



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



**September 19, 2024**  
**9:00 am Monthly Meeting**  
<https://us06web.zoom.us/j/96182810397>

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
  - A. Approve minutes of August 15, 2024
- V. TOWN REPORT**
- VI. FINANCIAL YTD UPDATE:**
  - A. YTD
  - B. Room night report
- VII. ADVERTISING UPDATE – Slate Communications**
  - A. Marketing Update
  - B. Discussion on Local Winter Campaign
  - C. Winter Media Local Campaign
- VIII. CONTINUED BUSINESS**
  - A. Update on Kiosk maps – ‘You are Here’ Stickers ordered
  - B. Report on Airport Marketing – BreezeAir Hubs LA and Las Vegas
  - C. Report on Australian ‘Flow’ Bike Media Group - Jessica
  - D. Report on Katherine LaGrave, Deputy Editor of AFAR Magazine visit – Tim & Juliann
- IX. NEW BUSINESS**
  - A. Charging Stations update
  - B. Nominations for new TAB Board officers 2024/2025
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XII. ADJOURNMENT**

**Next Meeting 9AM Wednesday, October 16, 2024**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
August 15, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:00 am by Chair Juliann Adams, with members present: Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. Absent were members Cassidee Shull, Rondo Buecheler, and Tim Wigner. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Ryan Burke & Melita Pawlowski with Slate Communications.

**APPROVAL OF AGENDA**

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

**APPROVAL OF MINUTES**

**Motion #2** by B. McElley, seconded by Chair Adams, to approve the Minutes of July 18, 2024, as presented.

**TOWN REPORT**

Town Clerk Keli Frasier reviewed current Town projects.

**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
April	\$8,024.00	2,006	April	\$9,264.00	2,316
May	\$14,192.00	3,548	May	\$14,596.00	3,649
June	\$14,988.00	3,747	June	\$16,136.00	4,034
<b>TOTAL</b>	<b>\$49,290.00</b>	<b>12,735</b>	<b>TOTAL</b>	<b>\$51,006.00</b>	<b>12,751</b>

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
<b>TOTAL</b>	<b>-\$1,716.00</b>	<b>-16</b>

## **ADVERTISING UPDATE**

### **Marketing Update**

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

### **Report on latest articles on Palisade – Designation Top 10 by USA**

Chair Adams announced that Palisade was among the top ten in USA Today for wine destinations and in the top 19 for Cosmopolitan's destinations for women to vacation solo.

### **Discuss Dean & Runyan Tourism Report**

Chair Adams announced that the Colorado Tourism Office (CTO) released the Colorado Economic Impact of Travel Report for 2023, and it broke all records, including the Mountains & Mesas Region (which is what region Palisade is in).

## **CONTINUED BUSINESS**

### **Update on Signs, posters, maps, and sticker inventory (who has what)**

Chair Adams gave a brief update on signs that have been ordered, as well as the status/inventory of tear-off maps, postcards, and stickers.

**Motion #3** by B. McElley, seconded by R. Buecheler, to re-order up to \$1,000.00 of wine stickers.

A voice vote was requested.

Motion carried.

### **Update on CTO Tourism Marketing Grant Application – Breeze Air**

Chair Adams announced that she had submitted a letter of intent to apply for the grant to help fund new marketing with Breeze Airlines.

### **Discuss future TAB meeting time/day schedule**

*The consensus of the Board is to move the September 19, 2024, meeting to 9:00 am and all future meetings to the third Wednesday of every month at 9:00 am.*

## **NEW BUSINESS**

### **Charging Stations update**

Trustee Snook stated that he did not have an update yet but that he would reach out and see if he could get the discussion on an upcoming Board of Trustees meeting agenda.

### **Motion to host Australian Flow Mountain Bike X CTO Collaboration Crested Butte, Glenwood Springs, Palisade: August 24 – 31, 2024, Cost: \$1500 (1/2 of \$3000)**

J. Burford reviewed the request and asked the Board to support an expenditure of up to \$3,000.00 to host the delegation of riders.

**Motion #4** by J. Burford, seconded by Trustee Snook, to support the delegation of riders from the Australian Flow Mountain Bike X CTO Collaboration for an amount not to exceed \$3,000.00.

A voice vote was requested.

Motion carried.

**Idea for a Fall Strategy Workshop for 2025/2026 Marketing (incl stakeholders)**

*The consensus of the Board is to hold a work session/strategy round table conversation with stakeholders in late January or early February after the Economic Study has been completed and results published.*

**PUBLIC COMMENT**

Graham Johnson announced that he had been in the tourism business for 15 years and encouraged the Board not to give Palisade away but instead to keep making it special.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

**Motion #5** by J. Burford, seconded by J. Rassmussen, to adjourn the meeting at 12:35 pm.

A voice vote was requested.  
Motion carried unanimously.

X

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Keli L. Frasier, CMC  
Town Clerk

X

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Juliann Adams  
Tourism Advisory Board Chairperson



TAP Grant Sidewalks – 80% Grant – 20% Town \$1 million

- Project changed with roundabout and multi-use paths with this project
- TAP grant sidewalks now from Cresthaven to High School
- 100% designed & CDOT approved
- Land acquisition has started – need 3 property purchases – estimate 6 months
- Land acquisition estimated cost: \$81,000 - CDOT grant covers, however, any cost over this amount Town covers, possible 20%
- Construction Fall 2024

Multi-Modal Sidewalk Grant Award for Elberta – 80% CDOT - 20% Town \$2 million

- Town awarded \$2 million in grant funds from CDOT for multi-modal path
- Town match 20% at \$200,000
- Includes 2 bridges over canal
- RFQ for Design Engineering submitted to CDOT for approval
- Advertise RFQ Design/Engineering - October – November 2023
- CDOT approvals of Design – June - August 2025
- Construction Fall - Winter 2025

Fiber 50% DOLA Grant - 50% Town \$450,000

- CNL room complete
- Middle Mile fiber complete
- Last mile fiber through town 80% complete
- Fiber to town facilities complete
- CDOT permit to connect to I-70 complete
- Estimate light up fiber November

Troyer Sewer Lift Station 50% DOLA 50% Town \$346,645

- Engineering Complete – Pump Purchased
- Construction September 2023

Hydraulic Model Study 50% DOLA grant 50% Total \$50,000

- Project started – gathering data
- Complete June 2024
- Presentation to Board July 2024

Land Use Code Update DOLA Grant 50% Town 50% \$50,000

- Scheduled to begin November 2023
- Completion 4<sup>th</sup> quarter 2024

SIPA – Website Grant for ADA Compliance free than \$938.00 per year

- Statewide Internet Portal Authority – Colorado law requiring websites be ADA compliant by July 2024
- Grant with State to bring Town website into compliance – free first year, then yearly fee to maintain ADA compliance work on website

Pipes & Lateral Irrigation Fund & Infrastructure Town owned

- GIS mapping of infrastructure – investigative field work
- Investigation field work for customer list
- After mapping and customer list created work on rate structure and fund

2024 Department Projects:

1. Boat Ramp

- Terrace the bank next to the Boat Ramp
- Improve path to swim beach area
- Need engineer design & NEPA study for permit
- Approval with Army Corp Permit

2. Wildland Fire Division

- Staff has been successfully hired
- Proposals to send to other fires for reimbursement and equipment rental

3. Cameo Annexation

- Mapping & Attorney working with property owners

Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	2024-24 Current year Remaining	2024-24 Current year Remaining %
<b>TOURISM FUND</b>					
<b>TOURISM FUND</b>					
003-012-5245	WEBSITE & ON-LINE MGT	3,401.57	7,500.00	4,098.43	55%
003-012-5247	DESIGN/PRODUCTION	13,851.75	15,000.00	1,148.25	8%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	5,425.05	22,500.00	17,074.95	76%
003-012-5250	OFFLINE MEDIA	14,500.80	22,500.00	7,999.20	36%
003-012-5251	TOWN WEBSITE	5,874.71	15,000.00	9,125.29	61%
003-012-5255	ACCOUNT MANAGEMENT FEES	2,638.87	7,500.00	4,861.13	65%
Total TOURISM FUND:		45,692.75	90,000.00	44,307.25	49%



**LODGING FEES REVIEW**

**2024**

<b>Reporting</b>	<b>2024</b>	
	<b>Fees</b>	<b># of Nights</b>
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
July	\$14,664.00	3,666
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	<b>\$63,954.00</b>	<b>16401</b>
	<b>% of '23</b>	<b>98.74%</b>

<b>Reporting</b>	<b>2023</b>	
	<b>Fees</b>	<b># of Nights</b>
January	\$2,134.00	543
February	\$3,380.00	835
March	\$5,496.00	1,374
April	\$9,264.00	2,316
May	\$14,596.00	3,649
June	\$16,136.00	4,034
July	\$15,440.00	3,860
August		
September		
October		
November		
December		
	<b>\$66,446.00</b>	<b>16611</b>
	<b>2023 Total</b>	<b>16611</b>

**DIFFERENCE**

	<b>Fees</b>	<b>Nights</b>
January	\$222.00	46
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-\$776.00	-194
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	<b>-\$2,492.00</b>	<b>-210</b>

## The Palisade Local Gift Guide

The holidays are all about giving – so why not give a piece of Palisade? The residents here love their town, their craft, and sharing it with visitors! So, if you are shopping for yourself or looking to grab a meaningful gift for a loved one, we have some ideas for you. Make this holiday season unforgettable with gifts that capture the warmth and spirit of Palisade!

### Gift in a Bottle

In a land flowing with wine and peaches, we suggest giving the gift of locally made wine. With over 30 wineries in the area to choose from, you'll find the perfect blend for everyone on your list. Whether it's a bold red for cozy winter nights or a crisp white for festive gatherings, there's a bottle waiting to be wrapped with care. [Browse our list of wineries](#) to find their award-winning creations. Call for hours and availability.

If your gift recipient is more into craft spirits, pop into [Clark & Co's Distilling](#) for holiday-themed drinks like gingerbread moonshine or honey bourbon. [Peach Street Distillers](#) offers iconic Colorado favorites like Colorado Straight Rye Whiskey and Goat Artisan Vodka. Pair that with a sleek copper mug or a classy rocks glass, and you've got a gift that'll be the toast of the town!

### Give the Gift of Experience

Sometimes, the perfect gift isn't an item. It's an experience of sharing laughter and memories with loved ones.

- [SPUN](#) – Ever wanted to learn how to knit, weave fabric, or spin yarn? Book a studio session or class at SPUN and dive into a hands-on experience. Whether you're creating something for yourself or with a friend, it's an adventure in learning and crafting that you'll cherish.
- [Sage Creations](#) – Check out classes and events with Sage Creations Lavender Farm such as wreath making, growing lavender, and photography. It's the ultimate way to capture the peaceful magic of Palisade.
- [History Museum Tour](#) – History buffs will love this free, educational experience. Grab lunch in Downtown Palisade, and then schedule a guided walking tour (available by request) or just pop into the museum Tuesday-Saturday from 10 a.m. to 2 p.m. It's a thoughtful and memorable gift that connects you to the town's roots.
- [Wine Tasting](#) – Elevate the art of gift-giving with a curated wine-tasting tour. With options that range from horse-drawn carriages and limos to e-bikes and trolleys, you can tailor the experience to any taste! Many companies also offer Christmas light viewing options during the holiday season.

### Holiday Favorites

You can never go wrong with a gift sourced by our local boutiques.

- [Harlow Lifestyle and Gift](#) – This downtown gem offers everything from stylish jewelry and leather goods to kids' games and luxurious bath products. Shop online or pop in-store to check out all the amazing treasures!
- [Sage Creations](#) – If you can make it on a farm, Sage Creations has it! Shop wreaths and dried flowers, aromatherapy products, and more. Their essential oils and jams make for thoughtful gifts that bring the essence of Palisade into every home.
- [Vinyl Revival](#) – Know someone with a passion for vinyl? The over 2,500 albums in stock are worth checking out. Help them add a new soundtrack to their holiday season!
- Pick up a totally unique gift from a local artist at [Wedel Pottery](#), the [Blue Pig Gallery](#), or [Craig Gallery](#). These pieces offer the perfect combination of art and heart.

This holiday season, skip the generic gifts and give something that truly tells a story. Whether it's a bottle of local wine, a day spent crafting at a lavender farm, or a unique piece from a local artisan, Palisade's holiday spirit shines through in every thoughtful gift. So come, explore the charm of our little town, and find that perfect present that will leave a lasting impression.