



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



September 17, 2025
9:00 am Meeting Board Room
<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**
 - A. Approve minutes of August 20, 2025
- V. CHAIR REPORT**
 - A. Status of 250/150 grant application
 - B. Change of date for Workshop
 - C. Room Night financial report
 - D. Discuss idea of trademark for Fruit & Wine Byway logo
 - E. CTO grant submitted for off-season marketing
- VI. TOWN REPORT – UPDATE ON CAPITAL PROJECTS**
 - A. Budget Season
- VII. ADVERTISING for FALL: Slate Marketing (20 Minutes)**
 - A. Marketing Review of last month
 - B. Update on Next marketing efforts
 - C. Lodging partners update on visitors
 - D. Website Content Review
- VIII. CONTINUED BUSINESS (20 Minutes)**
 - A. Discuss Date meets Zip Ideas
- IX. NEW BUSINESS (10 Minutes)**
 - A. Accessibility Tourism Study- Jennifer Fortuna, CMU
- X. PUBLIC COMMENT (Please limit comments to 3 Minutes)**
- XI. ADJOURNMENT**

Next Meeting 9AM Wednesday October 15, 2025



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
August 20, 2025**

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

APPROVAL OF AGENDA

Motion #1 by C Shull, seconded by J Rasmussen, to approve the agenda as amended to include New Business “Date Meets Zip.”

A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Vice-Chair Robinson, seconded by B McElley, to approve the Minutes of July 16, 2025, as presented.

A voice vote was requested.
Motion carried

TOWN REPORT

Town Manager Janet Hawkinson reviewed the ongoing projects occurring in the Town of Palisade, as well as future projects that will begin soon.

CHAIR REPORT

Chair Adams announced that there is still no response to the letter of intent sent for the 250/150 grant application, and no update from the Fruita Tourism Board regarding a joint meeting.

ADVERTISING UPDATE

Marketing Review of Last Month
Update on Next Meeting’s Efforts
Review of the Website
Review of the Calendar

B Allen gave a detailed presentation reviewing current market trends and Slate Communication’s planned scope of work for the remainder of 2025.

Lodging Partners Update on Visitors

B McElley, I Kelley, and Trustee Snook all agreed that most visitors to their establishments have been coming from New Mexico, Texas, and Colorado.

New Social Media Strategy

The consensus of the Board is to push RV advertising and general marketing in Arizona and Texas, and to continue marketing efforts in Utah and Colorado.

CONTINUED BUSINESS

CTO Grant Request Due August 28, 2025

Town Manager Hawkinson reviewed current Tourism funds and described a conversation with the Colorado Tourism Office, Chair Adams, and herself regarding the open grant.

Chair Adams detailed the idea of off-season marketing for the regional area.

Vice-Chair Robinson explained Powderhorn's proposed contribution and desire to participate.

Chair Adams also reviewed lodging fees received and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2025		
	Fees	# of Nights
January	\$1,760.00	440
February	\$2,292.00	573
March	\$4,792.00	1,198
April	\$7,832.00	1,958
May	\$15,512.00	3,878
June	\$14,440.00	3,610
TOTAL	\$46,6283.00	11,657

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	\$14,192.00	3,548
June	\$14,988.00	3,747
TOTAL	\$49,290.00	12,735

DIFFERENCE		
	Fees	Nights
January	-\$596.00	-149
February	-\$136.00	-34
March	-\$2,510.00	-1,040
April	-\$192.00	-48
May	\$1,320.00	330
June	-\$548.00	-137
TOTAL	-\$2,662.00	-1,078

Motion #3 by S Metzger, seconded by B McElley, to request support and financial commitment from the Palisade Board of Trustees for a Colorado Tourism Office grant application for a winter campaign and off-season regional marketing with \$15,000.00 allocated from the Tourism Fund, \$5,000.00 contributed by Powderhorn Mountain Resort, and CTO grant funds of \$40,000.00 for a total project cost of \$60,000.

A voice vote was requested.
Motion carried unanimously

NEW BUSINESS**Sign on I-70 – 250/150 Grand December - Ideas**

Chair Adams explained that there is a grant in December that the Town can apply for that would support a sign announcing Palisade on I-70. Members discussed the type of sign (design) desired and whether funds need to be spent on a sign at all.

The consensus of the Board is to pause the discussion of a sign until details of a sign can be gathered, and a discussion of what TAB's future goals and mission will be.

Redefining TAB – State Goals for 2026

R Burke of Slate Communications gave a detailed presentation of the proposed direction for marketing the Town of Palisade in 2026.

The consensus of the Board is to hold a work session in October with a facilitator to discuss the topic further.

Date Meets Zip

J Rasmussen announced that next year, a calendar date will match Palisade's zip code (8/15/26) and listed a few options to help the town celebrate the occurrence.

The consensus of the Board is to bring up the topic during an October work session.

PUBLIC COMMENT

Matt Payne of Palisade commended the Board for the direction they seem to be heading with marketing and voiced his opposition to putting up a sign on I-70.

Grayson & WHATEVER with Happy Nomad Video and Photography are in Palisade for a short time, and expressed their eagerness to work with local businesses while here.

ADJOURNMENT

Motion #4 by I Kelley, seconded by B McElley, to adjourn the meeting at 10:37 am.

A voice vote was requested.
Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

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					
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003-012-5245	WEBSITE & ON-LINE MGT	4,803.84	7,500.00	2,696.16	36%
003-012-5247	DESIGN/PRODUCTION	6,250.00	15,000.00	8,750.00	58%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	16,055.00	22,500.00	6,445.00	29%
003-012-5250	OFFLINE MEDIA	16,203.62	22,500.00	6,296.38	28%
003-012-5251	TOWN WEBSITE	6,531.17	15,000.00	8,468.83	56%
003-012-5255	ACCOUNT MANAGEMENT FEES	3,125.00	7,500.00	4,375.00	58%
Total TOURISM FUND:		52,968.63	90,000.00	37,031.37	41%

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	\$15,512.00	3,878	4.00	May	\$14,192.00	3,548	4.00
June	\$14,440.00	3,610	4.00	June	\$14,988.00	3,747	4.00
July	\$13,512.00	3,378	4.00	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>\$60,140.00</u>	<u>15035</u>	<u>\$4.00</u>		<u>\$115,078.00</u>	<u>29182</u>	<u>\$3.94</u>
	% of '24	91.31%			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	\$1,320.00	330
June	-\$548.00	-137
July	-\$1,408.00	-352
August		
September		
October		
November		
December		
	<u>-\$4,070.00</u>	<u>-1430</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.