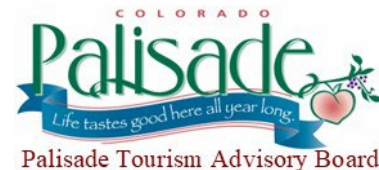




**AGENDA**  
**for the Tourism Advisory Board**  
**of the Town of Palisade, Colorado**  
**341 W 7<sup>th</sup> Street (Palisade Civic Center)**



**June 9, 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**  
Welcome Jessica Bufford, Executive Director Palisade Chamber of Commerce
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES, May 12, 2022**
- V. FINANCIAL YTD UPDATE: Travis Boyd**
- VI. ADVERTISING UPDATE: Ryan and Melita**
  - A.** Update on Marketing Strategy
- VII. OLD BUSINESS**
  - A.** Status of Open Board seat
  - B.** Update on Reimagine Grant
- VIII. NEW BUSINESS**
  - A.** Discussion on Final summary of Restart Grant Project
  - B.** Discussion points for Trustee Presentation June 28<sup>th</sup>
- IX. PUBLIC COMMENT**
- X. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XI. ADJOURNMENT**

**[Next Meeting Thursday, July 14 2022, 9:00 am – 11:00 am](#)**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
May 12, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:06 am by Chair Juliann Adams with members present: Cassidee Shull, Rondo Buecheler, Tim Wenger, Chamber Director Bonnie Davis, and Trustee Turner. Members present on Zoom were Jean Tally, Jeff Hanle, Tim Snook, and Vice-Chair Ryan Robinson. A quorum was declared. Others in attendance in person were Town Clerk Keli Frasier. Present via Zoom was Ryan Burk and Melita Paelowski with Slate Communications Marketing.

**AGENDA ADOPTION**

*Motion #1* by C. Shull, seconded by B. Davis, to approve the agenda as presented.

A voice vote was requested  
Motion carried unanimously

**APPROVAL OF MINUTES**

*Motion #2* by Trustee Turner, seconded by C. Shull, to approve the Minutes of April 12, 2022, as presented.

A voice vote was requested  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

Chair Adams announced that she had not received an update from the Town Finance Director, but if she did, she would email it out before the next meeting.

**ADVERTISING UPDATE**

*Update on Marketing Strategy*

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

*Motion #3* by Trustee Turner, seconded by J. Snook, to move the website hosting to Integrative Solutions w/ Slate Communications absorbing the cost.

A Voice Vote was Requested

Motion Carried Unanimously

*Discuss “How to Tour Like a Local” Campaign*

M. Paelowski discussed a potential ad campaign titled “How to Tour Like a Local” for June and requested input from the Board. The Board will individually email M. Paelowski with ideas for the campaign. Ideas include appropriate attire for traveling, respecting trails, respecting farmers, vineyards, orchards, etc.

**OLD BUSINESS**

*Report on the booth at the “Girl with a Gun” Competition - Ellen & Juliann Maps are in, and members discussed distribution.*

Trustee Turner and Chair Adams updated the Board on the event’s success and inquired about how to get more business involved with the Cameo events.

*Fruit & Wine Byway Signs*

Chair Adams announced that more than the 13 existing signs are needed to replace the battered signs.

*Motion #4* by R. Buecheler, seconded by Trustee Turner to purchase ten more Fruit and Wine Byway signs at \$70.00 each for a total of \$700.00 from the Tourism budget.

*Motion #5* by R. Buecheler to amend the motion to change the background color of the signs to a light blue per C. Shull’s suggestion. *A copy of the proposal will be a permanent attachment to these minutes.*

A voice vote was requested.

Motion Carried Unanimously

A voice vote was requested for *Amended Motion #4*

Motion carried unanimously.

*Open Seat on TAB Board*

Town Clerk Keli Frasier announced that an advertisement had been posted on social media, and an eblast to the Town’s list was sent out on April 13, 2022, and that as of this morning, no applications have been submitted. She went on to add that the interviews were scheduled for the June 14 Board meeting but needs to be postponed until the June 28 meeting.

*Supply of Maps for the season?*

Board members shared who needed more maps and who had enough to share.

**NEW BUSINESS**

*Discuss CTO Grant “Reimagine Destinations Program” for the Fruita/Palisade partnership. Additional \$20,000.00 - see additional information.*

Chair Adams announced what the (no-match) grant is offering:

- 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 (for photo and video assets)

Shannon Vassen, Assistant to the City Manager of Fruita, explained the details of the grant and why it would be a benefit to Palisade and Fruita. *The consensus of the Board is to direct Chair Adams and Shannon to move forward with the grant application and to write/submit a letter of support.*

**PUBLIC COMMENT**

Jean Tally and Chair Adams spoke to the Board about Visit Grand Junction’s opportunity to share business information through their programs.

R. Buecheler and Dave Smith (362 W 7<sup>th</sup> Street) had a lengthy discussion with the Board regarding the Public Utilities Commission (PUC) application process and expressed their concern over the letter of support that was approved by the Board of Trustees for two applicants at their May 10, 2022 meeting.

C. Shull stated that Ronda and Rick Hummel (one of the applicants of a PUC that requested a letter of support from the Board of Trustees on May 10) were present this morning before the meeting, and Trustee Turner advised them that the Tourism Advisory Board was not an appropriate venue for requesting additional support for their business. Ms. Shull stated that she does not feel it is appropriate for this discussion to continue.

Chair Adams stated that Mr. Smith’s and Mr. Buecheler’s concerns had been heard, and the conversation should be completed. She added an explanation of TAB’s role in the Town and its relationship with the Board of Trustees.

**ORGANIZATIONAL UPDATES**

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

**ADJOURNMENT**

*Motion #6* by J. Snook, seconded by B. Davis, 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