



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



**July 13, 2023**

**12:00 pm Monthly Meeting**

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

- I. **REGULAR MEETING CALLED TO ORDER AT 12:00 pm**
- II. **ROLLCALL**
- III. **AGENDA ADOPTION**
- IV. **APPROVAL OF MINUTES June 8, 2023**
- V. **TOWN MANAGER REPORT:** Janet (3 minutes)
- VI. **FINANCIAL YTD UPDATE:**
  - A. YTD
  - B. Room night report
- VII. **ADVERTISING UPDATE:** Ryan and Melita
  - A. Marketing Analysis
- VIII. **CONTINUED BUSINESS**
  - A. Report of Boulder Media trip – Tim
  - B. Byway sign update
  - C. Town signs with new maps update – Amy and Juliann discussed idea of a neutral map – work in progress
- IX. **NEW BUSINESS**
  - A. CTO Destination Stewardship Strategic Planning Initiative  
 A year long initiative with all 8 regions of CO to shape the vision of long term tourism in CO  
 Please take a look at the summary <https://www.colorado.com/news/colorado-tourism-office-launches-destination-stewardship-strategic-planning-initiative>
  - B. Discussion of CTO Tourism Marketing Matching Grant for Tourism and TODD signs
  - C. Next meeting time change to 12:00 pm due to LED scheduling conflict
- X. **PUBLIC COMMENT**
- XI. **ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XII. **ADJOURNMENT**

**Next Meeting Thursday, August 10, 2023, time TBD**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
June 8, 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: Jean Tally, Cassidee Shull, Rondo Buecheler, Jeff Snook, Tim Wenger, Ashley McGee, Jessica Burford, and Trustee Ellen Turner. Absent were Vice Chair Ryan Robinson and Jeff Hanle. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

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

**APPROVAL OF MINUTES**

**Motion #2** by Trustee Turner, seconded by J. Snook, to approve the Minutes of May 11, 2023, as presented.

A voice vote was requested.  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

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

**LODGING FEES REVIEW**

<b>2023</b>		
	<b>Fees</b>	<b># of Nights</b>
January	\$2,134.00	543
February	\$3,380.00	835
March	\$5,496.00	1374
April	\$9,264.00	2316
	<b>\$11,010.00</b>	<b>2752</b>

<b>2022</b>		
	<b>Fees</b>	<b># of Nights</b>
January	\$1,286.00	643
February	\$2,230.00	1115
March	\$3,836.80	1913
April	\$5,862.00	2931
	<b>\$7,352.80</b>	<b>3671</b>

<b>DIFFERENCE</b>		
	<b>Fees</b>	<b>Nights</b>
January	\$848.00	-100
February	\$1,150.00	-280
March	\$1,659.20	-539
April	\$3,402.00	-615
	<b>\$3,657.20</b>	<b>-919</b>

**ADVERTISING UPDATE**

**Marketing Analysis**

M. Paelowski updated the Board on the status of media buys and advertising.

**OLD BUSINESS**

**Update on Gravel Guide**

The guides have been printed and delivered.

*The consensus of the Board is to do a press release that the guides are available. M. Paelowski stated that she would write it.*

**Delivery of maps/postcards/stickers**

Chair Adams announced that packages with all three items had been delivered to various places in Town.

**Update on CTO Grant - Destination Blueprint**

Chair Adams and C. Shull have the grant written and are looking for letters of support.

**NEW BUSINESS**

**Invitation to an immersive media tour across the Boulder County Farm Trail to uplift the great stories of agritourism across all of Colorado. Can someone attend?**

- **Wednesday, June 28, 3:30 to 9 pm Boulder Farmers Market**

Chair Adams explained the program and stated that the Board felt that Tim Wenger would be a great fit to attend if possible. T. Wenger accepted.

**New Signs downtown – one on the south side of the Food Town building, second in shuttle parking in the dirt lot**

Members discussed what they would like to see added and/or changed on the signs, including a QR code with business info, “Do Palisade Right” info, and an updated map.

**TODS Sign update**

Chair Adams was notified that the Fruit & Wine Byway does not qualify for the TODSs signs but will reach out to other contacts to see what’s possible.

**PUBLIC COMMENT**

J. Burford asked if the Palisade Bluegrass and Roots Festival was required to pay lodging fees. Trustee Turner stated that she would ask the Town Attorney for clarification.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

Stating there was no further business, Chair Adams adjourned the meeting at 10:43 am.

X

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Juliann Adams  
Tourism Advisory Board Chairperson

X

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Keli Frasier  
Town Clerk

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[\*\\*Direct Mail to Glenwood Springs\*](#)

TO: Board of Trustees, Town of Palisade, Colorado  
FROM: Karp Neu Hanlon, P.C.  
RE: Lodging Occupation Tax - Palisade Bluegrass and Roots Festival  
DATE: June 21, 2023

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At the June 13, 2023 Board of Trustees meeting, the Board raised the applicability of the Town's Lodging Occupation Tax (the "Tax") codified in Article III of Chapter 6 of the Palisade Municipal Code (the "Code") on the Palisade Bluegrass and Roots Festival. It does not apply.

Section 6-53 of the Code levies the Tax:

**Sec. 6-53. Levy of tax.**

Effective January 1, 2023, there is hereby levied by the Town an occupation tax on the provision of lodging upon every person or business that furnishes any hotel room, motel room, lodging room, motor hotel room, recreational vehicle park or resort space, campground space or other similar accommodation for consideration for less than one (1) month or thirty-one (31) consecutive days, whichever is less, within the Town in the amount of six dollars (\$6.00) per day, per occupied lodging room or accommodation. *Emphasis provided.*

Section 6-52 of the Code provides definitions for this Article and the Town is not a "person" to which the Tax applies:

**Sec. 6-52. - Definitions.**

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Person means an individual, partnership, firm, joint enterprise, limited liability company, corporation, estate or trust or any group or combination acting as a unit, but shall not include the United States of America, the State and any political subdivision thereof. *Emphasis provided.*

It is widely accepted that political subdivisions are exempt from taxation, and it is not surprising that the Code expressly states that.

The Town contracts out many of the duties of the Palisade Bluegrass and Roots Festival, but it owns it and earns revenue from it, so it is unclear under what policy theory it should also tax itself. As stated in Section 6-51 of the Code, the purpose of the Tax is to “provide revenues for tourism promotion in and around the Town.” The origin of the Bluegrass and Roots Festival was to market the Town and its environs and bring people in to enjoy and experience Palisade, benefitting local businesses. It performs its own marketing and the community coordinates to promote Palisade to ensure a positive experience for Festival attendees so they return. One would assume it is a boon for the local accommodations industry since not all attendees want to camp.

In conclusion, not only is the Code clear that the Tax does not apply to the Bluegrass and Roots Festival since the Town owns it, but policy analysis indicates that the Festival furthers the purpose of the Tax.



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Palisade, CO 81526

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## TOWN MANAGER REPORT

Tourism Advisory Board Meeting Date – July 12, 2023

**TOWN MANAGER REPORT**

July 2023

**TOWN OF PALISADE CAPITAL IMPROVEMENT PROJECTS**

**HISTORIC PALISADE GYM REMODEL**

**FUNDING - GENERAL FUND**

gym opening August

**CLINIC**

**FUNDING - 100% GRANT & LEASE**

clinic complete

**FIBER Middle-mile & CNL construction**

**FUNDING - 50% DOLA GRANT, 50% GENERAL FUND**

Contract with Deeply Digital for construction of CNL & Middle Mile

Start Construction April

Town constructing middle mile & CNL

Cleartnetworx building out private fiber - live this fall

**ELBERTA SIDEWALK IMPROVEMENTS**

**FUNDING - 80% MAIN ST GRANT, 20% GENERAL FUND**

Waiting on CDOT for contract

Awarded \$2million grants-design start in fall

**WASTEWATER CONSOLIDATION**

Board signed intent for funding

Grant submitted for lagoon remediation to Federal CDS program

Funding granted with USDA - engineer starting fall 2023 - \$24M project

**COMPREHENSIVE PLAN**

**FUNDING - 50% DOLA, 50% GENERAL FUND**

Comprehensive Plan - Complete: February 2023

Complete - land use code rewrite fall-spring 2024

**TAP GRANT - SIDEWALKS**

**FUNDING - 80% TAP GRANT, 20% GENERAL FUND**

Engineering Design - Cresthaven to High School

Working with CDOT on Elbert & Hwy 6 round-about

design complete - CDOT review - construction spring 2024

**PALISADE IRRIGATION**

Board Decision 3/14/2023

Town has acquired



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## Town of Palisade, Colorado

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### Active Town of Palisade Grants as of January 1, 2023

Total Grant Award Amount 2019-2023: **\$11,330,333.79**

PROJECT NAME	AWARD AMOUNT	GRANT FUNDS	TOWN FUNDS
DOLA - BROADBAND	\$813,986.00	\$406,993.00	\$406,993.00
DOLA - TROYER LIFT STATION	\$346,645.00	\$173,322.50	\$173,322.50
DOLA - COMP PLAN	\$50,000.00	\$25,000.00	\$25,000.00
DOLA - SEWER STUDY	\$140,000.00	\$110,000.00	\$30,000.00
FEMA - ASSISTANCE TO FIREFIGHTERS GRANT (AFG)	\$300,000.00	\$272,727.27	\$27,272.73
HRSA - CLINIC	\$1,000,000.00	\$1,000,000.00	\$- 0
MESA COUNTY - CLINIC	\$1,500,000.00	\$1,500,000.00	\$- 0
COMMUNITY HOSPITAL - CLINIC	\$2,500,000.00	\$2,500,000.00	\$- 0
MMOF - ELBERTA	\$1,100,000.00	\$880,000.00	\$220,000.00
MMOF - GVRTC - BRIDGES ON ELBERTA	\$610,000.00	\$590,000.00	\$20,000.00
TAP GRANT - SOUTH HWY 6 SIDEWALKS	\$1,000,000.00	\$800,000.00	\$200,000.00
DOLA - HYDRAULIC DISTRIBUTION STUDY	\$50,000.00	\$25,000.00	\$25,000.00
DOLA - LAND USE CODE	\$50,000.00	\$25,000.00	\$25,000.00
<b>TOTAL - ACTIVE GRANTS</b>	<b>\$9,460,631.00</b>	<b>\$8,308,042.77</b>	<b>\$1,152,588.23</b>





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## Town of Palisade, Colorado

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### Completed Town of Palisade Grants as of January 1, 2023

PROJECT NAME	AWARD AMOUNT	GRANT FUNDS	TOWN FUNDS
BUS STOP ON 2ND ST & HISTORIC SCALE	\$25,000.00	\$25,000.00	\$- 0
CDOT MAIN ST - BENCHES	\$5,000.00	\$5,000.00	\$- 0
CO DIV OF FIRE PREVENTION & CONTROL	\$6,734.79	\$6,734.79	\$- 0
COMMERCIAL WOODCHIPPER	\$37,310.00	\$37,310.00	\$- 0
FIRE BRUSH TRUCK - FED MINERAL LEASE	\$140,000.00	\$63,000.00	\$77,000.00
GOCO GRANT - MESA CTY - PLUNGE LOT	\$150,000.00	\$150,000.00	\$- 0
MAIN ST # 2 - PARKLETS	\$55,000.00	\$50,000.00	\$5,000.00
MAIN ST # 3 - PLUNGE PARKING LOT	\$55,000.00	\$50,000.00	\$5,000.00
MAIN ST # 4 - HWY 6 SIDEWALK	\$110,000.00	\$100,000.00	\$10,000.00
MARKETING GRANT - FRUITA & TAB	\$35,000.00	\$25,000.00	\$10,000.00
PARKLETS FOR PALISADE BUSINESSES	\$240,000.00	\$240,000.00	\$- 0
RB PARK - TAMARISK & RUSSIAN OLIVE	\$30,000.00	\$30,000.00	\$- 0
STREET LEAF VACUUM	\$67,781.00	\$67,781.00	\$- 0
HIGHWAY 6 - CDOT GRANT	\$912,877.00	\$547,726.00	\$365,151.00
<b>TOTAL - COMPLETED GRANTS</b>	<b>\$1,869,702.79</b>	<b>\$1,397,551.79</b>	<b>\$472,151.00</b>

