



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

**February 18, 2026**

**9:00 am Regular Meeting**

**A live stream of the meeting may be viewed at:**

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

- I. **REGULAR MEETING CALLED TO ORDER 9:00 am**
- II. **ROLLCALL**
- III. **AGENDA ADOPTION**
- IV. **ANNOUNCEMENTS**
  - A. **GET INVOLVED WITH OUR COMMUNITY! UPCOMING PUBLIC MEETINGS (Palisade Civic Center, 341 W 7<sup>th</sup> Street):**
    - 1. **Board of Trustees** – Tuesday, February 24, 2026, at 6:00 pm
    - 2. **Planning Commission** – Tuesday, March 3, 2026, at 6:00 pm
    - 3. **Board of Trustees** – Tuesday, March 10, 2026, at 6:00 pm
    - 4. **Planning Commission** – Tuesday, March 17, 2026, at 6:00 pm
    - 5. **Tourism Advisory Commission** – Wednesday, March 18, at 9:00 am
  - B. **ELECTION ANNOUNCEMENT: CANDIDATE FORUM** – The Palisade Chamber of Commerce is hosting the 2026 Board of Trustees Candidate Forum on **Thursday, February 26, 2026, at the Palisade High School auditorium (3679 G Road) at 6:00 pm**. All Town of Palisade voters are encouraged to attend to learn more about the candidates running for office.
  - C. **ELECTION ANNOUNCEMENT: CANDIDATE MEET & GREET** – The Town of Palisade is hosting the 2026 Board of Trustees Candidate Meet & Greet on **Thursday, March 5, 2026, at the Historic Palisade Gymnasium (711 Iowa Avenue) from 5:30 pm to 7:00 pm**. All Town of Palisade voters are encouraged to attend this informal gathering to meet the candidates and learn more about them.
- V. **APPROVAL OF MINUTES**
  - A. **Motion, Second, Voice-Vote:** Approve minutes of January 28, 2025
- VI. **ADVERTISING for SPRING (10 Minutes) Slate**
  - A. Visit Palisade Logo Design Options
  - B. Digital Map discussion
- VII. **CHAIR REPORT**
  - A. Room Night financial report
  - B. Committed to Wine & Dine for \$410, Waiting on 7 other sponsors for page to happen
  - C. Joint marketing effort with Fruita for the 250/150 campaign
  - D. Stickers arrived to distribute through the Chamber and CAVE

**VIII. TOWN REPORT****A. Update On Capital Projects****IX. CONTINUED BUSINESS (20 Minutes)****A. Update “Date-Meets-Zip” Subcommittee**

The Date-Meets-Zip subcommittee will update the Tourism Advisory Commission on the progress of the Date-Meets-Zip event plans.

1. Subcommittee Report
2. Commission Discussion

**B. Map update**

The Commission will discuss updates to the 2026 TAC tear-off map.

1. Commission Discussion

**X. NEW BUSINESS (10 Minutes)****A. Communication Liaison for Slate & TAC**

The Nomination/Volunteer and Vote.

1. Commission Discussion
2. Motion, Second, Voice-Vote to appoint a commissioner as the Communication Liaison for Slate Marketing.

**XI. PUBLIC COMMENT**

**All those who wish to speak during public comment must sign up on the sheet provided outside the boardroom doors. Please keep comments to 3 MINUTES OR LESS and state your name and address.** Neither the Tourism Advisory Board nor staff will respond to comments at this time. The Board may direct staff to look into specific comments to bring back as an Agenda item at a future meeting; however, the Board reserves the right to clarify information from comments that are factually incorrect.

All emails sent to the Town Clerk for public comment will be forwarded to the Tourism Advisory Board. Any member of the public who wishes to have a statement or email read to the Tourism Advisory Board is required to appear in person and make said statements to the Board directly.

**XII. ADJOURNMENT**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY COMMISSION  
January 28, 2026**

The regular meeting of the Tourism Advisory Commission for the Town of Palisade was called to order at 9:00 am by Chair Juliann Adams, with Commissioners present: Cassidee Shull, Susan Metzger, Rondo Buecheler, Brooke McElley, Jessica Burford, JoAnn Rasmussen, Ian Kelley, 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 Ryan Burke and Lacey Mays with Slate Communications.

Town Clerk Keli Frasier announced the resignation of Commissioner Tim Wenger.

**APPROVAL OF AGENDA**

**Motion #1** by Commissioner Shull, seconded by Commissioner Rasmussen, to approve the agenda as amended to include a presentation from Happy Nomads under the CTO Grant Review (Continued Business).

A voice vote was requested.  
Motion carried

**APPROVAL OF MINUTES**

**Motion #2** by Vice-Chair Robinson, seconded by Commissioner Shull, to approve the Minutes of December 17, 2025, as presented.

A voice vote was requested.  
Motion carried

**CHAIR REPORT**

**Room Night Financial Report**

Chair Adams reviewed lodging fees received, lodging room numbers, and updated the Commission on VRBO compliance progress. The lodging numbers were as follows:

**LODGING FEES REVIEW**

	<b>2025</b>	
	<b>Fees</b>	<b># of Nights</b>
January	\$1,760.00	440
February	\$2,292.00	573
March	\$4,792.00	1,198
April	\$7,832.00	1,958
May	\$15,512.00	3,878
June	\$14,440.00	3,610
July	\$13,512.00	3,378
August	\$16,616.00	4,154

	<b>2024</b>	
	<b>Fees</b>	<b># of Nights</b>
January	\$2,356.00	589
February	\$2,428.00	607
March	\$7,302.00	2,238
April	\$8,024.00	2,006
May	\$14,192.00	3,548
June	\$14,988.00	3,747
July	\$14,920.00	3,730
August	\$17,592.00	4,398

September	\$14,412.00	3,603
October	\$10,240.00	2,560
November	\$4,556.00	1,139
<b>TOTAL</b>	<b>\$105,964.00</b>	<b>26,491</b>

September	\$16,448.00	4,112
October	\$10,172.00	2,543
November	\$4,500.00	1,125
<b>TOTAL</b>	<b>\$112,922.00</b>	<b>28,643</b>

<b>DIFFERENCE</b>		
	<b>Fees</b>	<b>Nights</b>
January	-\$596.00	-149
February	-\$136.00	-34
March	-\$2,510.00	-1,040
April	-\$192.00	-48
May	\$1,320.00	330
June	-\$548.00	-137
July	-\$1,408.00	-352
August	-\$976.00	-244
September	-\$2,036.00	-509
October	\$68.00	17
November	\$56.00	14
<b>TOTAL</b>	<b>-\$6,958.00</b>	<b>-2,152</b>

**TOWN REPORT**

**Update on Capital Projects**

Town Manager Hawkinson reviewed the current and ongoing projects led by the Town of Palisade, as well as presented a brief overview of sales tax collection for the Town.

**ADVERTISING for SPRING**

**Analytics of Last Month’s Marketing, Organizations’ Update on Upcoming Events and Festivals, Future Ideas for Off-Season Marketing, Website Review, Social Media Review**

Slate Marketing presented their Q4 report and plans for 2026, proposed a sweepstakes campaign through CTO to increase newsletter subscribers, presented plans to focus on YouTube channel development, and presented February’s social media plan focusing on Valentine’s Day, President’s Day, Powderhorn, and historical content.

**Direction:**

- Move forward with the sweepstakes idea
- Get with the Historical Society for historical content
- Ensure that the trails that are being promoted are legal

**Lodging Partners Update on Visitors**

Lodging partners provided updates on their current occupancy and booking trends.

**CONTINUED BUSINESS**

**Update on ‘Date Meets Zip’ Subcommittee**

Commissioner Rasmussen reviewed the progress of the subcommittee for the Date-Meets-Zip campaign.

**Direction:**

- Request that the Peach Days Parade theme for 2026 be 81526
- Chamber of Commerce research and draft a banner for TAC consideration
- Consider a prize for the best 81526 parade float

### **Colorado Tourism Office (CTO) Marketing Grant Review**

Gracen and Austin, with Happy Nomads, presented their content creation services and offered social media management, content creation, consulting, graphic design, and raw footage.

### **Timeline & Plan for Colorado Tourism Office (CTO) Marketing Management Grant**

Slate Communications presented the CTO marketing grant details and timeline.

#### **Direction:**

- **Share the detailed timeline spreadsheet with the Commission**

### **NEW BUSINESS**

#### **Discuss Postcards, Stickers, and Map for 2026**

The Commission discussed postcards, stickers, and maps for 2026.

#### **Direction:**

- **Explore digital map options for future consideration**
- **Work on Visit Palisade logo alterations, incorporating “Visit Palisade” while maintaining agricultural elements**
- **Draft a design for a limited run of a Date-Meets-Zip postcard**

**Motion #3** by Commissioner Burford, seconded by Commissioner Kelley, to order 5,000 postcards and the same number of stickers as 2025 for an amount not to exceed \$8,000.00.

A voice vote was requested.

Motion carried

**Motion #4** by Commissioner Shull, seconded by Vice-Chair Robinson, to order 100 pads of maps.

A voice vote was requested.

Motion carried

#### **Marketing opportunity in Moab’s Annual Jeep Week Celebration**

Chair Adams reviewed the proposal received from Moab’s Annual Jeep Week Celebration.

**The consensus of the Commission is not to advertise in the Moab Annual Jeep Week Celebration.**

#### **Renewal of Map in Wine & Dine Publication**

Chair Adams reviewed past marketing in the Wine & Dine Publication.

**Motion #5** by Commissioner Beucheler, seconded by Chair Shull, to participate in the publication for an amount not to exceed \$410.00.

A voice vote was requested.

Motion carried

**PUBLIC COMMENT**

**Commissioner Buecheler** noted that the Palisade Plunge is working on a maintenance program, that One Riverfront is still trying to complete the trail to Palisade, and that he requested a map of the Fruit & Wine Byway for visitors to Palisade on the outside of his building.

**Matt Payne of Palisade, CO;** encouraged the Commission to diversify marketing topics and content instead of focusing so much on the wine industry.

**Lisa McNamara of Palisade, CO;** offered changes and updates to the TAC map, as well as audio content services on her podcast.

**Commissioner Shull** recapped the recent VINCO event.

**ADJOURNMENT**

***Motion #6*** by Commissioner Burford, seconded by Commissioner Rasmussen, to adjourn the meeting at 11:29 am.

A voice vote was requested.  
Motion carried unanimously.

X

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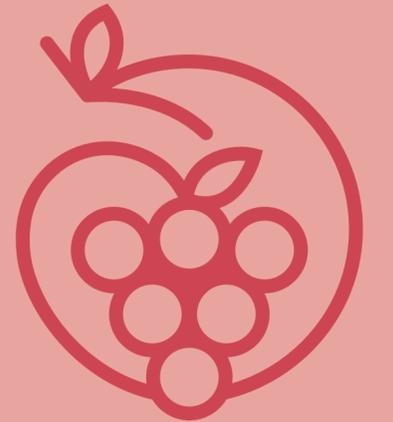
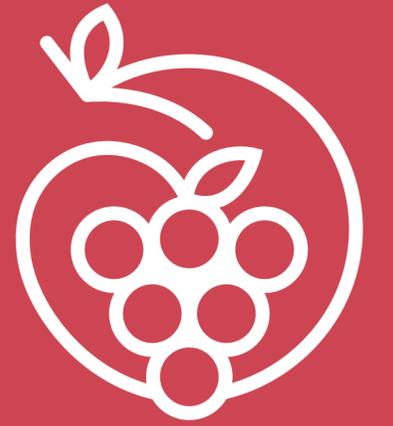
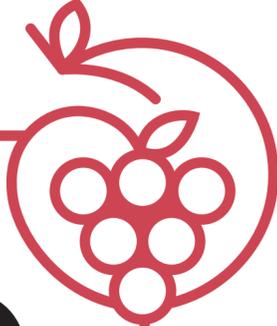
Keli L. Frasier, CMC  
Town Clerk

X

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Juliann Adams  
Tourism Advisory Commission Chairperson

VISIT  
Palisade  
COLORADO



VISIT  
Palisade  
COLORADO

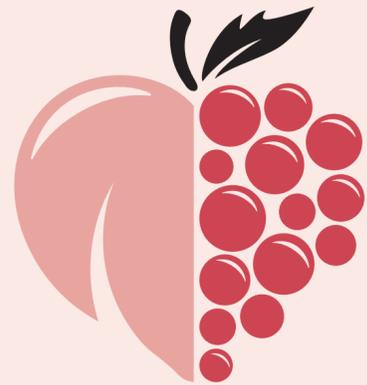
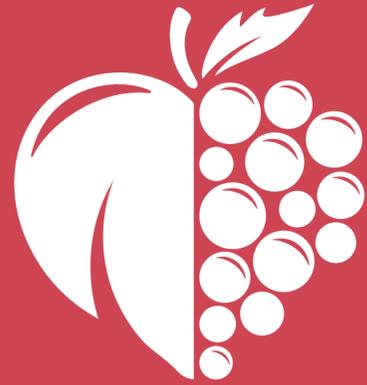


VISIT  
Palisade  
COLORADO





Palisade  
COLORADO



Palisade  
COLORADO



Palisade  
COLORADO

## Map.Me Samples

Map.me offers many options. It's a customizable platform, so you can adjust most formats to what is needed. A few possible samples for the byway map, with the layout strengths are:

This one is a basic format and lets you click through to businesses by category.  
<https://mapme.com/interactive-map-example/downtown-community-guide-map/>

This one features a 3D overlay, giving visitors a good idea of what to expect upon arrival in Palisade.

<https://mapme.com/interactive-map-example/school-campus-map-with-360-photos/>

This is their visitor guide map. The map image is clean and easy to navigate for visitors. You also click through to businesses by category.

<https://mapme.com/interactive-map-example/ultimate-visitor-guide-map/>

This one has a collapsible menu, allowing a long list of orchards, vineyards, etc., without a clunky menu bar that overwhelms people.

<https://mapme.com/interactive-map-example/solana-beach/>

There are many options to review, but hopefully this gets the TAC started. They charge by how many locations you have on the map. The price breakdown is at <https://mapme.com/pricing/>.

Account Number	Account Title	2026-26 Current year Actual	2026-26 Current year Budget	2026-26 Current year Remaining	2026-26 Current year Remaining %
<b>TOURISM FUND</b>					
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003-012-5245	WEBSITE & ON-LINE MGT	.00	7,500.00	7,500.00	100%
003-012-5247	DESIGN/PRODUCTION	.00	15,000.00	15,000.00	100%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	.00	22,500.00	22,500.00	100%
003-012-5250	OFFLINE MEDIA	.00	22,500.00	22,500.00	100%
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:		.00	90,000.00	90,000.00	100%

**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	\$4,792.00	1,198	4.00	March	\$7,302.00	2,238	3.26
April	\$7,832.00	1,958	4.00	April	\$8,024.00	2,006	4.00
May	\$15,512.00	3,878	4.00	May	\$14,192.00	3,548	4.00
June	\$14,440.00	3,610	4.00	June	\$14,988.00	3,747	4.00
July	\$13,512.00	3,378	4.00	July	\$14,920.00	3,730	4.00
August	\$16,616.00	4,154	4.00	August	\$17,592.00	4,398	4.00
September	\$14,412.00	3,603	4.00	September	\$16,448.00	4,112	4.00
October	\$10,240.00	2,560	4.00	October	\$10,172.00	2,543	4.00
November	\$4,556.00	1,139	4.00	November	\$4,500.00	1,125	4.00
December	\$2,396.00	599	4.00	December	\$2,156.00	539	4.00
	<b>\$108,360.00</b>	<b>27090</b>	<b>\$4.00</b>		<b>\$115,078.00</b>	<b>29182</b>	<b>\$3.94</b>
Room Nights v '24	% of '24	94.58%		2024 Total	29182		
Revenue \$ v '24	% of '24	95.96%					

**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	-\$2,510.00	-1040
April	-\$192.00	-48
May	\$1,320.00	330
June	-\$548.00	-137
July	-\$1,408.00	-352
August	-\$976.00	-244
September	-\$2,036.00	-509
October	\$68.00	17
November	\$56.00	14
December	\$240.00	60
	<b>-\$6,718.00</b>	<b>-2092</b>

\*\* We Collected STVR Taxes in 03.2024 for past periods from 2021 through 2023 for 441 nights. We also Collected Penalties and Interest with this payment.

**Town Manager Report Capital Construction Project List Updates 2.10.2026**

Wastewater Consolidation to Clifton Sanitation District Construction Estimate: \$12 M

- Phase of Project: Bids for Construction due February 18, 2026

Roundabout Highway 6 – CDOT Town: \$400,000 CDOT \$15M

- The project started in January 2026. Estimated Completion 1/2027
- This is a CDOT project – the Town is participating with bike delineators, landscaping, street lighting, and roundabout interior signage/art?
- The Town is using dark sky solar lights at the intersection.

Multi-Modal Path for West Side of Elberta Grant with CDOT \$1.8 M

- The path is from 1<sup>st</sup> Street to Wine Valley Road. Includes new pedestrian bridges over the canal.
- The Town began easement acquisition in January 2026
- Estimate construction to begin in Fall 2026.

Riverbend Park Boat Launch Safety Improvements Town \$125,000

- Town Staff is currently constructing safety improvements, grading, and terracing for improved access to the Colorado River.
- Lowering the grade of the boat launch towards the river for safer access.
- Expected to be completed by Spring.

Peach Bowl Park & Pool Planning Colorado Health Foundation Grant \$50,000

- The Town awarded a planning grant for upgrades to Peach Bowl Park & Pool.
- Planning Palooza was held—presentation on input to be presented in upcoming meetings.

Sewer Lagoon Reclamation Planning CO Parks & Wildlife Grant \$80,000

- The Town awarded a planning grant for future use of the sewer lagoon area.
- Planning Documents: \$50,000 from CPW Grant 2025
- Palisade to match \$20,000 cash, Ducks Unlimited match \$10,000 in-kind (for engineering staff on plans), and Rivers Edge West \$1,000 in-kind (for public engagement)

K-9 Unit Police Department Federal Mineral Grant \$48,000

- Training begins in June, when school is out. Grant is for a K-9 dog & training.
- In-kind match by the Town for personnel, vehicle, and support of the unit.

Land Use Code Update DOLA grant \$20,000 Total \$40,000

- Grant Complete – Project finishing with updated Zoning Map approval this winter.

Pretreatment Wastewater Program Implementation

- The Town is focusing on the pretreatment wastewater program. This has been a multi-year project. Pretreatment means adding tanks to sewer systems to trap waste that is not wanted in collection pipes or wastewater treatment plants.
- The Town, with assistance from Clifton Sanitation District, has completed surveying businesses that need pretreatment tanks. Currently, there are fewer than 15 businesses in the historic old town area that need tanks. The Town is working with owners to solve installation and cost.
- New businesses have installed the pretreatment tanks & program.

**Town Assets for Future Work:**

Irrigation in Palisade \$?

- Complete mapping – create fund and rates, and build out a plan
- Confirm Water Rights

Veterans Memorial Center \$?

- Building inspections to determine the structure's condition are complete.
- The building has structural support beam weaknesses and other issues; authorities have condemned it for safety reasons.
- Undetermined to remodel the building or remove and build new, or something else.