



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



**December 8, 2022**

**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 from November 10, 2022**
- V. FINANCIAL YTD UPDATE**
- VI. ADVERTISING UPDATE: Ryan and Melita**
  - A. Definite timeline for website redesign
  - B. Response of CTO about the balance of matching impressions on our 2022 paid advertisements. How to utilize?
  - C. A list of dates for a tourism marketing workshop. February or later.
- VII. OLD BUSINESS**
  - A. Summary of Reimagine Grant with Mimi Mather
  - B. Update on Orec Grant with Fruita for Gravel Guide production
- VIII. NEW BUSINESS**
  - A. Discuss time of meeting change for 2023
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

**Next Meeting Thursday, January 12, 2023, 9:00 am – 11:00 am**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
November 10, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:03 am by Chair Juliann Adams with members present: Rondo Buecheler, Jeff Hanle, Jeff Snook, Ashley McGee, Jean Tally, Cassidee Shull, and Tim Wenger, Chamber Director Jessica Burford, and Trustee Turner. Absent was Vice Chair Ryan Robinson. 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. Snook, seconded by Trustee Turner, to approve the Agenda as presented.

A voice vote was requested  
Motion carried unanimously

**APPROVAL OF MINUTES**

***Motion #2*** by Trustee Turner, seconded by J. Burford, to approve the Minutes of August 11, 2022, September 8, 2022, and October 27, 2022, as presented.

A voice vote was requested  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

Town Manager Janet Hawkinson presented and reviewed the proposed 2023 Town of Palisade Budget.

**INTRODUCTION OF ANDREA KUSKIE, MILES PARTNERSHIP**

Chair Adams introduced Andrea Kuskie with the Colorado Tourism Office (CTO), who then gave a presentation on what CTO can offer for marketing Palisade.

**ADVERTISING UPDATE**

**Update on Marketing Strategy**

R. Burke and M. Paelowski with Slate Communications conducted a detailed discussion regarding the *Visit Palisade* website. They reviewed a summary of the analytics of the website and newsletter, and social media.

**Discuss 2023 Campaign**

R. Burke and M. Paelowski reviewed the campaign plan for 2023.

**Motion #3** by J Burford, seconded by C Shull, to increase Slate Communications' contract from \$40,000.00 to \$50,000.00.

A voice vote was requested.  
Motion carried unanimously.

**OLD BUSINESS**

**Summary of Workshop for CTO Reimagine Grant**

Chair Adams reviewed decisions and goals that were discussed at the workshop for the CTO Reimagine Grant.

**Update on Lodging Tax ballot for November**

Town Clerk Frasier announced that as of 8:44 am this morning, the Ballot Measure has passed 654 Yes votes to 595 No votes.

**NEW BUSINESS**

**New date for Joint meeting with Trustee Board**

Town Clerk Frasier stated that a work session has been scheduled with the Board of Trustees for Tuesday, February 7, 2022, at 6:00 pm in the Board Chambers Training room.

**BOARD DISCUSSION**

*This is a chance for the Tourism Advisory Board to discuss items that they wish to be placed on a future agenda.*

- Talk about how to make the Lodging Tax fairer for all businesses (talk to David Tucci with CTO about how Estes Park made a percentage lodging tax as a Statutory Town).

**PUBLIC COMMENT**

None was offered.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

**Motion #4** by J Burford, seconded by J Snook, to adjourn the meeting at 10:59 am.

A voice vote was requested.  
Motion carried unanimously.

X

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Juliann Adams  
Tourism Advisory Board Chairperson

X

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Keli Frasier  
Town Clerk