



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



April 16, 2025
9:00 am 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. Approve minutes of March 19, 2025
- V. PRESENTATION**
 - A. Demonstration of Placer.ai
- VI. TOWN REPORT**
 - A. Report on Town partnership for a data analytics program such as Placer.ai
- VII. FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VIII. ADVERTISING UPDATE:**
 - A. Marketing Update
 - B. Update on FAM tours Itinerary for May
 - C. Discussion of new page on Visitpalisade.com for local farm shopping promotion
- IX. CONTINUED BUSINESS:**
 - A. Byway signs done
 - B. Final map done, Sent to Cassidee for print and Jessica for Bud Signs to print Kiosk signs
 - C. Report on TAB letters of intent
- X. NEW BUSINESS**
 - A. Kiosk update
 - B. Sign up for Girl & A Gun table
 - C. Sign up for distribution of maps See Attached sheet
- XI. PUBLIC COMMENT**

Please keep comments to 3 MINUTES OR LESS and state your name and address
- XII. ORGANIZATION UPDATES (Please limit comments to 3 Minutes)**
- XIII. ADJOURNMENT**

[Next Meeting 9 am Wednesday, May 21, 2025](#)



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
March 19, 2025**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 10:06 am by Chair Juliann Adams, with members present: Tim Wenger, Jessica Burford, Cassidee Shull, Rondo Buecheler, Brooke McElley, JoAnn Rasmussen, Ian Kelley, Susan Metzger, Vice-Chair Ryan Robinson, and Trustee Jeff Snook. A quorum was declared. Also in attendance were Town Manager Janet Hawkinson, Town Clerk Keli Frasier, and Melita Paelowski & Brandi Allen with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by I. Kelley, seconded by J. Rasmussen, to approve the agenda as presented.

A voice vote was requested.
Motion carried

APPROVAL OF MINUTES

Motion #2 by J. Rasmussen, seconded by C. Shull, to approve the Minutes of February 19, 2025, as presented.

A voice vote was requested.
Motion carried

TOWN REPORT

Town Manager Hawkinson reviewed the Placer AI and Datafy information. ***The consensus of the Board is to have a presentation from both companies at the next meeting.***

Trustee Snook reviewed the most recent Board of Trustees meeting and asked the Tourism Board if they would like to assist major event organizers in Palisade by covering the costs for emergency services overtime during festivals. ***The consensus of the Board is that the lodging fee should already be covering the overtime costs, and TAB and the festivals should not be required to pay extra.***

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

2025		
	Fees	# of Nights
January	\$2,156.00	539
TOTAL	\$2,156.00	539

2024		
	Fees	# of Nights
January	\$2,356.00	589
TOTAL	\$2,356.00	589

DIFFERENCE		
	Fees	Nights

January	-\$200.00	-50
TOTAL	-\$200.00	-50

ADVERTISING UPDATE

Marketing Update

B. Allen reviewed marketing campaigns, website analytics, and social media updates.

1904 Campaign

B. Allen discussed the 1904 campaign, updating the Board on the progress and successes.

Spring Campaigns

B. Allen reviewed the planned FAM Tours in April and May. *The consensus of the Board is to push a spring message.*

B. Allen went on to review recent research she has been doing regarding travel trends. *The consensus of the Board is to begin running ads similar to what was run during COVID.*

CONTINUED BUSINESS

Byway signs delivered to MC – 3 left to fix

Chair Adams announced the item, and the Board discussed where other signs may also need replacing.

Final editing 2025 map

Chair Adams opened the meeting to discuss final edits for the 2025 map. *The consensus of the Board is to reduce the amount of printed maps from last year.*

Grant update

Chair Adams announced that TAB was not awarded the grant. No discussion occurred.

NEW BUSINESS

Large format maps for Kiosk locations and Food Town Wall

Chair Adams announced that the large maps will be printed at the same time as the regular-sized ones. The Board discussed where to relocate the kiosk currently located near Deroco Cellars, and getting some volunteers together to clean up the kiosk at Harkey’s Launch.

Map & Sticker distribution sign-up

The Board discussed distributing maps and stickers once they arrive.

April board appointments – Public Notice

Town Clerk Frasier announced that the Tourism Advisory Board has four (4) openings for members. Applications will be accepted through April 11, 2025, and interviews & appointments will be on April 22, 2025, at the regularly scheduled Board of Trustees meeting.

PUBLIC COMMENT

Matt Payne, Palisade, CO, encouraged the Board to talk to other municipalities that have Placer AI to see what they think of the benefits, requested the Board to diversify their marketing spotlights, to be conscious of byway’s negative impacts, and announced that he will be applying for TAB when the positions open.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #3 by J. Burford, seconded by C. Shull, to adjourn the meeting at 11:04 am.

A voice vote was requested.
Motion carried unanimously.

X

Keli L. Frasier, CMC
Town Clerk

X

Juliann Adams
Tourism Advisory Board Chairperson

Account Number	Account Title	2025-25 Current year Actual	2025-25 Current year Budget	2025-25 Current year Remaining	2025-25 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	554.16	7,500.00	6,945.84	93%
003-012-5247	DESIGN/PRODUCTION	.00	15,000.00	15,000.00	100%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	480.00	22,500.00	22,020.00	98%
003-012-5250	OFFLINE MEDIA	500.00	22,500.00	22,000.00	98%
003-012-5251	TOWN WEBSITE	.00	15,000.00	15,000.00	100%
003-012-5255	ACCOUNT MANAGEMENT FEES	.00	7,500.00	7,500.00	100%
Total TOURISM FUND:		1,534.16	90,000.00	88,465.84	98%

LODGING TAXES REVIEW
2025

** Reporting Month is the Total Collected from Participant Reports.
This may include prior months activities if not received by the end of
the reporting month. For Example: Jan 2025 reporting is usually for
Dec Lodging reports paid in Jan. It may include reports before Dec.
This report only includes the \$4 per room per night Tax.

Reporting Month 2025			Reporting Month 2024				
	Taxes	# of Nights		Taxes	# of Nights		
January	\$1,760.00	440	4.00	January	\$2,356.00	589	4.00
February	\$2,292.00	573	4.00	February	\$2,428.00	607	4.00
March				March	\$7,302.00	2,238	3.26 **
April				April	\$8,024.00	2,006	4.00
May				May	\$14,192.00	3,548	4.00
June				June	\$14,988.00	3,747	4.00
July				July	\$14,920.00	3,730	4.00
August				August	\$17,592.00	4,398	4.00
September				September	\$16,448.00	4,112	4.00
October				October	\$10,172.00	2,543	4.00
November				November	\$4,500.00	1,125	4.00
December				December	\$2,156.00	539	4.00
	<u>\$4,052.00</u>	<u>1013</u>	\$4.00		<u>\$115,078.00</u>	<u>29182</u>	\$3.94
	% of '24	171.99%			2024 Total	29182	

2024 EMS Collected at \$2 per room per night
Total collection of \$56,200

DIFFERENCE

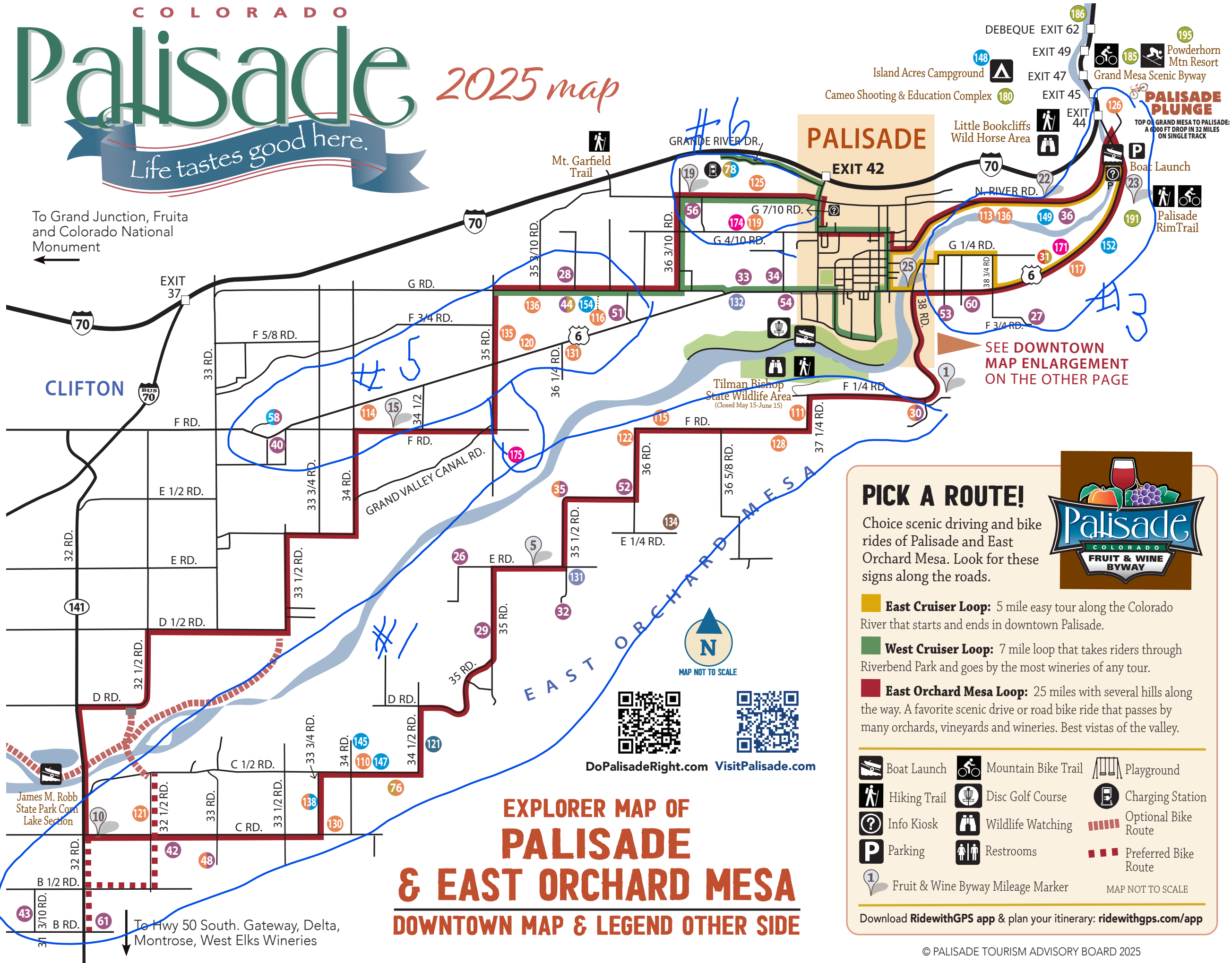
	Taxes	Nights
January	-\$596.00	-149
February	-\$136.00	-34
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		
	<u>-\$732.00</u>	<u>-183</u>

Palisade

Life tastes good here.

2025 map

To Grand Junction, Fruita and Colorado National Monument



SEE DOWNTOWN MAP ENLARGEMENT ON THE OTHER PAGE

PICK A ROUTE!

Choice scenic driving and bike rides of Palisade and East Orchard Mesa. Look for these signs along the roads.



- East Cruiser Loop:** 5 mile easy tour along the Colorado River that starts and ends in downtown Palisade.
- West Cruiser Loop:** 7 mile loop that takes riders through Riverbend Park and goes by the most wineries of any tour.
- East Orchard Mesa Loop:** 25 miles with several hills along the way. A favorite scenic drive or road bike ride that passes by many orchards, vineyards and wineries. Best vistas of the valley.

- Boat Launch
- Mountain Bike Trail
- Playground
- Hiking Trail
- Disc Golf Course
- Charging Station
- Info Kiosk
- Wildlife Watching
- Optional Bike Route
- Parking
- Restrooms
- Preferred Bike Route
- Fruit & Wine Byway Mileage Marker

MAP NOT TO SCALE

DoPalisadeRight.com VisitPalisade.com

EXPLORER MAP OF PALISADE & EAST ORCHARD MESA DOWNTOWN MAP & LEGEND OTHER SIDE

Download **RidewithGPS** app & plan your itinerary: ridewithgps.com/app

★ LEGEND: PALISADE BUSINESSES & SERVICES BY CATEGORY

AT YOUR SERVICE

- 1 ATM
- 1 C&F Food Store & Gas
- 2 CAVE/Colorado Winefest Office
- 3 Community Care of the Grand Valley & Urgent Care
- 4 Fruit & Wine Real Estate
- 5 Golden Gate Petroleum
- 6 Grand Valley Bank
- 7 Hummel Real Estate
- 8 La Plaza Service Center
- 9 Palisade Branch Mesa County Library
- 10 Palisade Car Wash
- 11 Palisade Chamber of Commerce
- 12 Palisade Dental
- 13 Palisade Dino Mart & Gas
- 14 Palisade Pharmacy
- 15 Palisade Post Office
- 16 Palisade Veterinary
- 17 Sunshine Laundromat

CANNABIS

- 21 Colorado Weedery/CO Alternative Health Care
- 22 Palisade Apothecary
- 23 The Happy Camper

WINE, SPIRITS, CIDER & BEER

- 25 13 Brix & Bistro
- 26 Avant Vineyards
- 27 Bookcliff Vineyards
- 28 Carboy Winery at Garfield Estates
- 29 Carlson Vineyards
- 30 Centennial Cellars
- 31 Clark & Co's Distilling
- 32 Colorado Cellars
- 33 Colorado Vintner's Collective
- 34 Colterris Collection
- 35 Colterris at the Overlook Tasting Room
- 36 Colterris Winery Tasting Room
- 37 Columbine Liquors
- 38 Deroco Cellars
- 39 Grande River Vineyards
- 40 Graystone Winery
- 42 Hermosa Vineyards
- 43 Mafia Princess Wines
- 44 Maison La Belle Vie Winery
- 45 Palisade Brewing Company
- 46 Palisade Kombucha
- 47 Palisade Livery Bar
- 48 Peachfork Orchards & Vineyards
- 49 Peach Street Distillers
- 50 Peachwood Liquor Store
- 51 Red Fox Cellars
- 52 Restoration Vineyards
- 53 Sauvage Spectrum Winery
- 30 Talbott's Farm Market & Taproom
- 54 Talon Wines at the Meadery
- 55 TerraVin Cellars
- 56 The Blue Beryl Winery
- 57 The Ordinary Fellow
- 58 TWP Wine & Farmhouse
- 59 Varaison Vineyards & Winery
- 60 Vines 79 Wine Barn
- 61 Whitewater Hill Vineyards

DINING

- 25 13 Brix & Bistro
- 75 357 Bar & Grill
- 76 Anita's Palisade Pies
- 77 Artful Cup at the Blue Pig
- 78 Caroline's at Wine Country Inn
- 31 Clark & Co's Distilling
- 79 Diorio's Pizza of Palisade
- 80 El Rey Mexican Food
- 81 Fidel's Cocina & Bar
- 44 Maison La Belle Vie Winery
- 45 Palisade Brewing Company
- 82 Palisade Peach Shack & Cafe
- 38 Palisade Pizza & PourHouse
- 49 Peach Street Distillers
- 83 Peche
- 84 Slice of Life Bakery
- 85 The Milky Way

SHOPPING & GALLERIES

- 77 Blue Pig Gallery
- 4 Craig Gallery
- 92 Dollar General
- 93 Family Food Town & Deli
- 94 Farmhouse
- 95 Harlow
- 96 Palisade Co-Op Country Store
- 97 Spun Knitting & Yarns
- 98 The Atrium by Sage Creations
- 7 The Purple Bee
- 99 Vinyl Revival
- 100 Wedel Pottery
- 101 West Slope Mercantile

ON THE FARM

- 110 Alida's Fruits/STRIVE
- 111 Anita's Pantry & Produce
- 112 Ball Fruit
- 113 Bella Boletto Organic Farms
- 114 Blaine's Farm Store
- 115 C&R Farms
- 116 Chicken Grit Farms
- 117 Clark Family Orchards
- 118 Cunningham Orchard
- 119 Early Morning Orchards
- 120 Field to Fork Organic Farm
- 121 Fruit Basket Orchard U-PICK
- 122 Green Barn Fruit Co U-PICK
- 123 Helmer's Produce
- 124 Herman Produce
- 35 High Country Orchards at the Overlook
- 125 Just Peachy Peach Orchard
- 126 Kokopelli Farm Market
- 127 McLean Farm & Ice Cream
- 128 Mt. Lincoln Peach Company U-PICK
- 129 Palisade Peach Shack Fruit Stand U-PICK
- 82 Palisade Peach Shack & Cafe
- 48 Peachfork Orchards & Vineyards
- 130 Pear Blossom Farm
- 131 Sage Creations Lavender Farm
- 132 Smith Family Orchards
- 133 Sprigs & Sprouts Lavender Farm
- 134 Suncrest Orchard & Alpacas & Fiber Works
- 135 Sweet Cheeks Organic Peaches
- 30 Talbott's Farm Market & Taproom
- 136 The Stone Fruit Company
- 137 Whistle Stop Fruit Stand
- 138 Z's Orchards

PLACES TO STAY

- 146 Bearfoot B & B
- 147 Cherokee Vineyard B & B
- 148 Island Acres State Campground
- 149 Palisade Basecamp RV Resort
- 150 Palisade Wine Valley Inn
- 151 Spoke & Vine Motel
- 152 The Homestead
- 58 TWP Winery & Farmhouse
- 154 Vista & Vineyards B & B
- 78 Wine Country Inn

EVENT VENUES

- 44 Amy's Courtyard at Maison La Belle Vie
- 113 Bella Boletto Organic Farms
- 28 Carboy at Garfield Estates
- 35 Colterris at the Overlook
- 171 Orchard River View Event Barn
- 172 Palisade Community Center
- 173 Palisade Old Gym
- 174 Palisade Orchard Weddings
- 175 Urban Ranch
- 59 Varaison Vineyards & Winery
- 78 Wine Country Inn

THINGS TO DO/RECREATION

- 180 Cameo Shooting & Education Complex
- 181 Centennial Canoe Outfitters
- 182 Disk Golf Course at Riverbend Park
- 183 Kids Playgrounds
- 77 MT Garfield Hiking Trail
- 185 Grand Mesa Scenic Byway
- 186 Jet Boat Colorado
- 187 Paddleboard Adventure Company
- 188 Palisade Historic Downtown Walking Tours
- 188 Palisade History Museum
- 77 Palisade Plunge/Grand Mesa
- 191 Palisade Rim Trail
- 192 Palisade Cycle & Shuttle
- 193 Palisade Insectary
- 194 Palisade Public Pool/Peach Bowl Park
- 192 Palisade River Trips, Kayak & SUP Rental
- 195 Powderhorn Mountain Resort
- 196 Riverbend Park & Boat Launch
- 197 Skate Park/Memorial Park
- 198 Skills Bike Park

TRANSPORTATION/TOUR COMPANIES

- Absolute Prestige Limousine Service 970-858-8500
- Adrenaline Driven Adventure Co. 970-623-3888
- Grand Valley Grapes & Grains Adventures 970-462-7344
- JR's Carriage Service 719-671-7145
- Palisade PediCab 970-875-7344
- Pali-Tours & Float Palisade 970-697-8134
- Palisade Trolley & Limousine Service 970-464-2067

TOWN FACILITIES

- A Palisade Fire Department
- B Palisade Police Department & Town Hall

BOLD NUMBERS indicate the business or organization is located on the Downtown Palisade map.



Riverbend Park!

- 🏠 Covered picnic shelters
- 🚻 Bathrooms
- 🐾 Pet-friendly
- 🎣 Fishing pond
- 🦅 Birdwatching
- 🚶 Paved Riverfront trail
- 🏊 18-hole Disc Golf
- 🎡 Playground
- 🚤 Boat launch
- ♿ Accessible
- 🅅 Parking

GIRL AND A GUN	9:30 AM - 11:30	11:30 - 2:30	2:30 - 4			
Thursday, May 1st						
CAMEO SHOOTING COMPLEX	Ellen Turner		Ellen			
	Juliann Adams		Juliann			
MAP DISTRIBUTION	EAST ORCHARD MESA	DOWNTOWN	VINELANDS	HWY 6	WEST END	ELBERTA
2 PEOPLE FASTER						
			Juliann			
2 PADS						
PACK OF STICKERS/POSTCARDS						
KEEP LIST OF DROP OFFS						