



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



September 21, 2023

11:00 am Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES Approve minutes of August 10, 2023**
- V. TOWN REPORT – Town Manager, Janet Hawkinson**
- VI. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VII. ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Analysis
- VIII. OLD BUSINESS**
 - A. Status of Chamber meeting for Cycling issues
 - B. Report on Stewardship Workshops Sept 14, Montrose- Tim
 - C. Report on CTO Matching Marketing Grant
 - D. Report on RFQ process for Marketing Agency - Keli
- IX. NEW BUSINESS**
 - A. Destination Development Mentor Program Webinar on Sept 19
 - B. Signage needs
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XII. ADJOURNMENT**

Next Meeting Thursday, Oct 19, 11AM



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
August 10, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 12:00 pm by Chair Juliann Adams with members present: Jean Tally, Cassidee Shull, Rondo Buecheler, Jeff Snook, Jessica Burford, Ashley McGee, and Mayor Pro-Tem Ellen Turner. Absent were: Vice Chair Ryan Robinson and Jeff Hanle. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Ryan Burke & Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by Mayor Pro-Tem Turner, to approve the agenda as amended to include Member Ashley McGee's resignation, a discussion regarding an RFP for marketing to new businesses, and a discussion about a media campaign to request photos from the public.

A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Minutes of July 13, 2023, as presented.

A voice vote was requested.
Motion carried unanimously.

FINANCIAL YTD UPDATE

Town Manager Janet Hawkinson reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The numbers were as follows:

<u>LODGING FEES REVIEW</u>					
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
June	\$16,136.00	4034	June	\$8,976.00	4488
	\$51,366.00	12,749		\$29,616.80	14,803
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			
June	\$7,160.00	-454			
	\$21,749.20	-2,054			

ADVERTISING UPDATE

Marketing Analysis

M. Paelowski updated the Board on website analytics.

Media Campaign for Instagram Public Photos

This item was added during the approval of the agenda.

C. Shull and J. Snook discussed a potential media campaign to request candid photos from the public.

***The consensus of the Board** is to do a 2023 Colorado Mountain Wine Fest ticket giveaway to gather organic visitor photos with a random drawing for the winner occurring at the end of August and to order 250 table tent cards to promote the push to gather candid visitor photos for use in future advertising.*

CONTINUED BUSINESS

Report of Chamber meeting for Cycling issues

J. Burford reviewed the meeting and announced that wineries, dispensaries, and distilleries will be invited to the next meeting to be held in October.

Status of Blueprint Grant Application

Chair Adams announced that the grant was not awarded, but another grant will be opening in the fall that the Tourism Advisory Board may qualify for.

NEW BUSINESS

Stewardship Workshops Sept 14, Montrose 8:30-12:30 or Oct 12 in Durango 8:30-12:30

Chair Adams explained the program, and T. Wenger and J. Burford stated they would be participating in the Montrose event.

Ashley McGee Resignation

Chair Adams announced that A. McGee is resigning from the Tourism Advisory Board. A. McGee explained that she has gotten increasingly busy with her business and hoped that another member would have more time to dedicate to the Board.

***The Consensus of the Board** is to forward a recommendation to the Board of Trustees to appoint Brooke McElley, who applied during the most recent call for applicants.*

Marketing RFP

Chair Adams explained that the marketing contract is due to go to RFP. After a lengthy discussion amongst the Board, the consensus of the Board was to go out for an RFQ for a marketing agency.

***Motion #3** by J. Burford, seconded by Mayor Pro-Tem Turner, to publish an RFQ for marketing services, and to mimic the 2017 RFP but also add CTO, ask if they have destination tourism marketing experience, request the applicant include samples and references, and request how have they helped communities grow.*

A roll call vote was requested.

Yes: Chair Adams, C. Shull, R. Buecheler, J. Snook, T. Wenger, J. Burford, Mayor Pro-Tem Turner

No: J. Tally

Absent: R. Robinson, J. Hanle

Motion carried.

PUBLIC COMMENT

Ashley McGee commented on how great the Palisade podcast has been.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by J. Snook, seconded by Mayor Pro-Tem Turner, to adjourn the meeting at 2:03 pm.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk