



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



TRAINING ROOM

November 19, 2025

9:00 am -12:00 pm

In-Person Only Work Session

I. WORK SESSION TO BEGIN AT 9:00 am

II. INTRODUCTION

- Facilitator Paul Van Camp – Interest-Based Strategy

III. WHAT IS THE FUNCTION OF THE TOURISM ADVISORY BOARD?

(45 Minutes)

- See Current Ordinance No. 2009-02 Section 2-285

IV. WHAT IS THE ROLE OF THE MARKETING CONTRACTOR?

(30 Minutes)

- What are the audiences that TAB is trying to reach?

V. WHAT ARE THE PROCESSES FOR CONTRACTOR FEEDBACK?

(25 Minutes)

- Contact – Organizational Chart - Direction to Contractor

VI. HOW TO MANAGE SOCIAL MEDIA MARKETING?

(30 Minutes)

- \$7,500 Dedicated to Creating Blog, Newsletter, and Social Media for One Year

VII. UPDATE *(15 Minutes)*

- Colorado Tourism Office (CTO) Grant Award of \$40,000 + \$5,000 Powderhorn + \$15,000 TAB
Total \$60,000 for Off-Season Marketing

No official action for the Town of Palisade will be conducted during this work session.

Next Meeting 9:00 AM Wednesday, December 17, 2025

**TOWN OF PALISADE, COLORADO ORDINANCE
NO. 2009-02 - (2026 – ##)**

**AN ORDINANCE OF THE TOWN OF PALISADE, COLORADO, AMENDING
CHAPTER 2 OF THE PALISADE MUNICIPAL CODE RESTRUCTURING THE
TOURISM ADVISORY BOARD OF THE TOWN OF PALISADE.**

BE IT ORDAINED BY THE BOARD OF TRUSTEES OF THE TOWN OF PALISADE:

Section 1. That Chapter 2, Article XIII of the Palisade Municipal Code concerning the Tourism Advisory Board of the Town of Palisade, is hereby amended to read as follows:

ARTICLE XIII

Tourism Advisory Board – (Commission)

Board of Trustees – Planning Commission – Marketing Commission

Sec. 2-282. Appointment; removal; qualifications.

The Tourism Advisory Board shall consist of not more than eleven (11) or fewer than five (5) members appointed by the Board of Trustees. Where practicable, membership shall consist of representatives from various tourism-related businesses, including the lodging industry, food service, retail, the recreational industry, the agricultural industry, and the winery industry. At least two members shall be Palisade residents and one (1) member a Palisade Trustee. Other members need not be residents of the Town. Members shall serve at the pleasure of the Board of Trustees and may be removed from the Tourism Advisory Board with or without cause by a majority vote of the Board of Trustees. Alternate members may be appointed by the Board of Trustees to serve in the absence of regular members.

Sec. 2-283. Term of office; vacancies.

The term of the members shall be two (2) years except the term of the Board of Trustee member shall run the length of their term of office or as determined by the Board of Trustees. In the event that a vacancy shall occur during the term of any appointed member, a successor shall be appointed by the Board of Trustees to serve the unexpired portion of the term. Upon expiration of their term, members may be reappointed to the Tourism Advisory Board at the discretion of the Board of Trustees. Any member having three (3) consecutive unexcused absences shall automatically be considered to have resigned.

Sec. 2-284. Compensation.

Members of the Tourism Advisory Board shall serve without compensation.

Sec. 2-285. Duties and responsibilities.

The Tourism Advisory Board shall provide guidance in the development of the tourism industry in the community and assist in the implementation of the Palisade Marketing and Development Plan by:

(1) To continue the positive relationship between the Town of Palisade and the Palisade business industry;

**do we need a Facebook/Local Social Media Marketing?*

(2) · To advise the Town Staff and the Town Board of Trustees concerning the preparation of a budget for the expenditures of funds in the **Marketing and Economic Development Fund** in order to promote and market the community;

**it is the Tourism Advisory Board Fund*

(3) To strive to create a viable downtown Palisade and provide jobs and income needed to sustain an active and vibrant downtown; and

**Is this TAB's job – is it their function?*

(4) To perform such other and further duties and responsibilities with respect to the **Town's marketing and economic development efforts** as may, from time to time, be delegated by the Board of Trustees, or which are provided for by Town ordinance.

**Is TAB Destination Marketing or More or Less?.....*

**Define TAB's duties....*

Sec. 2-286. Operation.

The Tourism Advisory Board shall elect officers consisting of a Chairman, Vice Chairman and a Secretary. Officers shall serve for a period of one (1) year. They may succeed themselves for not more than two (2) terms. Officer shall be selected at the first meeting of every year. Officers shall perform duties appropriate to their titles, such as:

- A. Chairman: Lead meetings, work with staff on agenda development, and coordinate with Town staff on projects and involvement in public relations.
- 8. Vice-Chairman: Fills in for Chairman when necessary and assists as needed with projects and public relations.
- C. **Secretary: Takes and prepares minutes in a timely manner. Copies of all minutes shall be forwarded to the Board of Trustees. Minutes should be reflective of the agendas.**

Town staff shall provide assistance to the Tourism Advisory Board as needed and at the direction of the Board of Trustees.

Sec. 2-287. Meetings.

The Tourism Advisory Board shall meet at a place and time to be determined by a majority of the members of the Tourism Advisory Board.

Sec. 2-288. Rules and regulations.

The Tourism Advisory Board may adopt rules and regulations governing its operation; provided, however, that no such rule or regulation, or any amendment thereto, shall become effective until such rule, regulation or amendment has been approved by the Board of Trustees.

Section 2. All ordinances and any part of any ordinance expressly in conflict herewith are hereby repealed.

2025 Q3 MARKETING UPDATE

PALISADE 2025 ANNUAL WORKPLAN															MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST			
SOCIAL MEDIA & ONLINE CONTENT																													\$7,500		
Social media post creation																X		X		X		X		X		X		X			
Social media monitoring and engagement																X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Blog writing and itinerary development																	X				X			X							
Email newsletters																	X				X				X						
ADVERTISING MANAGEMENT, CONTENT & DESIGN																															
Coordination with advertising platforms																	X	X						X	X						
Reporting and reviewing ad success																							X	X							
Content creation																	X	X	X					X	X	X					
Design of ads																		X	X						X	X					
MEDIA PARTNERSHIPS AND PITCHES																													\$2,000		
Planning fam trip and coordination																X	X														
Coordination with journalists																	X	X													
Resharing earned media content																															
WEBSITE MANAGEMENT, HOSTING, CONTENT UPDATES																												\$10,000			
SEO monitoring and updates																X				X			X			X					
Development and creation of media page																X	X	X	X												
Content updates																X		X		X		X		X		X		X			
Event page management																X		X		X		X		X		X		X			
VIDEO/PHOTOGRAPHY																													\$6,000		
On-site video shoot (x2)																										X	X				
Photo and video editing																															
Updating video ad reels																															
SPECIAL CAMPAIGNS & PARTNERSHIPS																												\$5,000			
Coordination and collaboration with Chamber																X		X		X		X		X							
Local promotion campaign development (1904)																	X	X	X												
Support and promotion of local passport campaign																															
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AD CAMPAIGN DATA REPORT

iHEART MEDIA CAMPAIGN

Digital Ads

- **567,193** Impressions
- **254** Clicks, 0.09% CTR (national average is .06% in this market)

Podcast

- **280,309** plays at 5.5 frequency
-

CTO SOCIAL MEDIA CO-OP

- Total Impressions: **148,189**
 - Clicks to Site: **168**
 - Total Engagements: **147,921**
 - Cost per Engagement: **\$0.01**
 - Video Plays: **139,663**
-

KUER NPR UTAH

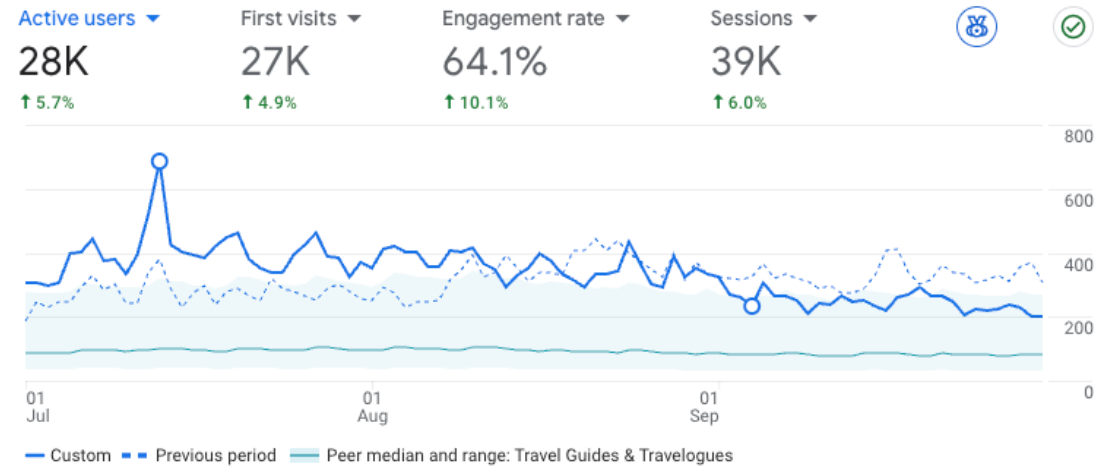
- Lift: **1.8%** (increase in results)
- Visits: **21.8k**
- Ad visits: **384**
- New user sessions: **15.1k**
- Total ads: **103**
- Average ad costs: **\$34.51**

Q3 PROJECTS

- CTO Grant application
- RV Mini-marketing campaign
- CTO social media co-op
- KEUR Fall campaign

WEBSITE ANALYTICS

DAILY VISITORS



Jul 1 - Sep 30, 2025 ▾

[View reports snapshot →](#)

☐	Page title and screen class ▾ +	↓ Views	Active users	Views per active user	Average engagement time per active user
☐	Total	70,050 100% of total	28,002 100% of total	2.50 Avg 0%	1m 18s Avg 0%
☒	1 Visit Palisade, Colorado	8,488 (12.12%)	6,351 (22.68%)	1.34	24s
☐	2 Things To Do — Palisade Colorado	6,501 (9.28%)	4,714 (16.83%)	1.38	48s
☐	3 Fruit & Wine Byway — Palisade Colorado	5,787 (8.26%)	3,859 (13.78%)	1.50	39s
☐	4 Wineries To Try — Palisade Colorado	5,705 (8.14%)	3,820 (13.64%)	1.49	57s
☐	5 Orchards & Farms — Palisade Colorado	3,954 (5.64%)	3,372 (12.04%)	1.17	23s
☐	6 Orchards and Farms — Palisade Colorado	3,901 (5.57%)	2,826 (10.09%)	1.38	53s
☐	7 Where To Stay — Palisade Colorado	3,685 (5.26%)	2,723 (9.72%)	1.35	43s
☐	8 U-Pick Orchards in Palisade — Palisade Colorado	3,344 (4.77%)	2,332 (8.33%)	1.43	39s
☐	9 Events — Palisade Colorado	3,124 (4.46%)	2,317 (8.27%)	1.35	46s
☐	10 Getting Around — Palisade Colorado	2,688 (3.84%)	1,939 (6.92%)	1.39	1m 04s

EMAIL NEWSLETTER

TOTAL AUDIENCE: 19,307

OPEN RATE: 7.6%

CLICK RATE: 1.1%

UNSUBSCRIBE RATE: .68%

BLOG

BLOG VISITS: 4,360

TIME ON PAGE: 00:02:57



Savor the Colors of the Season

Fall RV Camping in Colorado's Fruit & Wine Country

It's a cool, foggy morning in Palisade. You brew your first cup of coffee, throw on your favorite blanket scarf, and open the door to your RV to a view of the Mesas, a rainbow of fall colors, and the rising sun. It's a crisp morning, and you've got a day of wine tasting and the perfect weather for picking apples straight off the tree.

Sound good? Then it may be time to start packing up the RV to join us for harvest season in Palisade, Colorado.

SOCIAL MEDIA

FACEBOOK

IEWS 85.9K -62%

INSTAGRAM

IEWS 73.9K +198%

BOOSTED POSTS

IEWS 26,741

TOP PERFORMING POSTS

