



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



**October 15, 2025**

**9:00 am Meeting Board Room**

**<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 September 17, 2025
- V. CHAIR REPORT**
  - A. Room Night financial report
  - B. Approval for Application for CTO Destination Mentorship
  - C. CTO Marketing Grant notifications out October 28th
  - D. Workshop Facilitator November 19 – Steve Shutlz
- VI. TOWN REPORT – UPDATE ON CAPITAL PROJECTS**
  - A. Budget Season
  - B. Sales Tax Ballot Update
  - C. Update on TAB Ordinance Review
- VII. CALENDAR REVIEW FOR NOVEMBER – FEBRUARY** Slate (20 Minutes)
  - A. Update website for any future events
  - B. Marketing Review of last month
  - C. Update on Fall marketing efforts
  - D. Lodging partners update on visitors
- VIII. CONTINUED BUSINESS (20 Minutes)**
  - A. Update on panel for Shuttle Stop - Chamber
  - B. Update on 'Date meets Zip' Ideas
- IX. NEW BUSINESS (10 Minutes)**
  - A. Discussion on 250/150 Celebration
- X. PUBLIC COMMENT** (Please limit comments to 3 Minutes)
- XI. ADJOURNMENT**

**[Next Meeting/Workshop 9:00 AM Wednesday, November 19, 2025](#)**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
September 17, 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, Tim Wenger, Susan Metzger, Vice Chair Ryan Robinson, and Trustee Jeff Snook. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, and Ryan Burke & Brandi Allen with Slate Communications.

**APPROVAL OF AGENDA**

***Motion #1*** by B McElley, seconded by J Rasmussen, to approve the agenda as amended to move New Business to directly after the Approval of the Minutes.

A voice vote was requested.  
Motion carried

**APPROVAL OF MINUTES**

***Motion #2*** by J Burford, seconded by Vice-Chair Robinson, to approve the Minutes of August 20, 2025, as presented.

A voice vote was requested.  
Motion carried

**NEW BUSINESS**

***Accessibility Tourism Study- Jennifer Fortuna, CMU***

Jennifer Fortuna, Professor of Occupational Therapy at Colorado Mesa University (CMU), presented a research proposal directly affecting Palisade and tourism for people with disabilities. (*NOTE: A brief outline of the proposal will be a permanent attachment to these minutes.*)

***The consensus of the Board is to support the project and assist however they can.***

Ms. Fortuna stated that the first step to get the project going will be a survey put together by CMU students and distributed to local Palisade businesses. She requested that the members of TAB assist with circulating and participating in the survey.

**CHAIR REPORT**

Chair Adams announced that the Town was not awarded the 250/150 grant, the work session planned for October has been moved to November, the Fruit & Wine Byway signs have not been trademarked by the Town at this time, and that the Colorado Tourism Office grant for off-season marketing has been submitted.

**The consensus of the Board is to move forward with getting a trademark for the Fruit & Wine Byway logo.**

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

### **LODGING FEES REVIEW**

<b>2025</b>		
	<b>Fees</b>	<b># of Nights</b>
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
July	\$13,512.00	3,378
<b>TOTAL</b>	<b>\$60,140.00</b>	<b>15,035</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	\$14,920	3,730
<b>TOTAL</b>	<b>\$64,210.00</b>	<b>16,465</b>

<b>DIFFERENCE</b>		
	<b>Fees</b>	<b>Nights</b>
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
July	-1,408.00	-352
<b>TOTAL</b>	<b>-\$4,070.00</b>	<b>-1,430</b>

### **TOWN REPORT**

Town Clerk Keli Frasier announced that it is budget season and asked if the Board would like a presentation about the budget and budget process at a future meeting.

**The consensus of the Board is to request a budget presentation at a future meeting.**

### **ADVERTISING UPDATE**

#### **Marketing Review of Last Month**

B Allen announced that the airport advertising has been renewed for one year, the NPR Utah campaign will go through the end of September, and RVers and Wine Fest are the current focus for marketing efforts.

#### **Update on Next Meeting's Efforts**

B Allen was happy to announce that they will be working with Happy Nomad for the RV campaign.

**The consensus of the Board is to capture the Cameo Sport Shooting Complex and hunting on the Grand Mesa for the fall campaign.**

### **Lodging Partners Update on Visitors**

B McElley, I Kelley, and Trustee Snook all agreed that last-minute reservations seem to be increasing.

### **Website Content Review**

Members reviewed the events page and agreed that legacy events should be pinned to the top, but events that businesses are submitting should not be removed from the page.

### **CONTINUED BUSINESS**

#### **Discuss Date meets Zip Ideas**

The consensus of the Board is to create a *Date Meets Zip* subcommittee, and for them to attend Chamber of Commerce meetings about the 2026 Peach Days. J Rasmussen and S Metzger volunteered for the subcommittee.

### **PUBLIC COMMENT**

Matt Payne of Palisade expressed concerns about marketing too late for Palisade events and seasons, and suggested advertising well in advance to attract locals and tourists to the area.

Dave Smith of Palisade suggested ideas to help extend the tourist season into the fall.

### **ADJOURNMENT**

**Motion #3** by J Burford, seconded by B McElley, to adjourn the meeting at 10:12 am.

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

**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.

<b>Reporting Month      2025</b>				<b>Reporting Month      2024</b>			
	<b>Taxes</b>	<b># of Nights</b>			<b>Taxes</b>	<b># of Nights</b>	
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	\$16,616.00	4,154	4.00	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
	<b>\$76,756.00</b>	<b>19189</b>	<b>\$4.00</b>		<b>\$115,078.00</b>	<b>29182</b>	<b>\$3.94</b>
	<b>% of '24</b>	<b>91.98%</b>			<b>2024 Total</b>	<b>29182</b>	

**2024 EMS Collected at \$2 per room per night**

**Total collection of \$56,200**

**DIFFERENCE**

	<b>Taxes</b>	<b>Nights</b>
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	-\$976.00	-244
September		
October		
November		
December		
	<b>-\$5,046.00</b>	<b>-1674</b>

\*\* 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.

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
<b>TOURISM FUND</b>					
<b>TOURISM FUND</b>					
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%