**
- IV. AGENDA ADOPTION**
- V. APPROVAL OF MINUTES**
 - A. Approve minutes of January 15, 2025
- VI. TOWN REPORT**
 - A. Town Awarded \$3 Million Grant for Sewer Lagoon Reclamation
 - B. Does TAB want to purchase a data analytic service that tracks population and travel.
- VII. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VIII. ADVERTISING UDATE:** Ryan and Melita
 - A. Marketing Update
 - B. 1904 Campaign
 - C. Update on Trustee Presentation
- IX. CONTINUED BUSINESS:**
 - A. Tourism Management Grant submitted for \$17,295 with \$3619 match from TAB-JoAnn
 - B. Byway signs delivered to MC and they have started replacing
 - C. Box of Peach target stickers sent to Girl & A Gun for Pre-Conference Box
 - D. Met with Amy and started editing 2025 map. Matched the categories and numbering of PCOC Adventure guide. Please proof draft attached and send Juliann corrections or additions
- X. NEW BUSINESS**
 - A. Need a Motion for each of printed materials for 2025, Map, stickers, postcards – Bid Cost of each
 - B. Sponsorship for Girl & A Gun \$500 – still waiting to hear from AGAG
- XI. PUBLIC COMMENT**
- XII. ORGANIZATION UPDATES** (Please limit comments to 3 Minutes)
- XIII. ADJOURNMENT**

Next Meeting 9AM Wednesday, March 19, 2024



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
January 15, 2025**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:04 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 Manager Janet Hawkinson, Town Clerk Keli Frasier, and Melita Paelowski & Brandi Allen with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by J. Rasmussen, to approve the agenda as presented.

A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by J. Burford, seconded by S. Metzger, to approve the Minutes of December 18, 2024, as presented.

A voice vote was requested.
Motion carried

TOWN REPORT

Town Manager Janet Hawkinson reviewed the ongoing projects occurring in the Town of Palisade, as well as future projects that will begin soon.

Town Manager Hawkinson also announced that the training requested by the Board had to be delayed until February 19, 2025.

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
May	\$14,192.00	3,548
June	\$14,988.00	3,747
July	\$14,664.00	3,666

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	\$17,592.00	4,398
September	\$16,448.00	4,112
October	\$10,172.00	2,543
November	\$4,500.00	1,125
TOTAL	\$112,922.00	28,579

August	\$16,088.00	3,740
September	\$17,348.00	4,337
October	\$11,852.00	2,963
November	\$4,568.00	1,142
TOTAL	\$116,302.00	29,075

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
November	-\$68.00	-17
TOTAL	-\$3,380.00	-496

ADVERTISING UPDATE

Marketing Update

M. Paelowski reviewed Q4 marketing reports, and ans showed the marketing video that is paying at the Fruita visitors center.

1904 Campaign

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

The consensus of the Board is for the Town of Palisade to participate. Chair Adams and J. Rasmussen will organize a community pot-luck-type event on April 4, 2025.

New Ideas

Motion #3 by R. Buecheler, seconded by I. Kelley, to share costs with the Palisade Chamber of Commerce and the Colorado Association of Viticulture and Enology (CAVE) by paying up to \$1,080.00 from the Tourism budget to place an ad for the *Do Palisade Right* campaign in the *Spoke and Blossom Magazine*.

A voice vote was requested.
Motion carried unanimously.

Motion #4 by R. Buecheler, seconded by I. Kelley, to cancel out *Motion 4 (above)* and share costs with the Palisade Chamber of Commerce and the Colorado Association of Viticulture and Enology (CAVE) by paying up to \$2,350.00 from the Tourism budget to place a two-page map (TAB's annual tear-off map) in the *Spoke and Blossom Magazine*.

A voice vote was requested.
Motion carried unanimously.

CONTINUED BUSINESS

Update on Tourism Management Grant

Chair Adams announced that the grant application is moving forward and asked Town Manager Hawkinson for assistance with working out details for where the proposed placks will be placed throughout town.

BywaySign Update

Chair Adams confirmed that she is in possession of the purchased signs and is working on confirming all of the placement locations.

Box Items for Girl With A Gun Event

The consensus of the Board is to send 500 target stickers for the event box.

NEW BUSINESS

Motion for Printed Material For 2025: Map, Stickers, Postcards

The consensus of the Board is to move forward with updating the map for 2025 and to wait until price quotes can be reviewed before reordering stickers and postcards.

Sponsorship for Girl & A Gun \$500

Motion #5 by J. Burford, seconded by C. Shull, to spend \$500.00 from the Tourism budget to sponsor the *Girl With A Gun* event at Cameo Sport Shoot Complex in 2025.

A voice vote was requested.
Motion carried unanimously.

PUBLIC COMMENT

None were offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #6 by J. Burford, seconded by R. Robinson, to adjourn the meeting at 10:48 am.

A voice vote was requested.
Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

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					
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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	\$2,156.00	539
	\$115,078.00	29118
	% of '23	97.68%

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
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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	\$2,936.00	734
	\$119,238.00	29809
	2023 Total	29809

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	-\$780.00	-195
	-\$4,160.00	-691