



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



**August 11, 2022**

**9:00 am Monthly Meeting**

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES, July 14, 2022**
- V. INTRODUCTION MIMI MATHER:** Update on Reimagine Destination Grant with Fruita and upcoming Grant application for EDA State Outdoor Recreation Grant to support a project such as the gravel guide.
- VI. FINANCIAL YTD UPDATE: Travis Boyd**
- VII. ADVERTISING UPDATE: Ryan and Melita**
  - A.** Update on Marketing Strategy
  - B.** Status of website corrections
- VIII. OLD BUSINESS**
  - A.** Workshop for CTO grant Tuesday, October 18<sup>th</sup> 9am to 4pm, Location TBD
  - B.** Update on postcards
  - C.** Update on Zoom waiver for TAB meetings
  - D.** Update on Lodging Tax ballot for November
- IX. NEW BUSINESS**
  - A.** New date for Joint meeting with Trustee Board
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XII. ADJOURNMENT**

**Next Meeting Thursday, September 8, 2022, 9:00 am – 11:00 am**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
July 14, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:04 am by Chair Juliann Adams with members present: Jeff Hanle, Cassidee Shull, Rondo Buecheler, Jeff Snook, Chamber Director Jessica Burford, and Trustee Turner. Present on Zoom were Jean Tally and Ashley McGee. Absent were Vice-Chair Ryan Robinson and Tim Wenger. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, and Melita Pawlowski with Slate Communications Marketing was present via Zoom.

**APPROVAL OF AGENDA**

***Motion #1*** by C. Shull, seconded by J. Snook, to approve the Agenda as amended to include a discussion regarding Zoom to New Business

**APPROVAL OF MINUTES**

***Motion #2*** by C. Shull, seconded by J. Snook, to approve the Minutes of June 9, 2022, as amended to remove an update from Priscilla Waker with the Palisade Historical Society from the *Committee Discussion*.

A voice vote was requested  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

Chair Adams gave a brief update of the Tourism Advisory Board's financial status, as provided by the Town Finance Department.

**ADVERTISING UPDATE**

**Update on Marketing Strategy**

M. Paelowski with Slate Communications conducted a detailed discussion regarding the *Visit Palisade* website. They reviewed a summary of the analytics of the website and newsletter, and social media.

**OLD BUSINESS**

**Update on Reimagine Grant**

Chair Adams read an email regarding the approval of the grant. *This email will be a permanent attachment to these minutes.*

**Fruit-and-Wine Byway Signs**

C. Adams explained that the proposed blue background for the Fruit-and-Wine Byway signs are required by CDOT to be brown, and the signs have been ordered by the Town.

## **NEW BUSINESS**

### **New Date for Joint Meeting with the Board of Trustees**

*The consensus* of the Board is to request a work session with the Board of Trustees on September 27 or October 4.

### **Donation of \$250.00 for Postage for Postcard program by Dave Smith with Pali Tours**

Chair Adams explained that during an update to the Board of Trustees, Dave Smith with Pali Tours presented a check for \$250.00 for postage for the postcard program due to the success his business saw with them.

**Motion #3** by Trustee J. Tally seconded by C. Shull to reprint 2,500 postcards and add postage to distribute throughout the Town.

A voice vote was requested  
Motion carried unanimously

### **Discussion Regarding Zoom**

*The consensus* of the Board is for staff to put an ordinance forward to the Board of Trustees to authorize Tourism Advisory Board Members to vote and participate during meetings via Zoom.

## **PUBLIC COMMENT**

Members of the public briefly made comments/concerns to the Tourism Advisory Board.

## **ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

## **ADJOURNMENT**

**Motion #4** by R. Buecheler, seconded by C. Shull, to adjourn the meeting at 10:06 am.

A voice vote was requested.  
Motion carried unanimously.

X

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Juliann Adams  
TAB Chairperson

X

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Keli Frasier  
Town Clerk

TOWN OF PALISADE  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 7 MONTHS ENDING JULY 31, 2022

TOURISM FUND

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
	<u>TOURISM REVENUE</u>					
003-000-3109	LODGING FEES	8,214.00	28,330.80	55,000.00	26,669.20	51.5
	TOTAL TOURISM REVENUE	8,214.00	28,330.80	55,000.00	26,669.20	51.5
	TOTAL FUND REVENUE	8,214.00	28,330.80	55,000.00	26,669.20	51.5

TOWN OF PALISADE  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 7 MONTHS ENDING JULY 31, 2022

TOURISM FUND

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
	<u>TOURISM FUND</u>					
003-012-5245	WEBSITE & ON-LINE MGT	1,992.57	3,285.14	3,000.00	( 285.14)	109.5
003-012-5246	WEB PROGRAMMING	.00	.00	5,000.00	5,000.00	.0
003-012-5247	DESIGN/PRODUCTION	1,237.62	3,287.94	5,000.00	1,712.06	65.8
003-012-5249	ONLINE MARKETING-MEDIA COSTS	3,076.29	8,474.43	21,000.00	12,525.57	40.4
003-012-5250	OFFLINE MEDIA	3,465.35	7,630.70	9,000.00	1,369.30	84.8
003-012-5255	ACCOUNT MANAGEMENT FEES	1,683.17	3,366.34	7,000.00	3,633.66	48.1
003-012-5259	CONTINGENCY	.00	.00	5,000.00	5,000.00	.0
	TOTAL TOURISM FUND	11,455.00	26,044.55	55,000.00	28,955.45	47.4
	TOTAL FUND EXPENDITURES	11,455.00	26,044.55	55,000.00	28,955.45	47.4
	NET REVENUE OVER EXPENDITURES	( 3,241.00)	2,286.25	.00	( 2,286.25)	.0



## Reimagine Destinations Program Participant Agreement Form

[Destination Organization] was approved by the Colorado Tourism Office in July 2022 to participate in the Reimagine Destinations Program, a new Destination Development program focused on advancing tourism strategies that foster long-term resilience of Colorado's tourism industry.

Participating destinations receive:

- A destination assessment
- A full-day community visioning and action planning workshop
- 100 hours of free consulting to advance priority tourism projects
- a \$20,000 creative asset production shoot

As the local champion for [Destination], I am fully committed to the following roles and responsibilities for participating in the Reimagine Destinations Program:

- Communicate regularly with the Colorado Tourism Office and your assigned CRAFT Workshop Facilitator.
- Identify a core team of local tourism stakeholders to support the design and delivery of the program.
- Submit relevant background information to the Colorado Tourism Office and assist with the development of a destination assessment.
- Schedule and attend a series of meetings with your core team to validate program priorities and finalize the logistics for the full-day workshop.
- Procure a venue with the necessary audio/visual equipment required to deliver a full-day workshop.
- Assist the delivery of a successful full-day community visioning and action planning workshop in partnership with your assigned CRAFT Workshop Facilitator.
- Work in conjunction with the CTO and your assigned CRAFT Mentor to design and implement 100 hours of free consulting to advance one or more tourism-related projects.
- Provide guidance to the Colorado Tourism Office on the execution of a \$20,000 creative asset production shoot.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## **Reimagine Destinations Program Core Team Boilerplate**

[Destination Organization] was recently approved by the Colorado Tourism Office to participate in the [Reimagine Destinations Program](#) through June 2023.

The Reimagine Destinations Program is a new industry offering that is part of a series of activities being funded by a CARES Act Recovery Assistance grant to advance projects that foster the long-term resilience of the Colorado tourism industry.

Program objectives include:

- enhance collaboration between state and local tourism leaders
- foster alignment on local priorities to advance tourism
- implement innovative tourism projects

As a participant in the program, [Destination Organization] will receive a destination assessment, a full-day community visioning and action planning workshop, 100 hours of free consulting to advance priority tourism projects, and a \$20,000 creative asset production shoot.

The Colorado Tourism Office has requested that [Destination Organization] assemble a core team of local tourism leaders to assist the design and delivery of a full-day workshop this fall. We'd like to invite your support on the core team.

As a core team member, you will be asked to attend up to three 60-minute virtual meetings leading up to the workshop, provide input over email communications, and attend the full-day workshop. We expect our first core team meeting to occur in August or September.

I look forward to learning if you are available to participate and we can plan to include you in the upcoming communications.