



**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 UPDATE: 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			2023		
	Fees	# of Nights		Fees	# of Nights
January	\$2,652.00	663	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
March	\$7,302.00	2,238	March	\$5,496.00	1,374
April	\$8,024.00	2,006	April	\$9,264.00	2,316
<b>TOTAL</b>	<b>\$20,110.00</b>	<b>5,440</b>	<b>TOTAL</b>	<b>\$20,274.00</b>	<b>5,068</b>

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

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

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Juliann Adams  
Tourism Advisory Board Chairperson

X

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Keli Frasier  
Town Clerk



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 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 multi-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

Land Use Code Update DOLA Grant 50% Town 50% \$50,000

- 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





Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	2024-24 Current year Remaining	2024-24 Current year Remaining %
<b>TOURISM FUND</b>					
<b>TOURISM FUND</b>					
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%