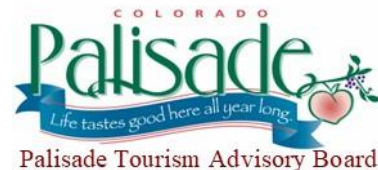




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



May 11, 2023

9:00 am Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLL CALL**
Welcome back Ryan Robinson, Tim Wenger
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES April 13, 2023**
- V. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VI. ADVERTISING UPDATE: Ryan and Melita**
 - A. Marketing Analysis
 - B. Future Cameo Events
- VII. OLD BUSINESS**
 - A. Update on TOD signs on I-70
 - B. Summary of Girls with a Gun Sponsorship
 - C. Update Kiosk at Deroco (Elberta Ave)
 - D. Update on Gravel Guide
- VIII. NEW BUSINESS**
 - A. Set date for Government Committees Roles & Responsibilities Training/Presentation
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES** (Please keep comments to 3 minutes)
- XI. ADJOURNMENT**

Next Meeting Thursday, June 8, 2023, 9:00 am – 11:00 am



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
April 13, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:06 am by Chair Juliann Adams with members present: Vice Chair Ryan Robinson, Cassidee Shull, Rondo Buecheler, Jeff Snook, Ashley McGee, Jeff Hanle, Tim Wenger, Jessica Burford, and Mayor Pro-Tem Ellen Turner. Absent was Jean Tally. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by J. Burford, seconded by J. Snook, to approve the Agenda as amended to include a discussion on a Memorandum of Understanding (MOU) with the Palisade Chamber of Commerce to New Business. A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by Mayor Pro-Tem Turner, seconded by C. Shull, to approve the Minutes of February 9, 2023, and March 9, 2023, as presented.

A voice vote was requested.
Motion carried unanimously

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers.

The consensus of the Board is to request an update on the lodging audit that was started in 2022.

ADVERTISING UPDATE

Website Update, Marketing Analysis

M. Paelowski updated the Board on the status and progress of the website redesign and launch, media buys, advertising, and Quarter 1 report numbers.

Update on Gravel Guide

Chair Adams reviewed design options for the cover of the gravel guide, and Board members gave their input on modifications/revisions.

OLD BUSINESS

Update on TOD signs

Chair Adams reviewed the costs associated with putting signs back on I-70 for the Fruit & Wine byway.

Motion #3 by Mayor Pro-Tem Turner, seconded by C. Shull, to move forward with ording TODs signs for an amount not to exceed \$1,500.00.

A voice vote was requested
Motion carried unanimously

Tear-Off Map

Chair Adams presented the final draft of the map and asked Board members for review and comment by the end of the day on April 14, 2023.

Girls with a Gun Sponsorship - \$500 April 26-30, 2023 – Set up at Cameo April 27, 10 am – 3 pm

Chair Adams reviewed the details of the event.

Motion #4 by J. Snook, seconded by Mayor Pro-Tem Turner, to purchase 1,000 target stickers to place at the Cameo Sport Shoot Complex.

J. Snook rescinded the motion until a price estimate is obtained.

Stickers

Chair Adams presented the new Fruit & Wine Byway stickers.

Postcards

Chair Adams presented the postage-paid postcards.

NEW BUSINESS

Summary of Joint Meeting

Chair Adams reviewed the combined work session of the Tourism Advisory Board and the Board of Trustees.

Interviews for open TAB seats on April 25

Chair Adams announced that three candidates have applied for the two open seats.

Palisade Chamber of Commerce & Tourism Advisory Board Memorandum of Understanding (MOU)

J. Burford announced that the Palisade Chamber of Commerce wants to enter into an MOU with the Tourism Advisory Board.

C. Shull advised that if the Chamber needs volunteer assistance to visit:

<https://volunteerunitedmc.givepulse.com/group/723493-United-Way-of-Mesa-County>

The consensus of the Board is to add this item to a future agenda for discussion and to include the proposed MOU in the packet for Board review prior to the meeting.

PUBLIC COMMENT

J. Burford stated that resident Ben Parsons asked for a strategic plan for Tourism. Chair Adams stated that they already have one and she'd send it out.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #5 by J. Burford, seconded by C. Shull, to adjourn the meeting at 11:05 am.

A voice vote was requested.

Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk



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