



Visitor Center - 105 Hot Springs Blvd
Pagosa Springs, CO 81147

AGENDA

Main Street Advisory Board Meeting
Thursday, February 13, 2025 @ 4:00 PM

1. REMOTE PARTICIPATION

A Zoom link is available for this meeting. However, the Town of Pagosa Springs does not and cannot guarantee internet service or online broadcasting. Remote attendance is at the risk of the attendee as the public meeting will continue in person regardless of the Town's broadcast capability.

Join Zoom Meeting

<https://us02web.zoom.us/j/88911254195?pwd=xgVXCpLss8Pl1nailFolf86r6iW6lz.1>

Meeting ID: 889 1125 4195

Passcode: 866287

I. CALL MEETING TO ORDER

II. ROLL CALL

III. DISCLOSURES AND/OR CONFLICT OF INTEREST

IV. PUBLIC COMMENT

Please sign in to make public comment

V. APPROVAL OF MINUTES

1. Approval of the 13 Feb 2025 Meeting Minutes

[Main Street Advisory Board Meeting - 12 Dec 2024 - Minutes - Pdf](#)

VI. NEW BUSINESS

1. Strategic Plan Refresh Review - Melissa Antol, Coreflection Managing Partner

VII. REPORTS TO BOARD

1. Main Street Coordinator Report

[Agenda Brief - Main Street Coordinator Report - Pdf](#)

VIII. NEXT MEETINGS

Main Street Heritage & Culture Committee Monthly Work Session - February 20, 2025, 4:00 PM to 5:00 PM, Town Hall Conference Room

Cone Zone Update - February 27, 2025, 6:00 PM to 7:00 PM, Motel SOCO

Main Street Monthly Board Meeting - March 13, 2025, 4:00 PM to 5:30 PM, Pagosa Springs Visitor Center

IX. ADJOURNMENT



Visitor Center - 105 Hot Springs Blvd
Pagosa Springs, CO 81147

MINUTES

Main Street Advisory Board Meeting
December 12, 2024 @ 4:00 PM

A regular meeting of the Main Street Advisory Board was called to order on December 12, 2024, at 4:00 PM in the Visitor Center - 105 Hot Springs Blvd.

1. REMOTE PARTICIPATION – A Zoom link is made available, however, the Town does not and cannot guarantee internet service or online broadcasting. Remote attendance is at the risk of the attendee as the public meeting will continue in person regardless of the Town's broadcast capability.

Board meetings are held in person at the Visitor Center Meeting Room located at 105 Hot Springs Blvd. If you are unable to attend in person, please use the following Zoom link:

Join Zoom Meeting

<https://us02web.zoom.us/j/88473209758?pwd=SYWaWU0Z2oOP4NQzCFSwnwD4a9xi5t.1>

Meeting ID: 884 7320 9758 Passcode: 458843

I. CALL MEETING TO ORDER

- II. ROLL CALL – **Present:** Rosanna Dufour, Jeremy Martin, Barbara Swindlehurst, Mario Garcia, Darren Gantt, Jennie Green, Shari Pierce

Absent: Rick Holter, Warren Brown, Santos O'Canas, Haz Said

Guest: Kelli Ford

III. DISCLOSURES AND/OR CONFLICT OF INTEREST

- IV. PUBLIC COMMENT – *Please sign in to make public comment*

V. APPROVAL OF MINUTES

1. Moved by Board Member Dufour. Seconded by Board Member Garcia.

Carried.

VI. REPORTS TO BOARD

1. DOLA Virtual Visit

Main Street Specialist Traci Stoffel and Main Street Architect Larry Lucas with the Department of Local Affairs (DOLA) facilitated the Annual Virtual Visit with the Main Street board. The purpose of this annual visit is to check in with the local program and celebrate successes. The presentation included an overview of the Main Street Movement, Services & Benefits of Colorado Main Street, including mini-grant funds, scholarships, consulting services, and technical assistance.

The presentation also highlighted specific support and services provided to the Pagosa Springs Main Street Program:

- Architectural Support

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- Hersch Building Facade
- PSFroYo Signage
- Concept for History Museum Renovation & New Welcome Center
- Grant Funding
 - Mini-grants - \$7500 (used for CDOT match)
 - Scholarship - \$6000 (\$1580 remaining)
- Technical Assistance
 - Annual Visit, Main Street training, grant reviews, funding opportunities
- Consulting Assistance
 - Strategic Plan Pickaxe (branding and messaging - \$19,165)
 - New 2024: Building-Business Inventory, Market Assessment, Promotional Videos (\$5700)
 - 2025: Strategic Plan Refresh

Additionally, the presentation highlighted Pagosa Springs Main Street Program successes, including all the volunteer hours dedicated to Cone Zone Care, Business Assistance Program, Events, and a new website.

2. Main Street Coordinator Report

Cone Zone Care Committee: The committee continues working with the Town, CDOT, and Main Street businesses to help prepare for the Highway 160 Reconstruction Project. During our next Cone Zone Update on December 16 at Riff Raff Brewing, CDOT will provide an update on finalizing the contract with WW Clyde. We will continue working with CDOT Regional Communications Manager Lisa Schwantes and the Public Information Managers Tracy Trulove and Meredith Green to coordinate a community communications plan. The PIMs will be creating an opt-in email subscription, a project webpage, and phone hotline for our project in the next few weeks. We will use our current email list and social media channels to encourage everyone to sign up and connect with these resources. We also will provide direct, convenient access to the official CDOT communications channels at all times before and during the reconstruction project.

CDOT Rendering: We are still seeking grant funding to create a project rendering for the CDOT reconstruction. Such a rendering would serve as a powerful tool to showcase the vision for our downtown area once the construction is complete. By offering a tangible, visual representation of the end result, we can more effectively communicate the value of the project to local businesses, residents, and visitors. This would help shift the narrative from focusing on short-term disruptions to envisioning a revitalized, pedestrian-friendly, and aesthetically pleasing Main Street that enhances the overall community experience.

Business Assistance Program: Main Street continues working with PSCDC and Region 9 to offer a Business Assistance Program to those businesses affected by the reconstruction project. The program will provide a low-cost loan offering to ease the repayment burden. We are also working closely with DOLA to pass grant funding through Region 9 to support business disruption. The goal is to create a flexible program that includes a combination of loans with grant money or even standalone grants. While loan amounts may seem modest in context of a multi-million-dollar highway project, they can make a crucial difference for small businesses trying to stay afloat during reconstruction. These loan and grant funds could be the key to keeping our local businesses open and thriving throughout the project.

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Free Digital Training for Main Street Businesses: As part of our Main Street America national accreditation and membership, we continue to offer free access to MSA's Small Business Digital Trainers program. This program provides virtual and on-demand training to help small businesses enhance their digital presence and e-commerce capabilities to increase sales and customer reach through tools and platforms including website optimization, search engine optimization, social media marketing, online advertising, analytic tools, and ecommerce services.

MET Task Force: The task force met on December 9 to discuss downtown parking alternatives during the reconstruction project and will meet again on January 13 at 3:00 PM. The Town has secured an agreement for parking with Ruby Sisson Library and will add gravel and signage to provide up to 50 spaces on their empty lot. The Springs Resort & Spa signed and returned the parking agreement to the Town for ~150 spaces. These two solutions alone will more than cover the 188 spaces that will be lost during reconstruction. Main Street and MET will continue providing support and solutions wherever possible.

Additionally, we continue exploring an innovative option to create a branded Cone Zone Stop & Go bus service with the County. This service would run every 30 minutes, offering shuttle transportation around the highway construction areas. County Road & Bridge has indicated that they can donate a bus, pending ADA accessibility repairs, and provide this service for approximately \$500,000 over the two years of high tourist season.

Middle School Revitalization Project: The board is finalizing a T-Mobile Hometown grant application to renovate the middle school greenhouse. The goal of the grant program is to help build stronger, more prosperous small towns and rural communities, with up to 100 grants a year being awarded up to \$50K each with no required match. Renovating the greenhouse is a vital component of our larger effort to revitalize the exterior of the middle school property and enhance the aesthetic appeal of our downtown corridor. The greenhouse project is also a natural extension of the middle school's commitment to health and wellness. The school has been recognized as a Healthy School Champion twice and has received the Governor's Award for being the healthiest school in Colorado. A functioning greenhouse will not only support these values but also provide an invaluable educational resource for our students. Improving the school's appearance at such a critical location on Main Street also will have a positive ripple effect on the entire downtown area. We selected Growing Spaces as our community partner to do the renovation. They have provided a detailed design plan and budget that will include improving the interior and exterior. Growing Spaces, with expertise in greenhouse design and horticulture, brings invaluable knowledge and resources to the project and strengthens the connection between local business and our educational institutions. Our application also includes creation of a public wifi hotspot in front of the middle school.

3. *Board Member Dufour moved to reorder agenda item 2. DOLA Virtual Visit as the first item of business. Mario seconded. Carried.*

VII. UNFINISHED BUSINESS

1. Old Fashioned Christmas - December 21 from 5:00 PM to 7:00 PM
 - Handwarmer Staplepalooza
 - Booth Setup
 - Gift Cards

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The board discussed logistics for the Old Fashioned Christmas event. They agreed to meet at 4:00 PM on December 18 to staple the cards to the handwarmers. Board Members Said, Swindlehurst, Garcia, and Coordinator McFadden are in the process of purchasing the 20 gift cards. Members also agreed to meet no later than 3:30 PM to set up on the day of the event.

VIII. NEW BUSINESS

1. Tourism Board 2025 Event Funding Applications - December 18, 2024

- **Event Reports - Required for Re-Application**
- **First Come, First Served**

Board Member Greene explained that the Tourism Board will meet next Tuesday and discuss details about the application requirements and how much funding will be available. Requests will not be considered until January.

IX. NEXT MEETINGS

1. History & Events Meeting at Town Hall - Thursday, December 19, 2024, 3:00 to 4:00 PM

Cone Zone Update - December 16, 2024, 6:00 to 7:00 PM

X. ADJOURNMENT



AGENDA BRIEF

MEETING: Main Street Advisory Board - 13 Feb 2025

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Cone Zone Care Committee: Cone Zone is ramping up for the launch of the CDOT Highway 160 Reconstruction Project. Coordinator McFadden participated in a meeting with the CDOT PIOs Tracy Trulove and Meredith Greene on February 5 to discuss the rollout. The Pre-Construction Planning Meeting is scheduled for Feb 25; a meeting with Emergency Services and Utilities is scheduled for Feb 26; and a Tier 1 Communication Partners meeting is scheduled for Feb 27, during which time the PIOs will share the construction schedule and phasing. Cone Zone will provide a public update of all this information at 6:00 PM on Feb 27 at Motel SOCO. On Monday, March 3, CDOT will host a public open house at the Fair Grounds starting at 6:00 PM. The reconstruction project is scheduled to begin on March 17.

CDOT Rendering: We are working through PSCDC channels to create a rendering for the CDOT reconstruction project. Ayers Associates is creating a 3D model and animation fly-through of the Historic 400 block plus a full hand-drawn aerial plan of the whole project area. This visual will showcase the future vision for downtown, helping businesses, residents, and visitors see the long-term benefits of a revitalized, pedestrian-friendly Pagosa Main Street.

Strategic Plan Refresh: Melissa Antol, Managing Partner of Coreflection facilitated a two-day strategic plan refresh with the board. Melissa facilitated the original strategic planning with the board back in 2022. Melissa will facilitate a review with the board on February 13. The primary outcome of these work sessions was to prioritize initiatives and projects for the next two years during the reconstruction project.

Business Assistance Program: Main Street continues working with PSCDC and Region 9 to offer a Business Assistance Program for those businesses affected by the reconstruction project. The program will provide a low-cost loan offering to ease the repayment burden. However, businesses have been very forthcoming in expressing that they do not want loans; they need grants. We are actively seeking grant funding to develop a more flexible program that combines loans with grant money or potentially offers standalone grants to better meet the needs of our local businesses.

MET Task Force: The task force met on January 13 to discuss updates on downtown parking alternatives during the reconstruction project, including a draft communications plan and a Downtown Public Parking handout with map to direct people to alternative parking areas. Tourism has offered to pay for the printing and Main Street will handle the logistics of distributing the map to the community. Kat submitted the map and plan to David Harris for review and input before submitting it to Town Council for approval. The next MET meeting is scheduled on March 10 at 3 PM (after the CDOT Pre-Planning Meeting at the end of March).

Middle School Revitalization Project: We finalized and submitted the T-Mobile Hometown Grant proposal for the renovation of the middle school greenhouse, with results expected in **February**. The goal of the grant program is to support the development of stronger, more prosperous small towns and rural communities, offering up to 100 grants annually, with each grant up to \$50K and no required match. Our proposal includes the renovation of the middle school greenhouse in partnership with Growing Spaces, and the installation of a Wi-Fi hotspot in collaboration with Echo IT Consulting. The detailed budget is \$28.6K, which is within the funding range.

Renovating the greenhouse is a key part of our broader effort to revitalize the middle school's exterior and surrounding area to improve the aesthetic appeal of our downtown corridor. The project also supports the school's ongoing commitment to health and wellness, as it has been recognized twice as a Healthy School Champion and received the Governor's Award for being the healthiest school in Colorado. A functioning greenhouse will not only enhance these values but also provide an invaluable educational resource for students.

By improving the school's appearance at such a critical location on Main Street, this project will have a positive ripple effect throughout the entire downtown area, strengthening the connection between local businesses and educational institutions.

America 250/Colorado 150: Kat attended the America 250/Colorado 150 kick-off meeting on January 9, where the Southwest Colorado Local Operating Committee outlined plans for the Colorado 150th anniversary of statehood and America's 250th anniversary. The committee is focusing on four key initiatives:

1. **Passport to Southwest Colorado:** A project aimed at engaging youth by creating an interactive passport that encourages exploration of the region's historical and cultural sites.
2. **Power of Place:** A collaborative initiative to explore how the region's geography, climate, and culture shape its community and future through educational programs and exhibits.
3. **Sing Colorado!:** A celebration of Colorado's musical heritage, involving both adult and youth choirs across the region, with concerts and musical events to reflect the state's rich traditions.
4. **Oral Histories:** A collection of oral histories that captures the lived experiences of individuals who have witnessed or participated in events that have shaped Southwest Colorado.

Several of our Main Street projects align well with these four key initiatives, providing an opportunity to integrate into the America 250/Colorado 150 celebrations. The next Heritage & Culture Committee meeting is Feb 20 at 4:00 PM, during which we will prioritize and align our 2025-2026 projects accordingly.

Main Street America Accreditation: Coordinator McFadden submitted the extensive application to MSA for re-accreditation and renewed the yearly membership.

Free Digital Training for Main Street Businesses: As part of our Main Street America national accreditation and membership, we continue to offer free access to MSA's Small Business Digital Trainers program. This program provides virtual and on-demand training to help small businesses enhance their digital presence and e-commerce capabilities to increase sales and customer reach through tools and platforms including website optimization, search engine optimization, social media marketing, online advertising, analytic tools, and ecommerce services.

Main Street Website: Coordinator McFadden has been working closely with OMG to develop the new website and things are progressing well. We're finalizing content updates to highlight our projects and downtown businesses, optimizing mobile navigation, and ensuring the Cone Zone banner is prominently displayed during the reconstruction project. Ultimately the site will serve as a dynamic hub for promoting downtown businesses and supporting Main Street initiatives. A key feature is a comprehensive business directory designed to enhance the visibility of downtown businesses. The site will also spotlight business stories, events, and special promotions, driving traffic to the downtown area. In addition to promoting businesses, the website will provide updates on Main Street projects, volunteer opportunities, and community events, ensuring a centralized source of information for all stakeholders. Final adjustments are underway to optimize the user experience and finalize technical details with the developer.