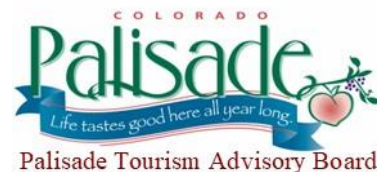




AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



October 13, 2022

9:00 am Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
 - A. Regular Meeting of August 11, 2022**
 - B. Special Meeting of September 1, 2022**
- V. FINANCIAL YTD UPDATE**
- VI. ADVERTISING UPDATE: Ryan and Melita**
- VII. OLD BUSINESS**
 - A. Workshop for CTO grant Tuesday, October 18, 2022, 9 am to 4 pm, Location TBD**
- VIII. NEW BUSINESS**
 - A. New date for Joint meeting with Trustee Board**
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

Next Meeting Thursday, November 10, 2022, 9:00 am – 11:00 am



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
August 11, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:08 am by Vice Chair Ryan Robinson with members present: Jeff Hanle, Jeff Snook, Ashley McGee, and Trustee Turner. Present on Zoom were Jean Tally, Cassidee Shull, and Tim Wenger. Absent were Chamber Director Jessica Burford, Chair Juliann Adams, and Rondo Buecheler. A quorum was declared. Also in attendance via Zoom were Town Clerk Keli Frasier, Finance Director Travis Boyd, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by J. Snook, seconded by J. Hanle, to approve the Agenda as presented.

A voice vote was requested
Motion carried unanimously

APPROVAL OF MINUTES

Motion #2 by C. Shull, seconded by J. Snook, to approve the Minutes of July 14, 2022, as presented.

A voice vote was requested
Motion carried unanimously

INTRODUCTION OF MIMI MATHER

Ms. Mather announced that Palisade and Fruita were awarded Reimagine Destination grant and described future grant opportunities.

Motion #3 by C. Shull, seconded by R. Robinson, to move forward with applying for a no-match EDA State Outdoor Recreation Grant.

A voice vote was requested
Motion carried unanimously

FINANCIAL YTD UPDATE

Finance Director Travis Boyd gave a brief financial update.

ADVERTISING UPDATE

Update on Marketing Strategy

M. Paelowski with Slate Communications conducted a detailed discussion regarding the *Visit Palisade* website. They reviewed a summary of the analytics of the website and newsletter, and social media.

Status of Website Corrections

M. Paelowski with Slate Communications stated the online form is working better than predicted.

OLD BUSINESS

Workshop for CTO grant Tuesday, October 18, 2022, 9 am to 4 pm, Location TBD

Vice-Chair Robinson stated that we're still looking for a place to hold the workshop.

Update on postcards

C. Shull stated that new postcards have been dropped off at Town Hall to receive stamps.

Update on Zoom waiver for TAB meetings

Town Clerk Frasier explained that TAB has the authority to set rules and regulations for their meetings and that the Board of Trustees will review the policy at an upcoming meeting.

Update on Lodging Tax ballot for November

The consensus of the Board is to move forward with setting a work session with the Board of Trustees to discuss a special election.

NEW BUSINESS

New date for Joint meeting with Trustee Board

Town Clerk Frasier stated she would discuss setting a work session with the Board of Trustees with the Town Manager and Mayor.

PUBLIC COMMENT

None was offered.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by Trustee Turner, seconded by A. McGee, to adjourn the meeting at 10:35 am.

A voice vote was requested.

Motion carried unanimously.

X

Ryan Robinson
TAB Vice Chairperson

X

Keli Frasier
Town Clerk



**MINUTES OF THE SPECIAL MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
September 1, 2022**

The special meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:04 am by Chair Juliann Adams with members present: Jean Tally, Cassidee Shull, Jeff Snook, Tim Wenger, Ashley McGee, Jessica Burford, and Trustee Ellen Turner. Absent were Vice Chair Ryan Robinson, Jeff Hanle, and Rondo Buecheler. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, Town Manager Janet Hawkinson, Finance Director Travis Boyd, and Melita Pawlowski with Slate Communications Marketing.

APPROVAL OF AGENDA

Motion #1 by J. Tally, seconded by Trustee Turner, to approve the Agenda as presented.

A voice vote was requested
Motion carried unanimously

NEW BUSINESS

Discussion On Ballot Language For The Lodging Fee Increase To Be Placed On the November 8, 2022, Special Election Ballot

Motion #2 by C. Shull to advise the Board of Trustees to set the ballot language to increase the Lodging fee to \$6.00 per rented room per night, with \$2.00 of the fee being earmarked for public safety.
There was no second, Motion failed.

Motion #3 by C. Shull, seconded by J. Burford to advise the Board of Trustees to set the ballot language to increase the Lodging fee to \$5.00 per rented room per night, with \$1.00 of the fee being earmarked for public safety.
C. Shull rescinded the motion.

Motion #4 by C. Shull to advise the Board of Trustees to set the ballot language to increase the Lodging fee to \$6.00 per rented room per night, with \$2.00 of the fee being earmarked for public safety.

A roll call vote was requested.

Yes: Chair J. Adams, C. Shull, J. Snook, A. McGee, T. Wenger, J. Burford, Trustee Turner

No: J. Tally

Absent: Vice Chair R. Robinson, J. Hanle, R. Buecheler

Motion carried.

ADJOURNMENT

Motion #5 by Trustee Turner, seconded by J. Snook, to adjourn the meeting at 10:02 am.

A voice vote was requested.

Motion carried unanimously.

X

Ryan Robinson
TAB Vice Chairperson

X

Keli Frasier
Town Clerk