



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



May 12, 2022

9:00 am Monthly Meeting

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

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLLCALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES, April 12, 2022**
- V. FINANCIAL YTD UPDATE**
- VI. ADVERTISING UPDATE: Ryan and Melita**
 - A. Update on Marketing Strategy
 - B. Discuss “How to Tour like a Local” campaign
- VII. OLD BUSINESS**
 - A. Report on Booth at ‘A Girl with a Gun’ Competition – Ellen & Juliann
 - B. Fruit & Wine Byway signs
 - C. Open seat on TAB Board – Keli
 - D. Supply of maps left for the season?
- VIII. NEW BUSINESS**
 - A. Discuss CTO grant “Reimagine Destinations program” for the Fruita/Palisade partnership. Additional \$20,000 – See additional information
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

Next Meeting Thursday, June 9, 2022, 9:00 am – 11:00 am

Reimagine Destinations Program

The Colorado Tourism Office seeks to partner with awarded Colorado destination organizations by serving as their extended strategy and implementation team.

Program objectives include:

- enhanced collaboration between state and local tourism leaders
- shared alignment on priorities to advance tourism
- implementation of one or more innovative tourism projects

Participating destination organizations will receive:

- a destination assessment
- a full-day community visioning and action planning workshop
- 100 hours of free consulting to advance priority projects
- \$20,000 of direct marketing support from the Colorado Tourism Office

Colorado destination organizations that participated in the [Restart Destinations Program](#) last year are encouraged to select one of the shared industry priorities that emerged from the delivery of the Restart Destinations Program:

- advance off-peak tourism opportunities
- advance tourism workforce
- champion the value of tourism
- develop and enhance visitor experience
- diversify and retain tourism funding
- encourage responsible visitation
- foster inclusive travel opportunities
- promote local businesses and experiences

Colorado destination organizations that did not partner with the Colorado Tourism Office on the Restart Destinations Program have the opportunity to focus their participation in the Reimagine Destinations Program on one of the shared industry priorities, or they can use the program to build broader awareness of multiple priorities within their local tourism industry.

Program timeline:

May 3, 2022	Applications Open
June 7, 2022 at 4pm MDT	Applications Close
July 7, 2022	Award Notifications
August 2022	Destination Assessment Begins
September-December 2022	Workshops Held
January 2023	Consulting Begins
June 2023	Program Completed



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
April 14, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:011 am by Chair Juliann Adams with members present: Cassidee Shull, Rondo Buecheler, Jeff Snook, and Trustee Turner. Members present on Zoom were Jean Tally, Jeff Hanle, Tim Wegner, Bonnie Davis, and Vice-Chair Ryan Robinson. A quorum was declared. Others in attendance in person were Town Manager Janet Hawkinson and Town Clerk Keli Frasier. Present via Zoom was Melita Paelowski with Slate Communications Marketing.

AGENDA ADOPTION

Motion #1 by C. Shull, seconded by Trustee Turner, to approve the agenda as amended to add an update on the open TAB member position.

A voice vote was requested
Motion carried unanimously

APPROVAL OF MINUTES

Motion #2 by J. Tally, seconded by C. Shull, to approve the Minutes of March 11, 2022, as presented.

A voice vote was requested
Motion carried unanimously

FINANCIAL YTD UPDATE

Town Manager Hawkinson gave a brief review of quarterly sales tax revenues. Chair Adams presented to current Tourism budget and expenditures.

ADVERTISING UPDATE

M. Paelowski gave a summary of the analytics of the website and newsletter, and social media.

- *Update of Destination Grant Partnership w/ Fruita by Mimi Mather*

OLD BUSINESS

- *Update of Lodging Tax Ballot*
The consensus of the Board is to have a work session with the Board of Trustees on Tuesday, June 21, 2022, at 6:00 pm at the Veterans Memorial Community Center.
- *Maps are in, and members discussed distribution.*
- *Update on TAB Member opening*
Town Clerk Frasier stated the position will be posted to the public as soon as possible today.

NEW BUSINESS

Schedule a Presentation to the Board of Trustees

The consensus of the Board is to give a presentation at the Board of Trustees meeting on May 24, 2022.

We were not selected for the Tourism Management Grant – How do we replace signs in desperate need.

Town Manager Hawkinson stated that we currently have fifteen signs we can use to replace the most needed ones.

Girls and Gun Conference shoot – Sponsorship

Motion #3 by Trustee Turner, seconded by R. Robinson to approve a \$500.00 sponsorship for the Girls and Guns Conference shoot.

A voice vote was requested
Motion carried unanimously

PUBLIC COMMENT

Town Manager Hawkinson updated the Board on Highway 6 improvements. She also showed proposed designs of the new clinic and encouraged feedback from the public.

ORGANIZATIONAL UPDATES

Board members and Palisade Historical Society Chairperson Priscilla Walker gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by R. Buecheler, seconded by J. Snook, to adjourn the meeting at 11:07 am.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
TAB Chairperson

X

Keli Frasier
Town Clerk