



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



June 18, 2025

9:00 am Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLL CALL**
- III. OATH OF OFFICE**
 - A. Ryan Robinson
 - B. Rondo Buecheler
- IV. AGENDA ADOPTION**
- V. APPROVAL OF MINUTES**
 - A. Approve minutes of May 21, 2025
- VI. TOWN REPORT**
 - A. Update on Short-Term Rental Ordinance
- VII. FINANCIAL YTD UPDATE**
 - A. YTD
 - B. Room night report
- VIII. ADVERTISING UPDATE: Ryan and Brandi**
 - A. Marketing Update
- IX. CONTINUED BUSINESS**
 - A. Update on Map/Stickers/Postcards
 - B. Status of data analytics program - Placer.ai
 - C. Status of Downtown Map signs
- X. NEW BUSINESS**
 - A. Discussion on future Kiosk locations
- XI. PUBLIC COMMENT (Please limit comments to 3 Minutes)**
- XII. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XIII. ADJOURNMENT**

[Next Meeting 9AM Wednesday, July 16, 2025](#)



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
May 21, 2025**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:01 a.m. by Chair Juliann Adams, with members present: Cassidee Shull, Tim Wenger, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice Chair Ryan Robinson, and Trustee Jeff Snook. Member Rondo Buecheler was absent. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, Community Development Director Devan Aziz, and Ryan Burke & Brandi Allen with Slate Communications.

OATH OF OFFICE

Town Clerk Keli Frasier administered the Oath of Office to all Palisade Tourism Advisory Board Members in attendance:

Chair Juliann Adams
Cassidee Shull
Tim Wenger (W-I-gner)
Brooke McElley
Jessica Burford
JoAnn Rasmussen
Ian Kelley
Susan Metzger

APPROVAL OF AGENDA

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

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by C Shull, seconded by J Burford, to approve the Minutes of April 16, 2025, as presented.

A voice vote was requested.

Motion carried

TOWN REPORT

Town Manager Hawkinson reviewed the Placer AI information and cost, and inquired if Tourism Advisory Board was interested in splitting the cost, with 50% from the Tourism fund and the other 50% from the Parks and Community Development Fund.

Motion #3 by J Burford, seconded by T Wenger, to forward a recommendation of approval to the Board of Trustees for a one-year subscription of Placer.ai data analytics software, with 50% of the cost to come from the Tourism Fund.

A voice vote was requested.
Motion carried

Town Manager Hawkinson went on to review the recent Request for Proposal (RFP) for a new spring special event, as well as the status of the kiosk that was previously located in the parking area of Palisade Pizza & Pourhouse.

FINANCIAL YTD UPDATE

Town Manager Hawkinson reviewed Q1 sales tax information.

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2025			2024		
	Fees	# of Nights		Fees	# of Nights
January	\$1,760.00	440	January	\$2,356.00	589
February	\$2,292.00	573	February	\$2,428.00	607
March	\$4,792.00	1,198	March	\$7,302.00	2,238
TOTAL	\$8,844.00	2211	TOTAL	\$12,086.00	3,434

DIFFERENCE		
	Fees	Nights
January	-\$596.00	-149
February	-\$136.00	-34
March	-\$2,510.00	-1,040
TOTAL	-\$3,242.00	-1,223

ADVERTISING UPDATE

Marketing Update

B Allen reviewed marketing campaigns, website analytics, and social media updates.

The consensus of the Board is that they are interested in targeting marketing to RV travelers.

Update of Page for Local Farm Shopping Promotion

B Allen reviewed the website and social media posts pushing local farms.

CONTINUED BUSINESS

Report on FAM Tour

T Wenger reviewed the tour events and thanked those who participated in the first FAM Tour put on by the Tourism Advisory Board without Colorado Tourism Office's (CTO's) or other partnerships.

Update on Map

C Shull announced that the maps had been delivered, and members discussed who would help pass the maps, stickers, and postcards out.

Report on Girl and a Gun Conference

Chair Adams gave a brief update on the success of the event.

NEW BUSINESS

Sign Up for Map/Swag Distribution

This item was discussed during the map update.

PUBLIC COMMENT

None were offered..

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by J Burford, seconded by I Kelley, to adjourn the meeting at 10:32 am.

A voice vote was requested.

Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

Capital Projects to Date

Waste-Water Consolidation to Clifton**\$24 million**

- Winter Construction (canal drained) – Fall 2025 – Fall 2026
- Abandonment of existing lagoons – 1 year – Summer 2026 – 2027

DOLA Grant – Engineering Waste-Water Consolidation**\$2 million**

- Submitted Grant Request of \$1million for engineering on water-consolidation project – 50% match for \$2 million – complete Fall 2025

Roundabout Highway 6 – CDOT**CDOT Project**

- Construction Begin Fall 2025
- Town working closely with CDOT – Town responsible for lighting, landscaping, irrigation, bike lane definition

Multi-Modal Sidewalk Grant Award for Elberta – 1st Street to Wine Cty Rd.**\$2 million**

- Town awarded \$1.8 million in grant funds from CDOT for multi-modal path
- Town match 20% at \$200,000 - Includes 2 bridges over canal
- Construction Fall 2025 – April 2026

Land Use Code Update**\$40,000**

- DOLA grant \$20,000 - Town \$20,000 total \$40,000
- Project being completed with grant 7/29/2025

Boat Ramp – River Path Access	\$150,000
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- Design/ Engineering Plans complete
- Waiting Approval of Army Corp Permit
- Fall/ Winter Construction 2026-2026

WRAP – Wildfire Ready Action Plan – Regional Watershed Planning	\$ Regional Grant Fund
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- The Town of Palisade is part of a regional grant to plan wildfire management in the town's watershed. When complete the opportunity for grant funding to implement infrastructure.

Community Center	\$ Estimate????
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- The building has been closed for use due to the failing HVAC system and structural damage.
- To date architectural and construction review has been completed. This report is an analysis of the updates needed to the building.
- Asbestos reports are complete.

Palisade Irrigation	\$
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- The Town took over Palisade Pipes & Lateral Irrigation System.
- This infrastructure provides irrigation water to roughly half of the town from the Price Ditch.
- The mapping of the infrastructure is 90% complete.
- Next step is a rate study for the system.
- A study also needs to be conducted on how much water from the Price Ditch can be utilized.

Palisade Swimming Pool	\$15,000
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- The Trustees have directed to begin a preliminary design on a swimming pool remodel.

Recently Completed Capital Projects

Fiber	50% DOLA Grant - 50% Town	\$450,000
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- Project Complete 6/2025 - CDOT fiber going live – Town connected

TAP Grant Sidewalks –	80% Grant – 20% Town	\$1 million
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- Project Complete – remaining funds to CDOT roundabout project

<u>Troyer Sewer Lift Station</u>

- DOLA grant 80% - Town 20% - total \$346,645.00
- Project Complete 6/2025

<u>Hydraulic Model Study</u>

- DOLA grant \$20,000 - Town \$30,000 total \$50,000
- Project Complete 1st Quarter 2024

Veterans Park Playground	\$75,000
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- \$75,000 Lotto & Trailer Park Development Funds
- Completed Fall 2023

Clinic	\$5 million
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- Project Construction Complete – Town owns the building and leases
- Project 100% grant funded at \$5 million

<u>Renovation Historic Gym</u>

- A new south wall and indoor staircases were constructed, opening the historic bleachers back into the gym space.

<u>MMOF Safety Improvements to Highway 6</u>
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- Highway 6 was remodeled with left hand turn lanes, the removal of a lane and the addition of pedestrian safety refuge and detached sidewalks with landscaping

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	2,723.34	7,500.00	4,776.66	64%
003-012-5247	DESIGN/PRODUCTION	3,125.00	15,000.00	11,875.00	79%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	5,887.50	22,500.00	16,612.50	74%
003-012-5250	OFFLINE MEDIA	8,151.41	22,500.00	14,348.59	64%
003-012-5251	TOWN WEBSITE	3,406.17	15,000.00	11,593.83	77%
003-012-5255	ACCOUNT MANAGEMENT FEES	1,562.50	7,500.00	5,937.50	79%
Total TOURISM FUND:		24,855.92	90,000.00	65,144.08	72%

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	\$7,832.00	1,958	4.00	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>\$16,676.00</u>	<u>4169</u>	<u>\$4.00</u>		<u>\$115,078.00</u>	<u>29182</u>	<u>\$3.94</u>
	% of '24	707.81%			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	-\$192.00	-48	
May			
June			
July			
August			
September			
October			
November			
December			
	<u>-\$3,434.00</u>	<u>-1271</u>	

We Collected STVR Taxes in 03.2024 for past periods from 2021 through 2023 for 441 nights. We also Collected Penalties and Interest with this payment.