



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



**April 13, 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
  - B. March 9, 2023
- V. FINANCIAL YTD UPDATE**
- VI. ADVERTISING UPDATE: Ryan and Melita**
  - A. Website launch
  - B. Marketing Analysis
  - C. Update on Gravel Guide – Show of cover Art
- VII. OLD BUSINESS**
  - A. Update on TOD signs on I-70 – Ellen
  - B. Tear off Map update, Quote – Juliann
  - C. Girls with a Gun Sponsorship - \$500 April 26-30, 2023 – Set up at Cameo April 27, 10 am – 3 pm
  - D. Stickers are here - Cassidee
  - E. Postcards?
- VIII. NEW BUSINESS**
  - A. Summary of Joint Meeting
  - B. Interviews for open TAB seats April 25 – How many of applied?
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

**[Next Meeting Thursday, May 11, 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, made 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 progress of fiber throughout the Town and an update on the Clinic.

## **ADVERTISING UPDATE**

### **Update on Re-Imagine Grant**

Mimi Mather reviewed the progress of the Palisade/Fruita adventure gravel guide and asked 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 on 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 a sticker that mimics the fruit & wine byway sign but to 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 zip code 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



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
March 9, 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, Cassidee Shull, Rondo Buecheler, Jeff Snook, Ashley McGee, Jeff Hanle, Tim Wenger, and Jessica Burford. Absent were Jean Tally and Mayor Pro-Tem Ellen Turner. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and, Ryan Burke & Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

***Motion #1*** by R. Buecheler, seconded by J. Hanle, to approve the Agenda as amended to include a discussion of the Fruit & Wine Byway to Old Business.

A voice vote was requested

Motion carried unanimously

**APPROVAL OF MINUTES**

The minutes of February 9, 2023, were removed for approval at the next meeting to make grammar/spelling error fixes and to update an accurate record of various discussion items.

**FINANCIAL YTD UPDATE**

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers.

**ADVERTISING UPDATE**

**Update on Re-Imagine Grant**

Chair Adams gave a brief update on the ODET Grant.

**Website Update, Marketing Analysis**

M. Paelowski and R. Burke updated the Board on the status and progress of the website redesign, media buys, and advertising.

C. Shull updated the Board on the progress and quotes for a sticker design.

***Motion #2*** by R. Buecheler, seconded by J. Hanle, to increase the advertising budget for the gravel guide by \$5,400.00.

A voice vote was requested

Motion carried unanimously

***Motion #3*** by J. Snook, seconded by J. Burford, to order 10,000 dark blue stickers at \$ .14 each plus the cost of art & freight.

A voice vote was requested

Motion carried unanimously

**Postcards for Season**

Chair Adams reiterated that postcards are available for pick-up to bring to Town Hall for postage.

**OLD BUSINESS**

**Tear-Off Map**

Board members discussed changes made and changes still needed.

*Motion #4* by R. Buecheler, seconded by J. Snook, to reprint tear-off maps for \$2,945.00.

A voice vote was requested

Motion carried unanimously

**Fruit & Wine Byway**

The consensus of the Board is that the TODDS Signs are very important on I-70, and Chair Adams will follow up with Town staff.

**PUBLIC COMMENT**

None was offered.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

*Board members stressed the importance of getting more public involvement with all public meetings and suggested they each invite two people to the next meeting.*

**ADJOURNMENT**

*Motion #5* by J. Snook, seconded by J. Hanle, to adjourn the meeting at 10:33 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