



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



August 10, 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**
 - A. Approve minutes of July 13, 2023
- V. **FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VI. **ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Analysis
- VII. **CONTINUED BUSINESS**
 - A. Report of Chamber meeting for Cycling issues
 - B. Status of Blueprint Grant Application
- VIII. **NEW BUSINESS**
 - A. Stewardship Workshops Sept 14, Montrose 8:30-12:30 or Oct 12 in Durango 8:30-12:30
The webpage dedicated to the [Destination Stewardship Strategic Planning Initiative](#) is live on the OEDIT website. Please refer to this link and sign up for our weekly Tourism Tuesday newsletter to stay updated on this initiative. The Partner Communications Toolkit will be posted to the site soon, so please check back for that important resource. A link to the jamboard notes: <https://jamboard.google.com/d/16MTct-h87fDrc7Je8nnIBcJHAar2QZBKwykoTxnEzkQ/edit?usp=sharing>
 - B. Set up meeting for CTO Marketing Grant
- IX. **PUBLIC COMMENT**
- X. **ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XI. **ADJOURNMENT**

Next Meeting Thursday, September 21, 2023, at 11:00 AM



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
July 13, 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, Jeff Hanle, Cassidee Shull, Rondo Buecheler, Jeff Snook, Tim Wenger, Jessica Burford, and Trustee Ellen Turner. Absent were Jean Tally and Ashley McGee. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by Trustee Turner, seconded by C. Shull, to approve the agenda as presented.
A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Trustee Turner, seconded by J. Burford, to approve the Minutes of June 8, 2023, as presented.

A voice vote was requested.
Motion carried unanimously.

TOWN MANAGER REPORT

Town Manager Janet Hawkinson briefly reviewed the memo from Town Attorney Neu regarding lodging fees not being charged to the Palisade Bluegrass & Roots Festival and discussed the Town Manager’s report.

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

2023			2022		
	Fees	# of Nights		Fees	# of Nights
January	\$2,134.00	543	January	\$1,286.00	643
February	\$3,380.00	835	February	\$2,230.00	1115
March	\$5,496.00	1374	March	\$3,836.80	1913
April	\$9,264.00	2316	April	\$5,862.00	2931
May	\$14,596.00	3649	May	\$7,426.00	3713
	\$34,870.00	8717		\$20,640.80	10315
DIFFERENCE					
	Fees	Nights			
January	\$848.00	-100			
February	\$1,150.00	-280			
March	\$1,659.20	-539			
April	\$3,402.00	-615			
May	\$7,170.00	-64			
	\$14,229.20	-1598			

ADVERTISING UPDATE**Marketing Analysis**

M. Paelowski updated the Board on Q2 website analytics.

CONTINUED BUSINESS**Report of Boulder Media trip**

T. Wenger described the event and remarked that Palisade was well represented at all planned activities.

Byway sign update & Town signs with new maps update

Town Manager Hawkinson and various Board members discussed existing signs, proposed signs, and the budget.

The consensus of the Board is to create a subcommittee of Juliann Adams, Jessica Burford, and Cassidee Shull to work on the specifics of the signs and to apply for a grant to help with the budget.

NEW BUSINESS**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>

Chair Adams explained the program, and T. Wenger, J. Burford, C. Shull, and J. Snook all expressed interest in participating.

Discussion of CTO Tourism Marketing Matching Grant for Tourism and TODD signs

This item was discussed under continued business with the “Byway sign update & Town signs with new maps update” item.

Next meeting time change to 12:00 pm due to LED scheduling conflict

Chair Adams explained the reasoning for moving the current meeting and requested that the next meeting be moved as well due to the Colorado Liquor Enforcement Division’s meetings being rescheduled.

The consensus of the Board is:

- *August 10, 2023, will be moved to 12:00 pm*
- *Starting on September 21, 2023, all Tourism Advisory Board meetings will be on the third Thursday of the month at 11:00 am.*

PUBLIC COMMENT

Mark Athier (sp?), a visitor from Cottonwood, Arizona, shared his interest in Palisade and discussed his experience in the tourism industry.

Mark Williams, the owner of Palisade PediCab, shared concerns about cyclists in the area and possible educational opportunities for tourists.

J. Burford stated that the Palisade Chamber of Commerce would schedule a work session to further discuss the issue with local businesses and residents.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #3 by J. Burford, seconded by R. Buecheler, to adjourn the meeting at 1:44 pm.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk