



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



**November 16, 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 October 19, 2023
- V. TOWN REPORT**
  - A. 2024 Town Projects
- VI. FINANCIAL YTD UPDATE:**
  - A. YTD
  - B. Room night report
  - C. Quarterly Sales tax report - January
- VII. ADVERTISING UPDATE: Ryan and Melita**
  - A. Marketing Analysis
- VIII. OLD BUSINESS**
  - A. Report on RFP process for Marketing Agency
  - B. Report on Phone Contact Option, Ryan
- IX. NEW BUSINESS**
  - A. Report Destination Development Mentor Program
  - B. Report on Girls and a Gun Conference Sponsorship \$500
  - C. Discussion about December Meeting Date
- X. PUBLIC COMMENT**
- XI. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XII. ADJOURNMENT**

**[Next Meeting Thursday, December 21, 2023, 11:00 AM](#)**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
October 19, 2023**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:03 am by Chair Juliann Adams with members present: Vice-Chair Ray Robinson, Cassidee Shull, Rondo Buecheler, Jessica Burford, Jeff Snook, Brooke McElley, Tim Wenger and Mayor Pro-Tem Ellen Turner. Absent was Jeff Hanle. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Special Events Coordinator Rebecca Loucks, and Ryan Burke & Melita Pawlowski with Slate Communications Marketing. *Note:* Jean Tally joined the meeting via Zoom at 11:54 am.

**APPROVAL OF AGENDA**

**Motion #1** by Trustee Turner, seconded by C. Shull, to approve the Agenda as presented.  
A voice vote was requested.  
Motion carried

**APPROVAL OF MINUTES**

**Motion #2** by Vice R. Robinson, seconded by J. Burford, to approve the Minutes of August 10, 2023.  
A voice vote was requested.  
Motion carried.

**Motion #3** by J. Burford, second by C. Shull, to approve the Minutes of September 21, 2023.  
A voice vote was requested.  
Motion carried.

**TOWN MANAGER REPORT**

Town Manager Janet Hawkinson gave updates on all year-to-date Town projects, as well as future projects.

**FINANCIAL YTD UPDATE**

Town Manager Janet Hawkinson reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. J. Snook formally requested to have an exact room count available by the next TAB meeting. C. Shull and J. Burford asked if the Town can provide after January 2024 sales tax revenue for the past five years. 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	4337	August	\$8,670.00	4335

	\$82,534.00	20633		\$46,290.80	23140
	<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	
		<b>\$36,243.20</b>		<b>-2507</b>	

**ADVERTISING UPDATE**

**Marketing Analysis**

M. Pawlowski updated the Board on the status of media buys, advertising, and updated CTO marketing opportunities for 2024.

The Board had an open discussion on what phone number and entity should be handling all tourist calls. Vice Chair R. Robinson volunteered to research the possibility of using a Google phone for tourism calls.

**CONTINUED BUSINESS**

**Report on Winefest giveaway campaign**

C. Shull and M. Pawlowski gave a report regarding the ongoing campaign.

**Report On RFQ Process for Marketing Agency**

Town Manager Hawkinson gave an update on the process and progress of the RFQ for marketing.

Chair Adams made the suggestion to change the RFQ to an RFP for a Marketing Firm to represent the Palisade Tourist Board at \$75,000.

**Motion #4** by C. Shull, second by B. McElley, to change the RFQ to an RFP for a Marketing Firm to represent the Palisade Tourism Advisory Board at \$75,000.

A voice vote was requested.

Motion carried.

**NEW BUSINESS**

**Destination Development Mentor Program**

Chair Adams gave a report on the CTO grant for the “Do Palisade Right Campaign,” application was sent in on October 18, 2023.

**Report on Governor’s Tourism Conference**

J. Burford and C. Shull gave a report on attending the 2023 conference.

**The consensus of the Board** is to invite CTO to meet with TAB at a future meeting.

**Ideas for the November workshop to discuss Goals for 2024**

Chair Adams requested the Board to bring suggestions for 2024 goals. Town Manager Hawkinson suggested the Board have their 2024 goals proposed before sending out the RFP.

**PUBLIC COMMENT**

No public comments.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

***Motion #5*** by Trustee Turner, seconded by J. Burford to adjourn the meeting at 12:40 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

# 2024 TOWN OF PALISADE PROJECTS

## Large Capital Improvement Projects

<u>Project</u>	<u>Fund/ Department</u>	<u>Grant Revenue</u>	<u>Town Funding</u>	<u>Expected Cost</u>
Elberta Avenue West Sidewalks & Bridges	Capital Projects Fund	\$1.8 M from CDOT	200000	\$2 M
Highway 6 Roundabout & Multi-Use Path	CDOT			\$8 M
Highway 6 South Sidewalks - High School	CDOT	\$500,000 (Prior Funded)	\$100,000	\$600,000

## Small Improvement Projects

<u>Project</u>	<u>Fund/ Department</u>	<u>Grant Revenue</u>	<u>Town Funding</u>	<u>Expected Cost</u>
Improve Swim Beach & Boat Ramp at Riverbend Park	General Fund		100% Tax Revenue	\$125,000
Land Use Code Revision	General Fund	50% DOLA Grant (\$20,000)	50% Tax Revenue, 50% Grant	\$40,000
Riverbend Park Restroom Construction	General Fund/Parks		100% Tax Revenue	\$175,000
Community Parks & Facilities Master Plan	General Fund/Parks		100% Tax Revenue	\$50,000

## 2024 TOWN OF PALISADE PROJECTS (Continued)

### Fiscal Year 2024 - 2028 Projects

<u>Project</u>	<u>Fund/ Department</u>	<u>Grant Revenue</u>	<u>Town Funding</u>	<u>Expected Cost</u>
Sewer Treatment Consolidation to Clifton Sanitation	Utilities Fund/Treatment	\$22 M from USDA Grant & Loan	\$2 M	\$24 M
Sidewalk Improvements Old Town	General Fund		100% Tax Revenue	\$250,000
Troyer Lift Station	Sewer Fund	50% DOLA Grant (\$174,000)	50% Tax Revenue, 50% Grant	\$348,000
Water Hydrolic Study	Water Fund	DOLA \$20,000	Tax Revenue \$30,000	\$50,000

**LODGING FEES REVIEW**

Reporting	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
October			October	
November			November	
December			December	
	<b>\$99,882.00</b>	<b>24970</b>		<b>\$54,960.80 27475</b>
	% of '22	90.88%		2022 Total 33446

**DIFFERENCE**

	Fees	Nights
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
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	<b>\$44,921.20</b>	<b>-2505</b>



**PALISADE BOARD OF TRUSTEES**  
**Agenda Item Cover Sheet**

**Meeting Date:**           **November 16, 2023**

**Re:**                       **Marketing RFP**

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**SUMMARY:**

Attached is the 2020 Marketing RFP.

Topics for discussion should be:

- Timeline, including due dates
- Confirm Budget: \$75,000.00
- Who should applicants contact for questions/clarifications
- Scope of Work
- Selection Process and Criteria
  - Create a review and selection committee
- Submittal Instructions

All of the above items are listed in the 2020 RFP and need to be agreed upon for 2024. Suggestions will be provided by the Town Clerk at the meeting.

**BOARD DIRECTION:**

Discuss the RFP details and come to a consensus for details to be included in the 2024 process.



**TOWN OF PALISADE**

**NOTICE OF REQUEST FOR PROPOSALS**

**FOR TOURISM MARKETING SERVICES**

The Town seeks a professional, full-service marketing and promotions firm to provide comprehensive, strategic and innovative marketing services in 2020 that are targeted at attracting first time and repeat visitors. The area is blessed with top-notch wineries, world renowned produce, diverse arts, popular festivals and abundant year-round outdoor recreational opportunities. The successful proposer will create and implement a 12-month marketing plan, with approval from the Tourism Advisory Board at the direction of the Town Board of Trustees. Proposals are due at 4:30 p.m. on March 2, 2020.

A complete RFP is available for download at [www.townofpalisade.org](http://www.townofpalisade.org).

As the Town's best interests may appear, the Tourism Advisory Board reserves the right to waive informalities in, and to reject any or all, proposals.

**REQUEST FOR PROPOSAL  
TOURISM MARKETING SERVICES**

**RFP Summary**

Total Project Budget for 2020: \$40,000

The Town of Palisade is requesting proposals for marketing and promotional services targeted at attracting visitors and capturing travelers to its tourist and recreational amenities. The area is blessed with top-notch wineries, world renowned produce, diverse arts, popular festivals, and abundant year-round outdoor recreational opportunities. The selected proposer will create and implement a 12-month marketing plan, with approval from the Tourism Advisory Board at the direction of the Town of Palisade Board of Trustees.

This RFP selection process is competitive and will focus on the proposal's creativity, knowledge of the community, staff and team member qualifications, and the prior history of performance on similar projects. Thoughtful responses to this RFP will enable the Town to select the most qualified proposers.

**Selection Schedule:**

RFP Released	February 2, 2020
Deadline to Submit Questions (in writing)	February 10, 2020
Responses to Questions (in writing)	February 17, 2020
Proposals Due	March 2, 2020
<u>TAB meeting</u>	March 10, 2020
Notification to Finalists	March 11, 2020
Finalists Presentations	March 20, 2020
<u>TAB Board Final Selection</u>	March 24, 2020
<i>Notice of Selection to finalist</i>	March 25, 2020
Contract Negotiations	<b>March 26 - April 8, 2020</b>
<u>TAB Board Contract Approval</u>	April 14, 2020
Recommendation to <u>Board of Trustees</u>	April 28, 2020
Contract Start Date	May 1, 2020
<u>(TAB Board Meeting</u>	<b>May 12, 2020)</b>

**Contact**

Contact Lydia Reynolds, Planning Technician at 970-464-5602 or email [lreynolds@townofpalisade.org](mailto:lreynolds@townofpalisade.org) with any questions regarding this RFP.

### **Project Scope of Work.**

- a) The objective of this RFP is to procure marketing and support services, including public outreach activities, advertising placement, and other related marketing functions and work products.  
Preferred proposers will:
- b) Develop and implement a four-season tourism marketing plan beginning in 2020 that is recommended by the Tourism Advisory Board and approved by the Palisade Board of Trustees.
- c) Track, evaluate and report marketing plan progress to Town Staff and the Tourism Advisory Board in a timely fashion.
- d) Provide strategies and recommendations to Town Staff and the Tourism Advisory Board regarding marketing and promotional opportunities as they arise.
- e) Attend regularly scheduled bi-monthly meetings of the Tourism Advisory Board, and attend Town Board meetings as requested.
- f) The total project budget of \$40,000 includes entire marketing package, including all fees, media buys, and any other applicable promotional costs.

### **Selection Process and Criteria**

The Tourism Advisory Board will review and evaluate all responsive submittals and other information received in accordance with the requirements of this RFP. In assessing the strengths and weaknesses of each respondent, the Selection Committee may, at its discretion, request clarification of any response to this RFP or other issue that may arise during the selection process. Once the review is completed, recommendations from the Committee will be submitted to the Town Board of Trustees for final selection of the successful proposer and dollar amount of the contract. The Town may request visual and oral presentations as part of the evaluation process.

At any stage, the Town reserves the right to terminate, suspend or modify this selection process; reject any or all submittals at any time; and waive any informalities, irregularities or omissions in submittals, all as the best interests of the Town may appear.

The Town will not accept any information, in any form whatsoever, from proposers after the proposal due date. Unsuccessful proposers will be notified in writing that they were not selected to compete in the next stage of the selection process and such notification shall result in no further consideration of these submissions. All determinations of the Town regarding rejection shall be final.

## **Contract Requirements**

### **Insurance**

The selected proposer for this Project will be required to secure and maintain an insurance policy, including Workers' Compensation and liability at its own expense. Prior to the commencement of work under any resulting contract, the successful proposer must provide proof of all required insurance. If proposer is exempt from the legal requirement to have Workers' Compensation Insurance, and has in fact properly rejected Workers Compensation Insurance with the Colorado Department of Labor and Employment (CDLE) as of the date of submission of its proposal to this RFP, then proposer will provide with its proposal proof of approval of rejection by CDLE. Under any resulting contract, the Consultant will be an independent contractor retained to perform professional or technical services for limited periods of time. Neither the Consultant nor any of its employees will be deemed to be employees or officers of the Town.

### **Colorado Open Records Act**

Documents submitted in response to this RFP are subject to the Colorado Open Records Act, C.R.S. §24-72-201, *et seq.* ("CORA"). If the proposer believes that any information, data, process or other material in its proposal constitutes trade secrets, privileged information, or confidential commercial, financial, geological, or geophysical data, then the proposer should mark those items as confidential or proprietary and provide a list of those items with specificity as to the page and paragraph and on what basis it believes the material is confidential or proprietary. The Town is not bound by the proposer's determination as to whether materials are subject to disclosure under CORA and reserves the right to independently determine whether the materials are required to be made available for inspection or otherwise produced under CORA.

If the Town receives a request for such information marked as confidential, it will notify the Proposer. If a suit is filed to compel disclosure of such information, the Town will notify the Proposer, and the Proposer shall be responsible for taking appropriate action to defend against disclosure of its confidential information.

In the event of the filing of a lawsuit to prevent or compel disclosure, the Town will tender all responsive materials to the court for judicial determination of the issue of disclosure. The proposer agrees 1) to intervene in any lawsuit arising out of a request for its materials to protect and assert its claims of privilege against disclosure of such material; 2) that its failure to object or intervene and assert claims of privilege against disclosure in relation to its proprietary or confidential information results in waiver the same; 3) to release and defend, indemnify and save and hold harmless the Town, its officers, agents and employees, from any claim, damages, expense, loss or costs, including reasonable attorneys' fees, arising out of or in any way relating to requests for disclosure of material provided or produced in response to this RFP.

## **Proposal Preparation, Consultants Costs and Expenses**

The Town is not liable for any costs or expenses arising out of preparation of Consultant's proposal. If selected, Consultant may not include any of these costs or expenses as part of its fee, rates, or charges for performing work under the Contract.

## **Proposal Submittal Instructions**

Proposers shall submit one electronic and one hard paper copy of their completed RFP response. All printed copies must be limited to an 8 ½" x 11" format bound on the long side. Pages are to be numbered in sequence and font size must be at least 12 point font. No more than ten 11 x17" fold-out sheets may be included.

The proposal must include:

### **Letter of Transmittal**

Clearly indicate the primary contact (principal-in-charge), mailing address, telephone and facsimile numbers. Indicate unique features of the organization and the project team that makes the team uniquely suited to undertake this specific project.

### **Pricing**

A cost schedule of all hourly rates for each job classification and job title must be submitted for all items set forth in the proposal. All rates and fees will be fixed for the duration of the contract. Materials or services not listed but that may be required or are expected to be used by the consultant in performing the tasks related to the Agreement must be listed with the proposal. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the consultant as a cost of doing business.

### **Key Personnel**

Identify the individuals from each firm who will be involved in the project and their responsibilities. Provide brief *biographical data* of the primary participant(s), including the Project Manager. Further, provide a separate list of key personnel setting forth the name of such persons and corresponding title.

### **Approach**

Describe approach to Scope of Work, philosophy, cost containment strategies, issues and opportunities.

### **Summary of Experience**

Describe the firm's past projects and experiences relevant to evaluating the firm's capabilities to perform the work, and include appropriate references with contact information for those projects.

## Delivery Instructions

Email electronic copies to [lreynolds@townofpalisade.org](mailto:lreynolds@townofpalisade.org) and mail or deliver all hard copies of proposals on or by 4:30 p.m. on Monday, March 2<sup>nd</sup> to:

Lydia Reynolds  
Town of Palisade  
175 East 3<sup>rd</sup> Street  
PO Box 128  
Palisade, CO 81526

2020