



Town Hall Conference Room - First Floor 551 Hot  
Springs Blvd  
Pagosa Spring, CO 81147

**AGENDA**  
Main Street Advisory Meeting  
March 19, 2026 @ 5:00 PM

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### **REMOTE PARTICIPATION**

Join Zoom Meeting By Computer -

<https://us02web.zoom.us/j/82240534016?pwd=n51Y0qBSUXpAaMFOqS2XNAJwX2ZFq.1>

Meeting ID: 822 4053 4016 | Passcode: 848865

A Zoom link is available for this meeting. The Town cannot guarantee internet service or online broadcasting. Remote participation is at the risk of attendees. The meeting will continue in person regardless of the broadcast capability.

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#### **I. CALL MEETING TO ORDER**

#### **II. ROLL CALL**

#### **III. DISCLOSURES AND/OR CONFLICT OF INTEREST**

#### **IV. AGENDA ADJUSTMENTS**

Due to board member availability, the agenda will be adjusted to address items requiring a vote first, followed by discussion and informational items.

#### **V. PUBLIC COMMENT**

#### **VI. APPROVAL OF MINUTES**

Due to the transition to the CivicPlus agenda management system, the January 15, 2026 minutes are still being finalized for posting in the new format and will be brought forward for approval at the next meeting.

#### **VII. REPORTS TO BOARD**

- 1. Main Street Coordinator Report**
- 2. Heritage & Culture Committee Report**

#### **VIII. UNFINISHED BUSINESS**

- 1. Business Assistance Fund**

Public comment and agenda comment item sign-up sheets are available at the meeting  
Copies of proposed Ordinances and Resolutions are available to the public from the Town Clerk

**2. Downtown Art Walk**

**IX. NEW BUSINESS**

**1. DCI Excellence Award Nomination Travel Request**

**2. Program Budget Allocations**

**X. NEXT MEETINGS**

Main Street Advisory Board Meeting - April 9, 2026 at 5:00 PM Main Street Now Conference - April 12-17, 2026, Tulsa Oklahoma

**XI. ADJOURNMENT**



## AGENDA BRIEF

**MEETING:** Main Street Advisory Board Meeting - 3/19/26

**FROM:** Kathleen McFadden

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**PROJECT:** Main Street Coordinator Report

**ACTION:** Information Only  
Discussion

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### **PURPOSE/BACKGROUND:**

**Cone Zone Care:** To support downtown businesses as construction activity ramps back up, the Cone Zone Care Committee continued advancing Cone Zone messaging, business support efforts, and community communication. On March 10, we hosted the first Cone Zone Update of the year at Dublin Crust & Brew, with 32 attendees, including CDOT representatives. The meeting provided an important opportunity to share timely project information, answer thoughtful questions, and connect directly with business owners and community members about upcoming construction sequencing, closures, access, timing, and anticipated downtown impacts. It also served as a strong show of support for Dublin Crust & Brew as a new Main Street business and valued downtown partner. In addition, the committee continues to focus on efforts to help visitors and pass-through traffic better navigate downtown during construction, especially those who may not realize construction is underway or know where to park. This includes creating large signs with QR codes linking to the downtown parking map for placement in safe but strategic locations, as well as coordinating banner placement at the old courthouse parking area. The goal is to reduce confusion, improve access, and encourage people to stop, spend time, and support downtown businesses. The committee is also beginning to plan a project countdown to help build momentum and create an opportunity to celebrate with the community upon project completion. In addition, we helped promote Tuesday's St. Patrick's Day Pagosa Pub Crawl downtown, a fun community event to encourage foot traffic, support local sales, and bring energy and visibility to Main Street during construction.

**Communications Plan (DOLA Consulting Support):** Through the Colorado Main Street Program, our community was selected by DOLA to receive consulting support to develop a formal communications plan for Pagosa Springs Main Street. This selection reflects the value of our standing as an accredited Main Street community and provides access to specialized expertise and a structured planning process. We held the communications workshop on March 16 (12:00–4:00 p.m.) at the Visitor Center Conference Room. Recognizing how challenging it is to carve out a full four-hour block in the middle of busy schedules, I am grateful to those who participated for their time and thoughtful engagement. Thank you to Rosanna Dufour, Warren Brown, Jennie Green, Sandy Douthey, and Emily Lashbrook for providing valuable input.

The workshop was facilitated by Blakely+Company, led by Kyle and Camille Blakely. The session focused on identifying our priority audiences, refining clear and consistent messaging, and aligning

communication channels and partner coordination. We specifically addressed communications needs now, through the remainder of the construction year, and beyond construction, including a “relaunch” phase to reintroduce Main Street and reinforce positive momentum once construction impacts are in the rear-view mirror. This consulting process will result in an actionable communications plan that is practical, repeatable, and aligned with our program capacity. Overall, this work will strengthen the consistency, reach, and effectiveness of our messaging to better support downtown businesses and community engagement. Blakely+Company will follow up with any additional questions as they synthesize workshop input and prepare the draft plan for board review.

**Heritage & Culture:** The committee will meet on March 19 at 4:00 PM and provide an updated summary of decisions and next steps, including July 4 America 250/Colorado 150 activities, Color Pagosa’s Past: A Colorado 150 Commemorative Coloring Book, oral histories, Visit Pagosa scavenger hunt/booth planning, museum coordination, and Colorado Day “Seal the Vault” planning.

**Downtown Art Walk:** Planning is underway for a new downtown Art Walk designed to increase foot traffic and sales, showcase local artists, and activate the full Main Street district. Building on the energy and success of the Wine Walks, this event is intended to create a broader district-wide experience that draws people throughout downtown while encouraging shopping, dining, and extended visits.

**Program Administration & Reporting:** My program administration and reporting work remained focused on maintaining accreditation, strengthening state and national program standing, and advancing long-term organizational goals. I submitted the Main Street America re-accreditation application, which was received, and renewed our Main Street America membership status. I also continue working on the Colorado Main Street “Excelling” application. In addition, I participated in a manager meeting to review upcoming changes to quarterly reporting and continued monthly meetings with the state team for advisement, support, and guidance related to Excelling.

**Building Better Places:** In February, I participated in the Building Better Places training as part of Team Pagosa Springs, alongside local leaders representing PSCDC, the Town, the County, and the business community. The training focused on identifying shared priorities, clarifying opportunities and challenges, and developing actionable strategies to support economic diversification and stronger alignment among local partners. Through the process, the team advanced action planning around three key areas: a community engagement plan, a business incubation and support program, and stronger organizational collaboration systems. The experience provided practical tools and a clearer framework for moving from shared discussion to coordinated action.



## AGENDA BRIEF

**MEETING:** Main Street Advisory Board Meeting - 3/19/26  
**FROM:**

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**PROJECT:** Heritage & Culture Committee Report  
**ACTION:** Information Only

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### **PURPOSE/BACKGROUND:**

The Heritage & Culture Committee will meet at 4:00 PM on March 19, and this brief will be updated as needed following that discussion. The committee continues advancing initiatives aligned with Colorado 150 and America 250.

**Color Pagosa's Past Commemorative Coloring Book:** The \$7,500 grant award has been received and deposited to support printing costs. Coordinator McFadden developed the draft Call for Artists, which will be finalized following committee discussion. The current direction is to invite artists to work from an approved list of historical images and submit both a full-color version and a coloring book version. This approach is intended to support historical clarity while allowing the committee to review finished artwork when selecting submissions.

**Oral History Project:** Nearly 30 hours of oral histories have been recorded to date, and Aztec Media has been engaged for professional editing and time-coded transcription of initial interviews. The oral history project is intended to support public access, future interpretation, and related heritage programming, including the Historical Walking Tour and other anniversary activities.

**Historical Walking Tour:** The local DAR chapter continues to assist with expansion of the Historical Walking Tour, which will help add depth and accessibility to the town's history.

**History Vault:** The committee finalized the History Vault content purchase list, and the designated publications have been purchased. Planning also continues for a community "seal the vault" event on Colorado Day, August 1, 2026.

**July 4 and Museum Coordination:** The committee is developing a history-focused scavenger hunt through the Visit Pagosa app and planning a history booth in Yamaguchi Park as part of the July 4 / 250-150 celebration. Coordination is also underway with the museum on potential display materials. The committee is also tracking related July 4 display concepts, including the mobile "Moments that Made Us" project.

**Historic Preservation / CLG:** Work has also been underway with Town staff on renewing Certified Local Government status and reinstating an official Historical Preservation Board to strengthen access to

preservation tools, technical assistance, and future grant opportunities.



## AGENDA BRIEF

**MEETING:** Main Street Advisory Board Meeting - 3/19/26

**FROM:**

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**PROJECT:** Business Assistance Fund

**ACTION:** Discussion and Action

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### **PURPOSE/BACKGROUND:**

**Background:** Pagosa Springs Main Street established a restricted Business Assistance Grant Fund to provide modest, direct support to downtown businesses experiencing disruption during the US Highway 160 Reconstruction period. The fund balance currently held in the restricted account is \$13,408.62, consisting of a generous donation from The Springs Resort & Spa and proceeds from the Wednesday Wine Walks. Funds were placed in a restricted account to ensure they remain dedicated to business assistance and separate from operating funds while the distribution process is finalized. The board previously approved an opt-in approach and equitable sharing among participating eligible businesses, so businesses that do not need support can opt out and allow a greater share to go to those who do.

For reference, the board-approved Impact Zone includes businesses along Pagosa Street/US Highway 160 from the 1st Street Bridge to Patria, plus businesses on Lewis Street, or "construction at your front door."

This fund is intended for eligible businesses operating in the Impact Zone that are directly affected by construction. Property owners, landlords, or building owners who do not operate an eligible storefront business in the Impact Zone are not eligible under this program.

**In Process:** Existing lists, including business license records and billing contact information, do not reliably reflect the correct contact information for every business in the Impact Zone. In addition, some eligible businesses may not be captured consistently across available lists. To ensure the process is fair, inclusive, and defensible, I recommend adopting a standardized outreach and verification process so all eligible businesses have a clear opportunity to opt in or opt out, and we can correct contact information prior to distribution.

The outreach and form process should also clearly distinguish between eligible business operators and non-eligible property owners or landlords so the fund criteria are communicated consistently and transparently from the outset.

### **Proposed Standardized Outreach & Verification Process (for board approval):**

1. **Initial outreach** sent by Main Street and amplified through the Chamber, the Town, and The Pagosa Sun by email, social media, and public notice. Outreach language will include

instructions for forwarding to the owner/manager if the message is received by a billing contact, and a safety-net notice for eligible businesses that may not receive the initial email directly. Outreach will also clearly state that the fund is limited to eligible impacted businesses and does not apply to building owners or landlords unless they also operate the impacted business at that location.

2. **Opt-in/contact-update form** used to confirm the correct owner/manager contact and participation decision, and to allow eligible businesses to self-identify if they were not reached through initial outreach. The form will also confirm that the respondent is applying on behalf of an impacted business, not solely as a property owner or landlord.
3. **Reminder notice** sent prior to the deadline, again amplified through partner channels.
4. **Targeted follow-up** to non-responders within the Impact Zone, including storefront confirmation and/or direct contact, to support full inclusion and verify the final eligible participant list.

### **Board Actions**

1. Approve the standardized outreach and verification process above for the Business Assistance Grant Fund opt-in rollout, including partner amplification through the Chamber, the Town, and The Pagosa Sun.
2. Determine the opt-in window length and dates, including open and close dates, and confirm the reminder notice timing.
3. Designate one or two board volunteers, as available, to assist with targeted follow-up to non-responders during the opt-in window by phone, text, or in-person drop, using a short list provided by the Coordinator.
4. Authorize the Coordinator to proceed with implementation based on the approved process, dates, and volunteer support.

### **Next Steps**

- Coordinator will finalize and publish the opt-in form and outreach message, drafts attached.
- Coordinator will launch initial outreach and coordinate amplification through Main Street, the Chamber, the Town, and The Pagosa Sun, followed by a reminder notice.
- Coordinator will complete targeted follow-up to non-responders within the Impact Zone, with assistance from designated board volunteers, to support full inclusion and verify the final eligible participant list.
- After the opt-in window closes, Coordinator will verify business eligibility and location, calculate equitable shares based on the number of eligible opt-ins, and proceed with disbursement.
- Coordinator will provide a summary report to the board, including participation count, outreach actions completed, and distribution amounts.

### **ATTACHMENTS:**

1. Business Assistance Fund Outreach\_Final

## Business Assistance Fund Opt In/Out – Outreach Email

Hello [Business Name/Owner/Manager],

We're keeping this simple: Pagosa Springs Main Street is preparing to distribute a modest **Business Assistance Fund** to support businesses experiencing disruption during the US Highway 160 Reconstruction period.

- **Total Fund:** Consists of \$13,408.62 from a donation by The Springs Resort & Spa and proceeds from the Wednesday Wine Walks.
- **Impact Zone:** Includes businesses with “construction at your front door” along Pagosa Street/US Highway 160 from the 1st Street Bridge to Patria, plus Lewis Street.
- **How it Works:** Eligible businesses opt in or opt out, and funds will be shared equitably among eligible opt-ins. If you do not need support, opting out helps more go to businesses that do.

**Important:** This fund is for eligible businesses operating in the Impact Zone. Property owners, landlords, or building owners who do not operate an eligible storefront business in the Impact Zone are not eligible under this program.

Please respond by **[DATE/TIME]** using this quick form:

**[FORM LINK]**

If this email reached a billing contact, please forward it to the owner or manager. If you are not sure whether your business is in the Impact Zone, submit the form anyway and we will confirm.

Questions or trouble with the form? I'm happy to help: [Kat@PagosaSpringsCDC.org](mailto:Kat@PagosaSpringsCDC.org) or 970.264.3023.

We appreciate you, and we're here to support you.

Warmly,

Kathleen McFadden  
Main Street Coordinator  
Pagosa Springs Main Street Program

## **Business Assistance Fund Opt In/Out – Public Notice**

### **NOTICE TO IMPACT ZONE BUSINESSES: Business Assistance Fund – Opt In / Opt Out**

Pagosa Springs Main Street is preparing to distribute a modest **Business Assistance Fund** to support businesses experiencing disruption during the US Highway 160 Reconstruction period.

**Impact Zone:** Includes businesses along Pagosa Street/US Highway 160 from the 1st Street Bridge to Patria, plus Lewis Street, or “construction at your front door.”

**Eligibility:** This fund is limited to eligible businesses operating in the Impact Zone that are directly affected by construction. Property owners, landlords, or building owners who do not operate an eligible business in the Impact Zone are not eligible under this program.

Eligible businesses must opt in or opt out by **[DATE/TIME]**. Funds will be **shared equitably among eligible businesses that opt in**. Businesses that do not need support are encouraged to opt out so more of the limited funds can go to businesses that do.

**Opt-in form:** [LINK]


Questions: Kathleen McFadden, Main Street Coordinator  
[Kat@PagosaSpringsCDC.org](mailto:Kat@PagosaSpringsCDC.org) | 970.264.3023


*If you are unsure whether your business is in the Impact Zone, submit the form and we will confirm.*

## Business Assistance Fund Opt In/Out – Facebook / Instagram

### **Impact Zone Businesses: Quick Opt In/Opt Out by [DATE]**

Downtown friends: Pagosa Springs Main Street is getting ready to distribute a small **Business Assistance Fund** for businesses with construction at the front door during the US Hwy 160 Reconstruction project.


 **Who this is for (Impact Zone):** eligible businesses located on both sides of Pagosa St/US Highway 160 from the 1st Street Bridge to Patria, plus Lewis Street

 **How it works:** Eligible businesses opt in or opt out and funds will be **shared equitably among eligible opt-ins**.

If you do not need support right now, opting out helps more go to businesses that do.

**Important:** This fund is for impacted storefront businesses operating in the Impact Zone. Property owners, landlords, or building owners who do not operate an eligible storefront business in the zone are not eligible for this fund.

 Take 60 seconds: [LINK]

 Deadline: [DATE/TIME]

Not sure if you are in the Impact Zone? Submit the form and we will confirm.

Need help? Kathleen McFadden

[Kat@PagosaSpringsCDC.org](mailto:Kat@PagosaSpringsCDC.org)

970.264.3023

## Optional Reel / Story Voiceover

Impact Zone businesses, if construction is at your front door on Pagosa Street from the 1st Street Bridge to Patria, or on Lewis Street, please take 60 seconds to opt in or opt out for the Business Assistance Fund. This fund is for eligible impacted businesses, not property owners or landlords only. Deadline is [DATE]. Link in bio.

## **Main Street Business Contact Update + Impact Zone Fund Opt In/Out Form**

Hi downtown business owners and managers: Please take 60 seconds to confirm the best contact for your business. If your storefront business is in the Impact Zone, meaning construction is at your front door, you can also opt in or opt out of the **Business Assistance Fund** using this same form. If you are not sure whether you are in the Impact Zone, submit the form and we will confirm.

**Impact Zone:** Includes businesses along Pagosa Street/US Highway 160 from the 1st Street Bridge to Patria, plus Lewis Street

**Deadline for Impact Zone Opt in/Out:** [DATE/TIME]

**Learn More:** [WEBSITE LINK]

Questions or trouble with the form? Contact Kathleen McFadden, Main Street Coordinator | [Kat@PagosaSpringsCDC.org](mailto:Kat@PagosaSpringsCDC.org) | 970.264.3023

**Important eligibility note:** This fund is limited to eligible storefront businesses operating in the Impact Zone that are directly affected by construction. Property owners, landlords, or building owners who do not operate an eligible storefront business in the zone are not eligible for this fund.

***Businesses outside the Impact Zone should still submit the form to update contact information but should select “No, outside the Impact Zone” for the eligibility question.***

### **Questions**

1. **Business name**  
Short answer
2. **Storefront address (physical business location)**  
Short answer
3. **Best contact name (owner/manager)**  
Short answer
4. **Best email**  
Short answer
5. **Best phone (optional)**  
Short answer
6. **Are you responding on behalf of an operating business at this location?**  
Multiple choice
  - Yes

- No, I am only the property owner/landlord
- Not sure

7. **Business Assistance Fund decision (Impact Zone businesses only):**

Multiple choice

- OPT IN — Please include my business
- OPT OUT — We do not need support; please prioritize other businesses
- I have questions about eligibility or participation — please contact me

8. **Impact Zone confirmation:**

Multiple choice

- Yes — Pagosa Street/US Highway160 (From the 1st Street Bridge to Patria)
- Yes — Lewis Street
- Not sure
- No — outside the Impact Zone (I understand this round is limited to the Impact Zone)

9. **Authorization**

Required checkbox

- I confirm I am authorized to respond on behalf of this business.



## AGENDA BRIEF

**MEETING:** Main Street Advisory Board Meeting - 3/19/26  
**FROM:**

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**PROJECT:** Downtown Art Walk  
**ACTION:** Discussion and Action

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### **PURPOSE/BACKGROUND:**

**Background:** At the January Main Street board meeting, Board Member Rosanna Dufour introduced the Art Walk concept as a collaboration with the Public Arts Committee. The Pagosa Springs Arts Council previously organized Art Walk-style events but no longer has the volunteer capacity to continue hosting them. The board agreed to move forward and form a committee to develop a pilot approach. This effort is intended first and foremost as a downtown business support strategy to increase foot traffic and customer activity for retailers and restaurants while also showcasing local artists and culture.

### **January Discussion Summary:**

- Core concept: pair artists (via the Public Arts Committee and Arts Council networks) with downtown stores, restaurants, and galleries; businesses provide wall/store space for artists without galleries.
- Programming ideas discussed: add light music activations to create a broader “Culture Crawl” feel (musicians performing inside shops/restaurants).
- Operational consideration: utilize participating businesses’ existing retail liquor licenses for on-premise service, avoiding the Wine Walk-style barricade/non-profit requirements.
- Artist recruitment resources: Studio Tour contact list (35–40 local artists) and outreach connected to the commemorative coloring book project.
- Committee formed: Barbara Swindlehurst (Chair), with Emily Lashbrooke and Rosanna Dufour; Rick Holter and Jeremy offered support as available.
- Next steps from January: work with Heritage & Culture and the Public Arts Committee to develop details; an initial tentative date discussed was May 22 (Fourth Friday).

This brief summarizes a scaled two-event pilot concept and a Tourism funding request aligned with Tourism’s “Heads in Beds” focus.

**Proposed Event:** Two free Downtown Art Walk pilot nights: Friday, June 26, 2026 and Friday, July 24, 2026 (core hours 4:00–7:00 PM). Professional artists will be paired with participating downtown businesses to display and sell work inside host locations, creating a walkable experience that encourages visitors to browse, shop, and dine downtown.

**Collaboration:** Main Street will coordinate the framework, downtown business participation, and communications, in partnership with Parks and Recreation and local arts partners. Parks and Rec provides alignment with community arts initiatives and support for family-friendly activities/public-space coordination (as available). Arts partners contribute artist networks and potential in-kind assets.

**Anchors (3):** To encourage visitors to move from one end of the district to the other, the Art Walk will include three anchors located along Main Street. One anchor will be a family/kid interactive activity (such as a paint-by-shape community mural + sidewalk chalk zone). The remaining anchors are expected to be light activations such as music.

**Admission:** No ticketing is planned. The goal is to encourage roaming, shopping, dining, and enjoying art throughout the district.

**Tourism Alignment:** Tourism support would help market this business support initiative to regional visitors and make it easy for them to navigate the district. Requested funds focus on visitor attraction and navigation (targeted advertising, printed maps/passports, and wayfinding). **Tourism funding is competitive and subject to Board priorities and fund availability; the committee is proposing a scalable pilot approach.**

**Wayfinding Approach:** Two layers of wayfinding are planned. (1) Beacon feather flags/banners at gateways and anchor points to help visitors see the activity and move across the district. If purchased, these will be designed as evergreen wayfinding assets reading “MAIN STREET EVENT – HAPPENING NOW” with the Main Street logo (no dates/times). These may also be available to borrow through arts partners. (2) Participating storefront markers are a must: a uniform, highly visible, custom-printed suction-cup window flag/sign at each host business that clearly identifies it as an “ART WALK STOP,” so visitors can spot participating locations from a distance. Final placement and format will be confirmed based on partner availability and any applicable Town guidance for temporary signage.

**Calendar Context:** June and July were selected to avoid competing with other major weekends later in the summer (County Fair/Grillin’ & Distillin’, Artist Studio Tour weekend, and Colorfest), and to keep the pilot manageable while the committee builds momentum.

### **Budget Summary (Two-Event Pilot)**

Total project budget: **\$6,500**

Recommended Tourism funding request: **\$4,500**

Match / other funding / in-kind target: **\$2,000**

### **Funding Strategy & Contingency**

This proposal is structured as a business support investment that can scale responsibly based on outside funding.

- **Plan A (preferred):** *If awarded* a Tourism grant for the two-event pilot, match with a Main Street contribution (not-to-exceed \$2,000) to strengthen quality and execution.
- **Plan B (if Tourism funding is not awarded):** Proceed with one strong signature Art Walk night (June 26 or July 24) with a Main Street budget not-to-exceed \$5,000. A second night would occur only if participation is confirmed and donations/in-kind support are secured.

- **Recommended guardrails:** proceed only if at least 15 host businesses and 20 artists commit by a set date, and at least \$1,000 in in-kind/sponsorship is confirmed (e.g., flags/markers, gift cards, volunteer coverage).

#### **Draft Tourism Request – How funds would be used (Total: \$4,500)**

- Paid advertising (regional): **\$1,400** (Social \$1,200 + Google/Search/Maps \$200)
- Maps/Passports printing (both dates): **\$1,100**
- Printing (posters + lodging rack cards): **\$300**
- Participating storefront markers (required): custom suction-cup “ART WALK STOP” window flags/signs for host businesses: **\$650**
- Anchor/gateway wayfinding: 1 reusable banner + minimal directional arrows (beacon feather flags reading “MAIN STREET EVENT – HAPPENING NOW” to be borrowed/in-kind if available): **\$650**
- Light design support (map + evergreen templates): **\$400**

#### **Match/Other/In-Kind (programming + operations) (Total: \$2,000)**

- Family/kid interactive element: paint-by-shape community mural + sidewalk chalk art zone (**\$350**)
- Music stipend (primary anchor) – two dates (**\$500**)
- Downtown gift card prize pool – optional “receipt bonus entry” incentive (**\$500**)
- Volunteer supplies + stamps/ink + misc. ops (**\$250**)
- Permits/insurance allowance if required (**\$400**)

#### **Board Actions**

1. **Authorize Main Street match/other funding not-to-exceed \$2,000 if the Tourism grant is awarded (final allocation based on award amount and confirmed partner contributions).**
2. **If Tourism funding is not awarded, authorize Main Street funding not-to-exceed \$5,000 to produce one signature Art Walk night (June 26 or July 24). A second night would be contingent upon confirmed participation and secured donations/in-kind support.**

#### **Next Steps**

- Schedule the required meeting with Visit Pagosa Springs staff as part of the application process to confirm event requirements and marketing timelines.
- Finalize and distribute the artist and business interest forms; begin recruiting host businesses and artists.
- Confirm the two-layer wayfinding plan: (1) borrow/in-kind beacon feather flags for gateways/anchors if available (or identify a sponsor), and (2) order required suction-cup “ART WALK STOP” storefront flags for participating businesses (final format subject to Town guidance).
- Confirm anchor concepts and locations; refine a simple measurement plan for Tourism final

reporting (attendance counts + passport participation + quick visitor survey).



## AGENDA BRIEF

**MEETING:** Main Street Advisory Board Meeting - 3/19/26  
**FROM:** Kathleen McFadden

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**PROJECT:** DCI Excellence Award Nomination Travel Request  
**ACTION:** Discussion and Action

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### **PURPOSE/BACKGROUND:**

**Background:** Downtown Colorado Inc. (DCI) has nominated Pagosa Springs Main Street's Cone Zone Care for a Downtown Excellence Award in the Project category. This nomination recognizes Cone Zone Care as a significant, Main Street-led response to the ongoing two-year CDOT Highway 160 reconstruction impacting downtown Pagosa Springs.

DCI has formally invited our team to attend the Awards Ceremony in Grand Junction, and has provided two complimentary registrations (does NOT include dinner). Attending enables Pagosa Springs Main Street to represent our community, celebrate the work being done on behalf of downtown businesses, and strengthen relationships with peer communities and statewide partners. This recognition also supports positive statewide visibility for Pagosa Springs at a time when our downtown is navigating continued disruption and recovery.

**In Process:** Board Member Rosanna Dufour and Coordinator Kathleen McFadden plan to attend the award ceremony on behalf of Cone Zone Care and the Pagosa Springs Main Street Program. Rosanna will stay with family in Grand Junction (no lodging expense). Kathleen will stay at least one night in a hotel.

### **Estimated Travel Expenses (for board approval):**

- **Mileage (round trip): ~454 miles**(227 miles each way)
  - If reimbursed at the 2026 IRS business mileage rate (**\$0.725/mile**), estimated mileage reimbursement = **\$329.15** (one vehicle)
  - If we travel separately (two vehicles), mileage estimate = **\$658.30**
- **Lodging (Coordinator only):** 1 night hotel up to **\$325** (includes estimated taxes, fees; reimburse actual with receipt)
- **Meals:** 2 travel days \$55 daily per diem per person (**\$220** estimate; reimburse actual with receipts or per policy)
- **Incidentals/parking:** as needed (**\$50** estimate; reimburse actual)

**Total Estimate (higher-cost scenario, two vehicles): \$1,253.30**

**Recommended Not-to-Exceed Authorization:**

- **Up to \$1,300 total**, which covers the higher-cost scenario if two vehicles are required, plus lodging/meals/incidentals, with the understanding that we will carpool if feasible and expenses will be reimbursed per organization policy.

#### **Board Actions**

1. **Approve travel for Board Member Dufour and Coordinator McFadden to attend the DCI Downtown Excellence Awards Ceremony in Grand Junction to represent the Pagosa Springs Main Street Program and Cone Zone Care.**
2. **Approve a not-to-exceed travel budget of \$1,300, to be reimbursed per organization policy (mileage and/or fuel, lodging, meals, and incidentals), recognizing that Rosanna will stay with family and that carpooling will be used if feasible.**



## AGENDA BRIEF

**MEETING:** Main Street Advisory Board Meeting - 3/19/26  
**FROM:**

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**PROJECT:** Program Budget Allocations  
**ACTION:** Discussion and Action

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### **PURPOSE/BACKGROUND:**

**Background:** The Main Street Program’s committee-led work continues to generate measurable value for downtown businesses and the visitor experience, especially as construction activity resumes and the community needs clear, timely communication and positive “reasons to come downtown.” Recent Cone Zone efforts (Cone Zone Update events, visitor navigation messaging, parking map QR signage, and countdown planning) demonstrate the pace at which needs emerge and the importance of being able to implement quickly. Likewise, Heritage & Culture programming (America 250/Colorado 150 activities, oral histories, walking tours, and the commemorative coloring book project) supports community identity and strengthens the downtown experience for both residents and visitors. Historically, the board has authorized set committee allocations so committees can approve expenses within a defined purpose, enabling each committee to respond quickly without bringing every small purchase back to the board.

**Purpose:** Authorize committee-level spending capacity to implement approved programming efficiently, while maintaining appropriate board oversight through regular reporting.

### **Board Actions**

1. **Authorize a 2026 programming allocation of \$5,000 to the Cone Zone Care Committee, with committee authority to approve expenses to implement committee work plan priorities.**
2. **Authorize a 2026 programming allocation of \$5,000 to the Heritage & Culture Committee, with committee authority to implement committee work plan priorities.**