

#### **AGENDA**

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



#### July 18, 2024

## 11:00 am Monthly Meeting https://us06web.zoom.us/j/96182810397

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 am
- II. ROLLCALL
- III. AGENDA ADOPTION
- IV. APPROVAL OF MINUTES
  - A. Approve minutes of June 20, 2024
- **V. TOWN REPORT**
- VI. FINANCIAL YTD UPDATE:
  - A. YTD
  - B. Room night report
- VII. ADVERTISING UDATE: Ryan and Melita
  - A. Marketing Update
  - B. Update on Moab Airport Marketing
  - C. What is next for TAB marketing Opportunity

#### VIII. CONTINUED BUSINESS

- A. Update Byway Signs and Town Signs
- B. Re-print of DPR posters done Bill came to \$533.52. Need to amend motion
- IX. NEW BUSINESS
  - A. CTO: What's new for Fall/Winter- looking for marketing ideas deadline July 31<sup>st</sup> Ski/Stay campaign?
  - B. CTO: Tourism Marketing Grant Application Open: Ideas?
  - C. Discussion of boundaries for VisitPalisade.com marketing and features
- X. PUBLIC COMMENT
- XI. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)
- XII. ADJOURNMENT

Next Meeting Thursday, August 15, 2024



# MINUTES OF THE REGULAR MEETING OF THE PALISADE TOURISM ADVISORY BOARD June 20, 2024

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:02 am by Chair Juliann Adams, with members present: Trustee Jeff Snook, Jeff Hanle, Cassidee Shull, Rondo Buecheler, Tim Wenger, Brooke McElley, Jessica Burford, and Vice Chair Ryan Robinson. Absent was Jean Tally. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Melita Pawlowski with Slate Communications.

#### APPROVAL OF AGENDA

**Motion #1** by Vice Chair Robinson, seconded by C. Shull, to approve the Agenda as presented. A voice vote was requested.

Motion carried

#### APPROVAL OF MINUTES

*Motion #2* by Vice Chair Robinson, seconded by B. McElley, to approve the Minutes of May 16, 2024, as presented.

#### **FINANCIAL YTD UPDATE**

Chair Adams 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			
TOTAL.	\$20 110 00	5 440			

2024

	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
TOTAL	\$20,274.00	5,068

2023

DIFFERENCE					
	Fees	Nights			
January	\$518.00	120			
February	-\$952.00	-228			
March	\$1,806.00	864			
April	-\$1,240.00	-310			
TOTAL	-\$164.00	372			

Community Development Director Devan Aziz introduced himself to the Board.

#### **ADVERTISING UPDATE**

#### **Marketing Update**

M. Pawlowski reviewed marketing campaigns, website analytics, and social media updates.

#### **Update on Social Media Strategy from CTO for DPR**

The consensus of the Board is to not order rack cards for the "Do Palisade Right" Campaign.

#### **Update on Airport Marketing**

The consensus of the Board is to not advertise in the Montrose Airport at this time and to have the cost of advertising in the Moab Airport investigated.

#### Approval of Utah 'Go Travel Site" Leads Renewal \$1500

Chair Adams reviewed the history of the Tourism Advisory Board's participation in Utah's "Go Travel" site.

*Motion #3* by J. Burford, seconded by B. McElley, to spend \$1,500.00 for the Utah "Go Travel" site.

A voice vote was requested.

Motion carried.

After a brief discussion about the online newsletter, the consensus of the Board is to have an agenda item at the next meeting to discuss what businesses should be highlighted on the Visit Palisade website.

#### **CONTINUED BUSINESS**

#### Map update - Done!

Chair Adams announced that the tear-off maps have been completed and that she will speak with the graphic designer to see if delays can be mitigated in the future.

#### **Update Byway Signs and Town Signs**

Chair Adams stated that she had recently driven the Fruit & Wine Byway and would get with the Town and Mesa County to get the signs updated.

J. Burford announced that the Town signs behind Family Food Town and by CAVE need to be replaced. Because those signs have already been approved in the 2024 budget, she will get with Bud's Signs to have them made and replaced.

#### **Sticker Order Review & Vote**

*Motion #4* by J. Burford, seconded by C. Shull, to purchase 6,000 stickers for an amount not to exceed \$1,360.00.

A voice vote was requested.

Motion carried.

#### **NEW BUSINESS**

#### **Grand Valley Water Safety Protocols – Cassidee/Rondo**

The Board discussed pausing promoting water activities due to high, fast, dangerous conditions.

#### **Discussion of Meeting times**

The consensus of the Board is to discuss adjusting meeting times after the Board of Trustees appoints members for the Tourism Advisory Board in August.

#### **Update on Vacancy of Board seats – Timeline**

Town Clerk Keli Frasier reviewed the timeline for accepting letters of interest, as well as when interviews and Board appointments will take place before the Board of Trustees.

#### **PUBLIC COMMENT**

JoAnn Rasmussen, Chair of the Palisade Historical Society, gave a brief update on the society's visitor and volunteer numbers, as well as upcoming events.

### **ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

*Motion #6* by C. Shull, seconded by Vice Chair Robinson, to print and laminate "Do Palisade Right" posters for an amount not to exceed \$400.00.

A voice vote was requested. Motion carried unanimously.

#### **ADJOURNMENT**

*Motion #6* by J. Burford, seconded by B. McElley, to adjourn the meeting at 12:27 pm.

A voice vote was requested. Motion carried unanimously.

X	X	
Juliann Adams	Keli Frasier	
Tourism Advisory Board Chairperson	Town Clerk	

#### **Current Project List & Dates:**

#### Waste-Water Consolidation to Clifton U

USDA Grant & Loan

\$24 million\*\*\*

- Project has officially started with kick-off meeting August 30, 2023
- 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 2023 & another in fall 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
- Lagoon area design what to do?

#### (\*\*\*Engineering for Consolidation 50% DOLA Grant - 50% Town \$2 million)

• This DOLA Grant for \$1 million combined with \$1 million from the Town Sewer Fund is required cash match for the USDA Grant & Loan. The engineering cost is \$2 million – this is part of the \$24 million project

#### Wastewater Pre-treatment Program

**Town Ordinance** 

- The wastewater consolidation project triggered the Town Pretreatment Ordinance already in place. The Town needs to have restaurants and businesses come into compliance with the requirements. Some restaurants have filed hardship to come into the requirements.
- Per Board Direction in June 2024, the Town is hiring a plumber to work on project and specs for old town businesses to determine plan for pretreatment.

#### Roundabout Highway 6 – CDOT

CDOT

Town landscape costs

- 30% designed moving forward with final design
- Estimated construction start to be determined
- Town is responsible for the expense of landscaping, bike lane markers and art

- 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 has started need 3 property purchases estimate 6 months
- Land acquisition estimated cost: \$81,000 CDOT grant covers, however, any cost over this amount Town covers, possible 20%
- Construction Fall 2024

#### Multi-Modal Sidewalk Grant Award for Elberta – 80% CDOT - 20% Town \$2 million

- Town awarded \$2 million in grant funds from CDOT for muti-modal path
- Town match 20% at \$200,000
- Includes 2 bridges over canal
- RFQ for Design Engineering submitted to CDOT for approval
- Advertise RFQ Design/Engineering October November 2023
- CDOT approvals of Design June August 2025
- Construction Fall Winter 2025

#### Fiber

50% DOLA Grant - 50% Town

\$450,000

- CNL room complete
- Middle Mile fiber complete
- Last mile fiber through town 80% complete
- Fiber to town facilities complete
- CDOT permit to connect to I-70 complete
- Estimate light up fiber November

#### Troyer Sewer Lift Station

50% DOLA 50% Town \$346,645

- Engineering Complete Pump Purchased
- Construction September 2023

Hydraulic Model Study 50% DOLA grant 50% Total

\$50,000

- Project started gathering data
- Complete June 2024
- Presentation to Board July 2024

- Scheduled to begin November 2023
- Completion 4<sup>th</sup> quarter 2024

#### SIPA – Website Grant for ADA Compliance

free than \$938.00 per year

- Statewide Internet Portal Authority Colorado law requiring websites be ADA compliant by July 2024
- Grant with State to bring Town website into compliance free first year, then yearly fee to maintain ADA compliance work on website

#### Pipes & Lateral Irrigation Fund & Infrastructure

Town owned

- GIS mapping of infrastructure investigative field work
- Investigation field work for customer list
- After mapping and customer list created work on rate structure and fund

#### 2024 Department Projects:

- 1. Boat Ramp
  - Terrace the bank next to the Boat Ramp
  - Improve path to swim beach area
  - Need engineer design & NEPA study for permit
  - Approval with Army Corp Permit
- 2. Wildland Fire Division
  - Staff has been successfully hired
  - Proposals to send to other fires for reimbursement and equipment rental
- 3. Cameo Annexation
  - Mapping & Attorney working with property owners

#### **LODGING FEES RECAP**

2024 2023 DIFFERENCE

Reported	Fees	# of Nights			Fees	# of Nights	•		Fees	# of Nights
anuary	\$2,356.00	589	\$4.00	January	\$2,134.00	543	\$3.93	January	\$222.00	46
ebruary	\$2,428.00	607	\$4.00	February	\$3,380.00	835	\$4.05	February	-\$952.00	-228
<b>March</b>	\$7,302.00	2,238	\$3.26	March	\$5,496.00	1,374	\$4.00	March	\$1,806.00	864
April	\$8,024.00	2,006	\$4.00	April	\$9,264.00	2,316	\$4.00	April	-\$1,240.00	-310
Лау	\$14,192.00	3,548	\$4.00	May	\$14,596.00	3,649	\$4.00	May	-\$404.00	-101
une				June			#DIV/0!	June	\$0.00	0
uly				July			#DIV/0!	July	\$0.00	0
August				August			#DIV/0!	August	\$0.00	0
September				September			#DIV/0!	September	\$0.00	0
October				October			#DIV/0!	October	\$0.00	0
November				November			#DIV/0!	November	\$0.00	0
December				December			#DIV/0!	December	\$0.00	0
	40.4000.00	2.222			40.4.0=0.00	0 = 1 =			<b>+</b>	
RECAP	\$34,302.00	8,988		RECAP	\$34,870.00	8,717		RECAP	-\$568.00	271
TD.	\$34,302.00	8,988	\$3.82	YTD	\$34,870.00	8,717	\$4.00	YTD	-\$568.00	271
TD.	\$34,302.00	,	8,988	8,988 \$3.82	8,988 \$3.82 YTD	8,988 \$3.82 YTD \$34,870.00	8,988 \$3.82 YTD \$34,870.00 8,717	8,988 \$3.82 YTD \$34,870.00 8,717 \$4.00	8,988 \$3.82 YTD \$34,870.00 8,717 \$4.00 YTD	8,988 \$3.82 YTD \$34,870.00 8,717 \$4.00 YTD -\$568.00

Town of Palisade	Budget Worksheet - Budget by Department	Page: 17
	Period 00/24 (01/01/2024) - 07/24 (07/31/2024)	Jul 15, 2024 11:27AM

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					
003-012-5245	WEBSITE & ON-LINE MGT	1,057.01	7,500.00	6,442.99	86%
003-012-5247	DESIGN/PRODUCTION	4,823.97	15,000.00	10,176.03	68%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	2,062.76	22,500.00	20,437.24	91%
003-012-5250	OFFLINE MEDIA	8,363.50	22,500.00	14,136.50	63%
003-012-5251	TOWN WEBSITE	1,688.84	15,000.00	13,311.16	89%
003-012-5255	ACCOUNT MANAGEMENT FEES	833.33	7,500.00	6,666.67	89%
Total TOURISM FUND:		18,829.41	90,000.00	71,170.59	79%