



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



June 20, 2024

11:00 am Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Minutes of May 16, 2024
- V. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VI. ADVERTISING UDATE: Ryan and Melita**
 - A. Marketing Update
 - B. Update on Social Media Strategy from CTO for DPR
 - C. Update on Airport Marketing
 - D. Approval of Utah ‘Go Travel Site’ Leads Renewal \$1500
- VII. CONTINUED BUSINESS**
 - A. Map update - Done!
 - B. Update Byway Signs and Town Signs
 - C. Sticker Order Review & Vote
- VIII. NEW BUSINESS**
 - A. Grand Valley Water Safety Protocols – Cassidee/Rondo
 - B. Discussion of Meeting times
 - C. Update on Vacancy of Board seats - Timeline
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XI. ADJOURNMENT**

[Next Meeting Thursday, July 18, 2024](#)



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
May 16, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:05 am by Chair Juliann Adams, with members present: Trustee Jeff Snook, Tim Wenger, Brooke McElley, Jessica Burford, and Vice Chair Ryan Robinson. Absent were Cassidee Shull, Jeff Hanle, Jean Tally and Rondo Beucheler. A quorum was declared. Also in attendance were Special Events Coordinator Rebecca Loucks, Mimi Mather and Melita Pawlowski with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by B. McElley, seconded by J. Burford, to approve the Agenda as presented.
A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Trustee Snook, seconded by J. Burford, to approve the Minutes of April 18, 2024, as presented.

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			2023		
	Fees	# of Nights		Fees	# of Nights
January	\$2,652.00	663	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
March	\$7,302.00	2,238	March	\$5,496.00	1,374
TOTAL	\$12,086.00	3,434	TOTAL	\$11,010.00	2,752

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
March	\$1,806.00	864
TOTAL	\$1076.00	682

ADVERTISING UPDATE

Marketing Update

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

CONTINUED BUSINESS

M. Pawlowski and Mimi Mather reviewed marketing campaigns, website and social media updates. Digital ads for the Grand Junction and Montrose Airports and Social media ads were reviewed. After

discussion with the Board, it was decided not to move forward with adds on Spotify. Chair Adams gave an update on the progress of the updated 2024 map.

Motion #3 by Vice Chair R. Robinson, seconded by J. Burford, to move forward with digital ads with the Montrose Airport of \$650.00 a month from the Tourism Advisory Board fund.

A voice vote was requested.
Motion carried.

Promotional Palisade Stickers

M. Pawlowski reviewed designs and costs for the promotional Palisade Stickers. After the board discussion, it was decided to move forward with a \$5,000 order, adding an additional 2,500 stickers for the Palisade Chamber of Commerce to be paid for by their organization.

CTO Summer Co-Op Applications (Social Media and Do Palisade Right)

Mimi Mather with the Colorado Tourism Office (CTO) gave an update on Social Media campaigns and will produce a summary report for the “Do Palisade Right” campaign. J. Burford gave an overview of the “Do Palisade Right” kick-off event.

NEW BUSINESS

Wayfinding signs for Town

Chair Adams gave a presentation on the conditions, costs, and process of replacing the Fruit and Wine Byway signs in Town.

Motion #4 by J. Burford, seconded by B. McElley, to purchase up to 30 Fruit and Wine Byway signs to be replaced along the Fruit and Wine Byway.

Motion #5 by J. Burford, seconded by B. McElley, to amend the original motion to include a budget of \$3,000 from the Tourism Advisory Board fund.

A voice vote was requested.
Motion carried.

Motion #4 by J. Burford, seconded by B. McElley, to purchase up to 30 Fruit and Wine Byway signs to be replaced along the Fruit and Wine Byway with a budget of \$3,000 from the Tourism Advisory Board fund.

A voice vote was requested.
Motion carried.

Tourism Advisory Board Open Positions

Chair Adams formally announced that the Tourism Advisory Board has open positions and will begin working with Town staff to start the application process to fill vacant seats.

PUBLIC COMMENT

JoAnn Rasmussen, Chair of the Palisade Historical Society, gave a brief update on the society’s visitor and volunteer numbers, as well as upcoming events.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #6 by J. Burford, seconded by B. McElley, to adjourn the meeting at 12:38 pm.

A voice vote was requested.

Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk

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	\$0.00	0
June	\$0.00	0
July	\$0.00	0
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	\$20,110.00	5440
	% of '23	107.34%

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		
June		
July		
August		
September		
October		
November		
December		
	\$20,274.00	5068
	2023 Total	5068

DIFFERENCE

	Fees	Nights
January	\$222.00	46
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	\$0.00	0
June	\$0.00	0
July	\$0.00	0
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	-\$164.00	372

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	1,057.01	7,500.00	6,442.99	86%
003-012-5247	DESIGN/PRODUCTION	4,166.67	15,000.00	10,833.33	72%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	1,232.76	22,500.00	21,267.24	95%
003-012-5250	OFFLINE MEDIA	3,000.00	22,500.00	19,500.00	87%
003-012-5251	TOWN WEBSITE	1,688.84	15,000.00	13,311.16	89%
003-012-5255	ACCOUNT MANAGEMENT FEES	833.33	7,500.00	6,666.67	89%
Total TOURISM FUND:		11,978.61	90,000.00	78,021.39	87%