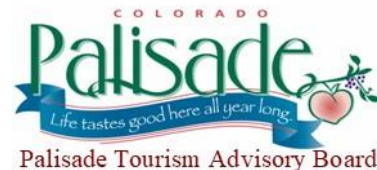




**AGENDA**  
**for the Tourism Advisory Board**  
**of the Town of Palisade, Colorado**  
**341 W 7<sup>th</sup> Street (Palisade Civic Center)**



**March 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. February 9, 2023
- V. FINANCIAL YTD UPDATE**
- VI. ADVERTISING UPDATE: Ryan and Melita**
  - A. Update on Re-Imagine Grant – Mimi Mather
  - B. Website update
  - C. Marketing Analysis
- VII. OLD BUSINESS**
  - A. Tear off Map proof
- VIII. PUBLIC COMMENT**
- IX. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- X. ADJOURNMENT**

**Next Meeting Thursday, April 13, 2023, 9:00 am – 11:00 am**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
February 9, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:06 am by Chair Juliann Adams with members present: Vice Chair Ryan Robinson, Jean Tally, Cassidee Shull, Rondo Buecheler, Jeff Snook, Ashley McGee, and Trustee Turner. Absent were Jeff Hanle, Tim Wenger, and Jessica Burford. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, Community Development Director Brian Rusche, and Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

***Motion #1*** by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Agenda as presented.

A voice vote was requested  
Motion carried unanimously

**APPROVAL OF MINUTES**

***Motion #2*** by C. Shull, seconded by Mayor Pro-Tem Turner, to approve the Minutes of January 12, 2023, as presented.

A voice vote was requested  
Motion carried unanimously

**PALISADE GAME PLAN UPDATE**

Community Development Director Brian Rusche reviewed the process of obtaining public input and creating the presented document. Board members discussed concerns, mad suggestions for change and complimented the entire process and final results.

**FINANCIAL YTD UPDATE**

Town Manager Janet Hawkinson announced Gregg Mueller as the new Finance Director, and that the Town is currently looking for a new accounting clerk. She went on to review the financial standings for the Tourism Budget and updated the progress of various current Town projects.

Board members asked for clarification on the prograss for fiber throughout Town, and the Clinic.

**ADVERTISING UPDATE**

**Update on Re-Imagine Grant**

Mimi Mather reviewed the progress of the Palisade/Fruita adventure gravel guid and asled for Board input on off-season times they'd like to see promoted and what responsible tourism suggestions they'd like to see in the guide.

### **Website Update, Marketing Analysis**

M. Paelowski updated the Board on the status and progress of the website redesign, as well as 2022 Quarter 4 reports, and statistics of the ongoing ad campaigns.

**Motion #3** by R. Buecheler, seconded by Mayor Pro-Tem Turner to increase the advertising budget by \$3,600.00 to keep the iHeart Radio advertising as-is and not lose any targeted audiences.

A voice vote was requested  
Motion carried unanimously

### **Postcards for Season**

**Motion #4** by R. Beucheler, seconded by C. Shull to print the same amount of postcards purchased in fall 2022 with no gloss on the backside.

A voice vote was requested  
Motion carried unanimously

### **Recent Articles for Palisade (Trip Savvy and Travel and Leisure) Top Small Town**

Chair Adams commended the recent National articles about Palisade.

### **OLD BUSINESS**

#### **Tear-Off Map**

Board members reviewed the map and discussed necessary changes.

*The consensus of the Board is to NOT include VRBOs to the map.*

#### **Update on Powderhorn Troll**

Vice Chair Robinson passed along the information that the Tourism Advisory Board would like to be involved in the project.

### **NEW BUSINESS**

#### **Girls with a Gun Sponsorship - \$500 April 26-30, 2023**

**Motion #5** by R. Beucheler, seconded by C. Shull to create sticker that mimics the fruit & wine byway sign and change the word byway to country and to spend the \$500.00 for the girls with a gun sponsorship.

A voice vote was requested  
Motion carried unanimously

#### **Byway Signs**

Community Development Director Rusche and the Board discussed what signs have been ordered and what the Board views as the priority for replacements.

*The consensus of the Board is to move forward with a discussion with the Board of Trustees to replace the TODDs signs on East and West I-70, and who should pay for them.*

**Look at new loops for Fruit & Wine Byway map adding West assets ‘Ride GPS’**

Chair Adams advised the Board that she’s had Clifton, CO businesses approach and ask how to be on the Fruit & Wine Byway.

*The consensus of the Board* is to keep the byway as the 81526 zipcode area, and not change the byway trail until the State of Colorado Scenic Byway Applications open.

**PUBLIC COMMENT**

None was offered.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

**Motion #6** by C. Shull, seconded by J. Snook, to adjourn the meeting at 11:12 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