



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



**May 21, 2025**  
**9:00 am Meeting**

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

**I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**

**II. SWEAR IN CURRENT MEMBERS (together)**

- A. Juliann Adams
- B. Rondo Buecheler
- C. Jessica Burford
- D. Ian Kelley
- E. Brooke McElley
- F. Susan Metzger
- G. JoAnn Rasmussen
- H. Ryan Robinson
- I. Cassidee Shull
- J. Tim Wenger

**III. ROLL CALL**

**IV. AGENDA ADOPTION**

**V. APPROVAL OF MINUTES**

- A. Approve minutes of April 16, 2025

**VI. TOWN REPORT**

- A. Staff to present to the Board of Trustees the purchase of Placer.ai for 1 year for data collection for marketing, events, visitor, and traffic purposes.

**Recommendation from TAB to the Board of Trustees** to purchase a subscription to Placer.ai with the funds being allocated 50% from the Community Development & Event Budget and 50% from the Tourism Advisory Board Budget

- B. Discussion on RFP for New Spring Special Event
- C. Report on removal of kiosk on private property – 2 other kiosks, maintenance, stocking

**VII. FINANCIAL YTD UPDATE:**

- A. Room Night Report
- B. Sales Tax 1<sup>st</sup> Quarter Report

**VIII. ADVERTISING UDATE:**

- A. Marketing Update
- B. Update of page for local farm shopping promotion

**IX. CONTINUED BUSINESS:**

- A. Report on FAM tour
- B. Update on Map
- C. Report on Girl and a Gun Conference

**X. NEW BUSINESS**

- A. Sign up for map/swag distribution

**XI. PUBLIC COMMENT** (Please limit comments to 3 Minutes)

**XII. ORGANIZATION UPDATES** (Please limit comments to 3 Minutes)

**XIII. ADJOURNMENT**

Next Meeting 9:00 AM Wednesday, June 18, 2025



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
April 16, 2025**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 10:06 am by Chair Juliann Adams, with members present: Tim Wenger, Cassidee Shull, Rondo Buecheler, Brooke McElley, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. Member Jessica Burford was absent. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, Community Development Director Devan Aziz, and Ryan Burke, Melita Paelowski & Brandi Allen with Slate Communications.

**APPROVAL OF AGENDA**

***Motion #1*** by C Shull, seconded by Trustee Snook, to approve the agenda as presented.

A voice vote was requested.

Motion carried

**APPROVAL OF MINUTES**

***Motion #2*** by C Shull, seconded by R Buecheler, to approve the Minutes of March 19, 2025, as presented.

A voice vote was requested.

Motion carried

**PRESENTATIONS**

Kyle Miller w/ Placer.ai gave a presentation on his product.

***The consensus of the Board is to have staff reach out to the City of Montrose and ask for a review of the product before they make a decision.***

**TOWN REPORT**

Town Manager Hawkinson reviewed the Placer AI information and cost.

***The consensus of the Board is to have staff reach out to the City of Montrose and ask for a review of the product before they make a decision.***

**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**

<b>2025</b>		
	<b>Fees</b>	<b># of Nights</b>
January	\$1,760.00	440
February	\$2,292.00	573

<b>2024</b>		
	<b>Fees</b>	<b># of Nights</b>
January	\$2,356.00	589
February	\$2,428.00	607

<b>TOTAL</b>	<b>\$2,156.00</b>	<b>539</b>
--------------	-------------------	------------

<b>TOTAL</b>	<b>\$2,356.00</b>	<b>589</b>
--------------	-------------------	------------

<b>DIFFERENCE</b>		
	<b>Fees</b>	<b>Nights</b>
January	-\$596.00	-149
February	-\$136.00	-34
<b>TOTAL</b>	<b>-\$732.00</b>	<b>-183</b>

## **ADVERTISING UPDATE**

### **Marketing Update**

M. Pawlowski reviewed marketing campaigns, website analytics, and social media updates.

### **Update on FAM tours Itinerary for May**

Members of the Board discussed the recent FAM Tour, and created plans for the next tour occurring in May.

### **Discussion of new page on Visitpalisade.com for local farm shopping promotion**

The Board and Mr. Matt Payne discussed making the promotion of local farms as destinations and places to get food more prominent on the Visit Palisade Website.

## **CONTINUED BUSINESS**

### **Byway signs Done**

Chair Adams announced the item. No discussion was had.

### **Final map done, Sent to Cassidee for print and Jessica for Bud Signs to print Kiosk signs**

Chair Adams announced that the map is ready and has been sent to print.

### **Report on TAB letters of intent**

Town Clerk Keli Frasier announced that there will be an extension of the acceptance deadline.

## **NEW BUSINESS**

### **Kiosk update**

Town Clerk Frasier announced that the kiosk had been damaged while moving it from the Deroco parkinglot location. Chair Adams stated she would follow up with the Town Manager to get additional details.

### **Sign up for Girl & A Gun table**

Chair Adams announced that the deadline to submit swag and/or discounts for the event is April 22<sup>nd</sup>.

### **Sign up for distribution of maps See Attached sheet**

Chair Adams and C Shull announced that if anyone runs out of maps, there are extras at the CAVE office.

## **PUBLIC COMMENT**

Matt Payne, Palisade, CO, encouraged the Board to utilize alternatives to Placerai, as the discussion regarding member's individual data gathering assets seem to cover the needs of TAB.

## **ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

## **ADJOURNMENT**

***Motion #3*** by C Shull, seconded by S Metzger, to adjourn the meeting at 11:26 am.

A voice vote was requested.

Motion carried unanimously.

X

---

Keli L. Frasier, CMC  
Town Clerk

X

---

Juliann Adams  
Tourism Advisory Board Chairperson

**LODGING TAXES REVIEW**  
**2025**

\*\* Reporting Month is the Total Collected from Participant Reports.  
This may include prior months activities if not received by the end of  
the reporting month. For Example: Jan 2025 reporting is usually for  
Dec Lodging reports paid in Jan. It may include reports before Dec.  
This report only includes the \$4 per room per night Tax.

Reporting Month 2025				Reporting Month 2024			
	Taxes	# of Nights			Taxes	# of Nights	
January	\$1,760.00	440	4.00	January	\$2,356.00	589	4.00
February	\$2,292.00	573	4.00	February	\$2,428.00	607	4.00
March	\$4,792.00	1,198	4.00	March	\$7,302.00	2,238	3.26 **
April				April	\$8,024.00	2,006	4.00
May				May	\$14,192.00	3,548	4.00
June				June	\$14,988.00	3,747	4.00
July				July	\$14,920.00	3,730	4.00
August				August	\$17,592.00	4,398	4.00
September				September	\$16,448.00	4,112	4.00
October				October	\$10,172.00	2,543	4.00
November				November	\$4,500.00	1,125	4.00
December				December	\$2,156.00	539	4.00
	<u>\$8,844.00</u>	<u>2211</u>	<u>\$4.00</u>		<u>\$115,078.00</u>	<u>29182</u>	<u>\$3.94</u>
	% of '24	375.38%			2024 Total	29182	

**2024 EMS Collected at \$2 per room per night**  
**Total collection of \$56,200**

**DIFFERENCE**

	Taxes	Nights	
January	-\$596.00	-149	
February	-\$136.00	-34	
March	-\$2,510.00	-1040	**
April			
May			
June			
July			
August			
September			
October			
November			
December			
	<u>-\$3,242.00</u>	<u>-1223</u>	

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
<b>TOURISM FUND</b>					
<b>TOURISM FUND</b>					
003-012-5245	WEBSITE & ON-LINE MGT	2,464.34	7,500.00	5,035.66	67%
003-012-5247	DESIGN/PRODUCTION	3,125.00	15,000.00	11,875.00	79%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	5,407.50	22,500.00	17,092.50	76%
003-012-5250	OFFLINE MEDIA	6,995.48	22,500.00	15,504.52	69%
003-012-5251	TOWN WEBSITE	3,125.00	15,000.00	11,875.00	79%
003-012-5255	ACCOUNT MANAGEMENT FEES	1,562.50	7,500.00	5,937.50	79%
Total TOURISM FUND:		22,679.82	90,000.00	67,320.18	75%