



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



December 18, 2024
9:00 am Work Session
10:00 am Regular Meeting
<https://us06web.zoom.us/j/96182810397>

- I. WORK SESSION TO BEGIN AT 9:00 am**
 - A. Staff Presentation: Short-Term Rental Land Use Code
 - B. Board Discussion

- II. REGULAR MEETING CALLED TO ORDER AT 10:00 am**

- III. ROLLCALL**

- IV. AGENDA ADOPTION**

- V. APPROVAL OF MINUTES**
 - A. Approve Minutes of November 13, 2024

- VI. TOWN REPORT**

- VII. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report

- VIII. ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Update
 - B. 2025 Campaign
 - C. Ideas for 2025 projects

- IX. CONTINUED BUSINESS:**
 - A. Update on Tourism Management Grant
 - B. Reminder Retreat/Training January Meeting

- X. NEW BUSINESS**
 - A. Presentation by Palisade Chamber of Commerce
 - B. Discussion of a Joint Marketing idea from Tim Wilde – Rondo

- XI. PUBLIC COMMENT**

- XII. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**

- XIII. ADJOURNMENT**

Next Meeting 9:00 am Wednesday, January 15, 2024



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
November 20, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:02 am by Chair Juliann Adams, with members present: Cassidee Shull, Rondo Buecheler, Tim Wigner, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, Finance Director Gregg Mueller, Accounting Manager Matthew Weatherby, and Ryan Burke & Melita Pawlowski with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by C. Shull, seconded by J. Rasmussen, to approve the agenda as amended to include a discussion under New Business regarding the Palisade Chamber of Commerce Adventure Guide.

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by C. Shull, seconded by Vice-Chair Robinson, to approve the Minutes of October 16, 2024, as presented.

A voice vote was requested.

Motion carried

TOWN REPORT

Town Manager Hawkinson gave a presentation on the history and projections of Palisade sales tax revenue.

Finance Director Gregg Mueller reviewed special event sales tax revenues.

Accounting Manager Matt Weatherby reviewed Short Term Vacation Rental (STVR) reports.

FINANCIAL YTD UPDATE

Finance Director Mueller reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2024		
	Fees	# of Nights
January	\$2,652.00	663
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	\$14,664.00	3,666

2023		
	Fees	# of Nights
January	\$2,134.00	543
February	\$3,380.00	835
March	\$5,496.00	1,374
April	\$9,264.00	2,316
May	\$14,596.00	3,649
June	\$16,136.00	4,034
July	\$15,440.00	3,860

August	\$17,592.00	4,398
September	\$16,448.00	4,112
TOTAL	\$98,250.00	24,911

August	\$16,088.00	3,740
September	\$17,348.00	4,337
TOTAL	\$99,882.00	24,970

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-\$776.00	-194
August	\$1,504.00	658
September	-\$900.00	-225
TOTAL	-\$1,632.00	-59

ADVERTISING UPDATE

Marketing Update

M. Pawlowski reviewed marketing campaigns, website analytics, social media updates, proposed FAM Tours, and introduced Brandi Allen as the new project manager for Palisade. *(Clerk’s Note: FAM Tours - or familiarization tour, is a trip for travel agents, tour operators, and other travel trade representatives to experience a destination firsthand.)*

2025 Campaign

M. Pawlowski led discussion regarding the scope of work for 2025.

Ideas for 2025 projects

The consensus of the Board is to remove the Palisade Town Hall address from Google as the Visitor Center location for Palisade and to add the Palisade Chamber of Commerce phone number as the visitor contact number.

CONTINUED BUSINESS

Discussion on Local Winter Campaign

Board members discussed Powderhorn’s plan for a ski and stay package.

Update on ‘1904’ Project

Slate Communications is working on creating a program to drive visitors within a 100-mile radius to Palisade and plans to implement the project in March or April 2025.

NEW BUSINESS

Update on Palisade Visitor Survey

Chair Adams introduced the topic, and reviewed the information contained in the packet.

Discussion of Tourism Management Grant Project up to \$20,000

Chair Adams reviewed the grant opportunity and specifications.

Motion #3 by J. Burford, seconded by B. McElley, to support the \$20,000.00 grant application and the \$5,000.00 match funds to implement a sustainable audio and visual historic Palisade self-tour program.

A voice vote was requested.
Motion carried unanimously.

Discussion of a Joint Marketing idea from Tim Wilde – Rondo

Due to the late time, R. Buecheler requested that this item be postponed until the December meeting.

Discussion of a Training for New Members at January Meeting

The consensus of the Board is to schedule a presentation in January and for the Town to provide lunch.

Discussion of Palisade Chamber of Commerce Adventure Guide

J. Burford reviewed the Adventure Guide and the goals of publication and disbursement and requested that the Tourism Advisory Board sponsor the project/publication.

Motion #4 by C. Shull, seconded by B. McElley, to purchase a *Do Palisade Right* campaign full-page advertisement in the 2025 Palisade Chamber of Commerce Adventure Guide for an amount not to exceed \$1,109.00.

A voice vote was requested.
Motion carried unanimously.

PUBLIC COMMENT

None were offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

The consensus of the Board was to request that the “No Parking on Sundays” signs be replaced with seasonal dates for the parking closures.

ADJOURNMENT

Motion #4 by J. Burford, seconded by B. McElley, to adjourn the meeting at 11:49 am.

A voice vote was requested.
Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

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													
Social media monitoring and engagement													
Blog writing and itinerary development													
Email newsletters													
ADVERTISING MANAGEMENT, CONTENT & DESIGN													\$7,000
Coordination with advertising platforms													
Reporting and reviewing ad success													
Content creation													
Design of ads													
MEDIA PARTNERSHIPS AND PITCHES													\$2,000
Planning fam trip and coordination													
Coordination with journalists													
Resharing earned media content													
ADVERTISING BUYS													\$37,500
Digital Advertising													
CTO (OSVG and Visitor Center video)													
Social Media													
Google Ads													
WEBSITE MANAGEMENT, HOSTING, CONTENT UPDATES													\$10,000
SEO monitoring and updates													
Development and creation of media page													
Content updates													
Event page management													
VIDEO/PHOTOGRAPHY													\$6,000
On-site video shoot (x2)													
Photo and video editing													
Updating video ad reels													
Development of video snippets for social media and web													
SPECIAL CAMPAIGNS & PARTNERSHIPS													\$5,000
Coordination and collaboration with Chamber													
Local promotion campaign development and promotion													
Support and promotion of local passport campaign													
This is a 'do not exceed' cost proposal.													\$75,000

Current Capital Construction Project List

Waste-Water Consolidation to Clifton \$24 million

- Project has officially started with kick-off meeting August 30
- Working with local bank on construction loan documents for \$24million
- Meetings with businesses affected by rate increase – October 2024
- Board of Trustees Resolution for rate change October 2024
- Engineering Design estimate 1.5 years – 9.2023 – 3.2025
- Easement acquisitions estimate 1.5 years - 9-2023 – 3.2025
- Winter Construction (canal drained) – Fall 2025 – Fall 2026
- Abandonment of existing lagoons – 1 year – Summer 2026 – 2027

DOLA Grant – Engineering Waste-Water Consolidation \$1 million

- Received grant to match Town \$1 million for the required contribution to the Engineering Design of the Waste-water project

Roundabout Highway 6 – CDOT CDOT

- The engineer design work is completed and CDOT finalizing
- CDOT estimated construction start is late fall of 2025
- This is a CDOT project – the Town is participating with bike delineators, landscaping, and street lighting.

TAP Grant Sidewalks – 80% Grant – 20% Town \$1 million

- Project changed with roundabout and multi-use paths with this project
- TAP grant sidewalks now from Cresthaven to High School
- 100% designed & CDOT approved
- Land acquisition complete – 3 property purchases –
- Land acquisition estimated cost: \$81,550 CDOT grant covers, any cost over this amount Town covers, possible 20%
- Request for bids was advertised and town accepted bid from United. Construction to be completed this winter.

Multi-Modal Sidewalk Grant Award for Elberta – 1st Street to Wine Cty Rd. \$2 million

- Town awarded \$1.8 million in grant funds from CDOT for multi-modal path
- Town match 20% at \$200,000
- Includes 2 bridges over canal
- RFQ for Design Engineering submitted to CDOT for approval
- JUB Design/Engineering Complete and in review with CDOT.

Troyer Sewer Lift Station

- DOLA grant 80% - Town 20% - total \$346,645.00
- Engineering Complete – Pump Purchased
- Hired Contractor August 8, 2024
- Construction November 2023 – February 2024
- Waiting on Xcel to install power 12/2024.

Land Use Code Update

- DOLA grant \$20,000 - Town \$20,000 total \$40,000
- This project is updating various land use codes to meet Town needs
- Project began Summer 2024 and continue to completion schedule Spring 2025

Connecting Community Sidewalk Project \$150,000

- Construction has started throughout old town.
- Schedule to be complete by April 30, 2025 if not sooner.

Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	2024-24 Current year Remaining	2024-24 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	7,729.69	7,500.00	229.69-	-3%
003-012-5247	DESIGN/PRODUCTION	31,907.31	15,000.00	16,907.31-	-113%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	10,254.05	22,500.00	12,245.95	54%
003-012-5250	OFFLINE MEDIA	27,522.07	22,500.00	5,022.07-	-22%
003-012-5251	TOWN WEBSITE	13,096.93	15,000.00	1,903.07	13%
003-012-5255	ACCOUNT MANAGEMENT FEES	6,249.95	7,500.00	1,250.05	17%
Total TOURISM FUND:		96,760.00	90,000.00	6,760.00-	-8%

LODGING FEES REVIEW

2024

Reporting	2024	
	Fees	# of Nights
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	\$14,920.00	3,666
August	\$17,592.00	4,398
September	\$16,448.00	4,112
October	\$10,172.00	2,543
November	\$0.00	0
December	\$0.00	0
	\$108,422.00	27454
	% of '23	98.29%

Reporting	2023	
	Fees	# of Nights
January	\$2,134.00	543
February	\$3,380.00	835
March	\$5,496.00	1,374
April	\$9,264.00	2,316
May	\$14,596.00	3,649
June	\$16,136.00	4,034
July	\$15,440.00	3,860
August	\$16,088.00	4,022
September	\$17,348.00	4,337
October	\$11,852.00	2,963
November		
December		
	\$111,734.00	27933
	2023 Total	27933

DIFFERENCE

	Fees	Nights
January	\$222.00	46
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	-\$520.00	-194
August	\$1,504.00	376
September	-\$900.00	-225
October	-\$1,680.00	-420
November	\$0.00	0
December	\$0.00	0
	-\$3,312.00	-479