



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



**December 21, 2023**  
**11:00 AM Monthly Meeting**  
<https://us06web.zoom.us/j/96182810397>

- I. REGULAR MEETING CALLED TO ORDER AT 11:00 AM**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES**
  - A. Approve minutes of November 16, 2023
- V. TOWN REPORT**
- VI. FINANCIAL YTD UPDATE**
  - A. Budget and Sales Tax numbers presentation - Finance Director Gregg Mueller
  - B. YTD
  - C. Room night report
- VII. ADVERTISING UPDATE: Ryan and Melita**
  - A. Marketing Update
  - B. Report on Quarter 1 marketing plan with Slate & Town of Palisade/TAB
- VIII. OLD BUSINESS**
  - A. Report Destination Development Mentor Scope of Work with Mimi Mather
- IX. NEW BUSINESS**
  - A. Farm Fresh publication listing 30 farms/orchards at \$25 each, \$750
  - B. Girls with a Gun Pre-Conference Swag
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES**
- XII. ADJOURNMENT**

**Next Meeting Thursday, January 18, 2024, 11:00 AM**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
November 16, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:05 am by Chair Juliann Adams with members present: Vice-Chair Ray Robinson, Jeff Hanle, Cassidee Shull, Rondo Buecheler, Jeff Snook, Brooke McElley, Jessica Burford, and Mayor Pro-Tem Ellen Turner. Absent were Jean Tally and Tim Wenger. A quorum was declared. Also in attendance were Town Clerk Keli Frasier and Ryan Burke & Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

**Motion #1** by J. Burford, seconded by R. Buecheler, to approve the Agenda as presented.  
A voice vote was requested.  
Motion carried

**APPROVAL OF MINUTES**

**Motion #2** by Mayor Pro-Tem Turner, seconded by J. Burford, to approve the Minutes of October 19, 2023.

A voice vote was requested.  
Motion carried.

**TOWN REPORT**

Town Clerk Keli Frasier reviewed the upcoming 2024 special projects approved in the budget at the 11/14/2023 Board of Trustees meeting and announced that the Town was awarded a \$1 million grant for the sewer project.

**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**

| 2023              |                    |               | 2022      |                    |              |
|-------------------|--------------------|---------------|-----------|--------------------|--------------|
|                   | Fees               | # of Nights   |           | Fees               | # of Nights  |
| January           | \$2,134.00         | 543           | January   | \$1,286.00         | 643          |
| February          | \$3,380.00         | 835           | February  | \$2,230.00         | 1115         |
| March             | \$5,496.00         | 1374          | March     | \$3,836.80         | 1913         |
| April             | \$9,264.00         | 2316          | April     | \$5,862.00         | 2931         |
| May               | \$14,596.00        | 3649          | May       | \$7,426.00         | 3713         |
| June              | \$16,136.00        | 4034          | June      | \$8,976.00         | 4488         |
| July              | \$15,440.00        | 3860          | July      | \$8,442.00         | 4221         |
| August            | \$16,088.00        | 4022          | August    | \$8,232.00         | 4116         |
| September         | \$17,348.00        | 4337          | September | \$8,670.00         | 4335         |
|                   | <b>\$99,882.00</b> | <b>24,970</b> |           | <b>\$54,960.80</b> | <b>23140</b> |
| <b>DIFFERENCE</b> |                    |               |           |                    |              |
|                   | <b>Fees</b>        | <b>Nights</b> |           |                    |              |
| January           | \$848.00           | -100          |           |                    |              |

|           |                    |              |
|-----------|--------------------|--------------|
| February  | \$1,150.00         | -280         |
| March     | \$1,659.20         | -539         |
| April     | \$3,402.00         | -615         |
| May       | \$7,170.00         | -64          |
| June      | \$7,160.00         | -454         |
| July      | \$6,998.00         | -361         |
| August    | \$7,856.00         | -94          |
| September | \$8,678.00         | 2            |
|           | <b>\$44,921.20</b> | <b>-2505</b> |

Town Clerk Frasier announced that the Board will receive a presentation on sales tax revenues in January.

**ADVERTISING UPDATE**

**Marketing Analysis**

M. Pawlowski reviewed fall advertising updates that will be presented in December and stated that they are already looking into 2024 advertising opportunities.

**CONTINUED BUSINESS**

**Report On RFP Process for Marketing Agency**

Town Clerk Frasier reviewed the 2020 RFP and the **Consensus of the Board** is to move forward with the dates discussed during the meeting.

**Report on Phone Contact Option**

Vice Chair Robinson reviewed the information he gathered about Google Voice and other phone options for visitor/tourism phone calls.

Chair Adams announced that TAB is required to have an email address for the Colorado Tourism Office (CTO). J. Burford offered to have emails be sent to her office and her staff could reply to visitor inquiries. J. Snooked suggested that TAB pay the Palisade Chamber of Commerce for that service, and J. Burford responded that she would like to see what kind of burden the emails place on her staff before considering a contract.

**Motion #3** by C. Shull, second by R. Buecheler, to approve Slate Marketing create [info@visitpalisade.com](mailto:info@visitpalisade.com) and have all of those emails forwarded to the Palisade Chamber of Commerce for responses.

A voice vote was requested.  
Motion carried.

**NEW BUSINESS**

**Report Destination Development Mentor Program**

Chair Adams announced that they were awarded the grant to move forward with the “Do Palisade Right” campaign.

**Report on Girls and a Gun Conference Sponsorship \$500**

Chair Adams reviewed the Girls and a Gun event from 2023 and asked the rest of the Board if they would be interested in sponsoring the program in 2024.

**Motion #4** by Mayor Pro-Tem Turner, second by B. McElley, to approve a \$500.00 sponsorship for the 2024 Girls and a Gun Conference.

A voice vote was requested.  
Motion carried.

**Discussion about the December Meeting Date**

Due to the December meeting being so close to a federal holiday, Chair Adams suggested having a short meeting from 11:00 am to 11:30 am and then going to Fidel’s for a luncheon paid for by TAB as a thank you to the members for all of the effort they have put in over the last year.

*The consensus of the Board* is to have a short meeting from 11:00 am to 11:30 am and then go to Fidel’s for a luncheon paid for by TAB.

**PUBLIC COMMENT**

J. Burford announced that Dave Smith would like TAB to look into advertising with a new airline (Breeze).

Vice-Chair Robinson stated that Palisade Little League is looking for sponsorships.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

**Motion #4** by J. Burford, seconded by Mayor Pro-Tem Turner to adjourn the meeting at 12:18 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



## Destination Development Mentor Program Mentor Project Scope of Work Winter - Spring 2024

|   |   |
|---|---|
| <b>Name of Project Representative:</b><br>Juliann Adams | <b>Name of Mentor:</b><br>Mimi Mather             |
| <b>Primary Email:</b><br>vinelands79@gmail.com          | <b>Primary Email:</b><br>mimi.mather@colorado.com |
| <b>Primary Phone Number:</b><br>970-270-2294            | <b>Primary Phone Number:</b><br>303-648-1423      |

### **Brief Description of Project and Desired Outcomes:**

Located in the Mountains and Mesas travel region, Palisade is a well-established hub for accessing high-quality Colorado fruit and wine. The agritourism experiences in Palisade are complemented with outdoor recreation on the Grand Mesa, Colorado River and surrounding public lands. The Palisade Tourism Advisory Board (TAB) provides guidance for the development of the tourism industry in Palisade and assists in the implementation of the Palisade Marketing and Development Plan.

The purpose of this project is to advance priority actions identified during the initial phases of Palisade TAB's participation in the Destination Development Mentor Program. The primary objectives of the program are to encourage responsible and respectful use in the City of Palisade, surrounding agricultural lands, and public lands.

A specific focus will include development of a Do Palisade Right campaign. Results from successful completion will include more informed visitors, greater respect for the Palisade's rural and agricultural culture, and a welcoming and friendly environment for residents and visitors.

### **Project Deliverables:**

Specific project deliverables include:

- develop a Do Palisade Right campaign to promote responsible and respectful use in the City of Palisade, surrounding agricultural land, and on public lands
  - engage key stakeholders to understand priority impacts
  - draft themes, taglines, and content
  - facilitate a meeting with Palisade TAB to develop and align on priority impacts and draft content
  - refine content in collaboration with Palisade TAB and CTO marketing team
  - create a Do Palisade Right logo
- develop a Do Palisade Right campaign distribution strategy
  - collaborate with Slate Communications to develop implementation strategies for sharing Do Palisade Right content through Visit Palisade's marketing outlets (e.g. website, social media, digital marketing, and printed materials)
  - prepare Do Palisade Right content post and share on social media



## **Destination Development Mentor Program Mentor Project Scope of Work Winter - Spring 2024**

- create a Do Palisade Right print graphic that includes the logo and themes
- identify key performance indicators (KPIs) to measure the success of the campaign
- support implementation of the Do Palisade Right distribution strategy
  - facilitate a meeting with Palisade TAB to present campaign and distribution strategy
  - coordinate Do Palisade Right content distribution with identified local business
  - ensure Palisade TAB partners and tourism stakeholders have Do Palisade Right campaign materials to share
  - distribute campaign digital and print assets to tourism stakeholders
  - coordinate a kick-off event to present the new campaign to stakeholders and partners

### **Success Metrics:**

The deliverables will be measured by the following success metrics:

- approved Do Palisade Right campaign that includes a logo, themes, taglines, and messaging
- distribution of the Do Palisade Right messaging to visitors, stakeholders, and partners
- Do Palisade Right campaign distribution strategy that includes KPIs
- informed stakeholders equipped to share the Do Palisade Right messaging

**Project Deliverables are expected to be completed by May 31, 2024.**



## Destination Development Mentor Program Mentor Project Scope of Work Winter - Spring 2024

**By signing the form below I agree to the project purpose, desired outcomes, deliverables, and timeline as outlined above. I also agree with the following statements:**

I agree to contact the Colorado Tourism Office immediately should circumstances of the Project or Mentor change, or should either party prove to be an incompatible fit with achieving the agreed upon project deliverables or timeline.

I agree to participate in program evaluative activities, including filling out a short narrative report and being available for follow-up questions and short surveys.

Deliverables will be shared with CTO staff members upon project completion as part of program documentation, and content approved by both parties may be released as part of case study examples.

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*Signature of Mentor*

*Date*

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|  |  |
|--|--|

*Signature of Project Representative*

*Date*