



Palisade Tourism Advisory Board

**AGENDA
Tourism Advisory Board
MONTHLY MEETING**

December 14, 2021

12:00 PM

Palisade Civic Center

341 W 7th St.

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

- I. REGULAR MEETING CALL TO ORDER**
- II. AGENDA ADOPTION**
- III. WORKSHOP SUMMARY: Dan Moore**
- IV. FINANCIAL YTD UPDATE. Travis**
- V. ADVERTISING UPDATE: Ryan Burke -Slate Communications**
 - a) Update on Marketing Strategy
 - b) Plunge is closed for the season. What is the next blast campaign target?
- VI. OLD BUSINESS**
 - a) Discuss the idea of a lodging fee increase ballot issue for April
 - b) Maps will be edited in January. Any changes or additions, please let Juliann know
- VII. NEW BUSINESS**
 - a) We have a new box of Postcards, do we want to stamp them?
- VIII. PUBLIC COMMENT**
- IX. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- X. ADJOURN**

Next Meeting Tuesday, January 11th, 12 Noon– 2 PM

Merry Christmas

Account Number	Account Title	2021-21 Current year Actual	2021-21 Current year Budget	Unearned Unexpended Percent
TOURISM FUND				
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003-012-5245	WEBSITE & ON-LINE MGT	2,227.71	3,000.00	74.26
003-012-5247	DESIGN/PRODUCTION	9,196.10	5,000.00	183.92
003-012-5248	MARKETING	424.98	.00	.00
003-012-5249	ONLINE MARKETING-MEDIA COSTS	11,531.71	11,600.00	100.88
003-012-5250	OFFLINE MEDIA	13,571.44	14,000.00	96.94
003-012-5254	OUTDOOR RETAILERS SHOW	.00	3,000.00	.00
003-012-5255	ACCOUNT MANAGEMENT FEES	5,049.51	6,800.00	74.26
Total TOURISM FUND:		42,001.45	43,400.00	97.17
TOURISM FUND Revenue Total:		.00	.00	.00
TOURISM FUND Expenditure Total:		42,001.45	43,400.00	97.17
Net Total TOURISM FUND:		42,001.45-	43,400.00-	97.17