



Town Hall Conference Room
Pagosa Springs, CO 81147

AGENDA

Main Street Advisory Board Meeting
Thursday, April 17, 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.

If you are unable to attend in person, please use the following Zoom link.

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 March 13, 2025 Meeting Minutes

[Main Street Advisory Board - 13 Mar 2025 - Minutes - Pdf](#)

VI. REPORTS TO BOARD

1. Main Street Coordinator Report

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

2. Heritage & Culture Committee Report

[Agenda Brief - Heritage & Culture Committee Report - Pdf](#)

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. [Agenda Brief - Cone Zone Challenge Campaign - Pdf](#)

2. Earth Day Celebration - April 19, 2025

1. Volunteers

2. Setup Time

3. Weather

IX. NEXT MEETINGS

Cone Zone Update - Monday, April 21, 2025 at 6:00 PM, Ross Aragon Community Center (All meetings scheduled for the third Monday of each month through December 2025. Locations TBD.)

Main Street Advisory Board Meeting - May 8, 2025 at 4:00 PM, Visitor Center Meeting Room

Cone Zone Care Committee Meeting - May 1, 2025 at 4:00 PM, Location TBD

X. ADJOURNMENT



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

MINUTES

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

A regular meeting of the Main Street Advisory Board was called to order on March 13, 2025, at 4:00 PM in the Visitor Center - 105 Hot Springs Blvd.

BOARD PRESENT:

Board Chair Holter, Board Member Brown, Board Member Chavez, Board Member Dufour, Board Member Hogan, Board Member Martin, Board Member Melun, Mayor Pierce, Board Member Said, Board Member Swindlehurst, Jennifer Green, Executive Director, Cindy Schultz, Planning Manager, Board Member Gantt, and Board Member Garcia

BOARD ABSENT:

1. REMOTE PARTICIPATION – A Zoom link is available for virtual attendance. 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.

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Meeting ID: 889 1125 4195
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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 Mar 2025 Meeting Minutes

Board Member Dufour moved to approve the February 13, 2025 meeting minutes. Board Member Garcia seconded.

Carried.

VI. REPORTS TO BOARD

1. Main Street Coordinator Report

Cone Zone Care Committee: The Cone Zone Care Committee hosted a well-attended Cone Zone Update at Motel SOCO on February 27. Business owners voiced strong concerns about the original March 17 start date for the Highway 160 Reconstruction Project, as this week coincides with spring break for many schools and universities, which is the busiest period before the summer season. For many businesses, this revenue sustains them until the high season begins in June. Representatives from CDOT, the contractor WW Clyde, and several Main Street Board Members attended the meeting. In response to business owners' concerns, WW Clyde worked quickly to verify contractor schedules and, in a show of good faith, was able to delay the project start date to March 24. This adjustment demonstrates the

Main Street Advisory Board
March 13, 2025

value of open communication and collaboration and how Cone Zone has positioned itself as an effective liaison between CDOT and the business community.

Project Timeline & Initial Work: Beginning on March 24, CDOT will implement the following traffic changes and construction activities:

- Westbound lanes will be closed, and traffic will shift to a single lane in each direction on the eastbound side of the highway.
- Concrete barriers will be installed along Pagosa/Main Street.
- Initial work will include removal of existing striping, excavation of the westbound roadway surface, and demolition of sidewalks, curbs, and gutters.
- Utility work will commence between 2nd Street and 8th Street, including replacement and upgrades to water, sewer, gas, geothermal, communications, electrical conduit, and storm drainage systems.

Traffic & Business Impacts

- Two-way traffic will be maintained, though motorists should expect delays.
- The south side of downtown will carry two-lane traffic in 2025 while work is performed on the north side; this will be reversed in 2026.
- Periodic closures and temporary traffic stops will occur to allow for equipment movement.
- Inclement weather may impact scheduling and work continuity.
- Night work may be scheduled to reduce daytime congestion.
- Parking will not be permitted within the downtown work zone along US 160.

Coordinator McFadden continues to participate in the Tier 1 Communications Meetings with area stakeholders to stay informed and engaged. While CDOT's Public Information Officers (PIOs) manage official messaging, Main Street will help disseminate updates through all our communications channels.

Cone Zone Care & Chamber Collaboration: Cone Zone is working together with the Pagosa Springs Chamber of Commerce to gather input from businesses through a survey, which will help identify creative, actionable ways to support them beyond financial assistance. A copy of the survey is attached. The goal is to use the survey feedback to shape two structured work sessions where businesses can collaborate on solutions that we can implement quickly. The work sessions are scheduled for:

- **Monday, March 31 | 5:30 – 7:00 PM**
- **Tuesday, April 1 | 11:30 AM – 1:00 PM**

The work session format will be structured to ensure we conclude with at least three actionable ideas, along with assigned responsibilities and timelines for implementation. This partnership with the Chamber strengthens our ability to provide meaningful support to businesses.

CDOT Rendering: We are working through DOLA channels to create a rendering for the CDOT reconstruction project. Ayers Associates is developing a 3D model and animation fly-through of the Historic 400 block, along with a full hand-drawn aerial plan of the entire project area. This visual will highlight the long-term benefits of a revitalized, pedestrian-friendly Main Street, helping businesses, residents, and visitors envision the future of downtown. Once completed by the end of May, we plan to

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maximize its impact by displaying the video at key locations, including the Visitor Center and other prominent spots throughout the Main Street District and community. We will also feature the video on digital platforms to ensure widespread visibility and engagement.

Business Assistance Program: Coordinator McFadden continues working with PSCDC and Region 9 to offer a Business Assistance Program for those businesses affected by the reconstruction project. The County has earmarked \$100,000 to support the program, and Coordinator McFadden is working with Brian Rose at Region 9 to integrate the grant specifications, requirements, and application into the existing loan process. This program will provide a combination of low-cost loans, grants, and hybrid options to better support businesses impacted by the reconstruction project. Archuleta County and the PSCDC board will conduct a review and provide final approval before publishing the program details and opening up for applications.

MET Task Force: Last week, Coordinator McFadden met with Town Manager David Harris to review the Downtown Public Parking Map. After incorporating feedback, Coordinator McFadden submitted the final version for approval and volunteered to facilitate the approval process with the County. Tourism has offered to pay for the printing of the map, and Main Street will handle the logistics of distributing it to the community. **A special thank you goes to Board Member Rosanna Dufour, whose exemplary leadership as task force chair and exceptional GIS expertise were instrumental in creating this valuable map resource.**

With the completion of its directive, the MET Task Force has officially concluded its work. During the joint meeting with the Board of County Commissioners and Town Council, both entities acknowledged and appreciated the task force's efforts in identifying downtown parking alternatives and developing a clear communications plan. With these objectives successfully met, the task force has been dissolved. Moving forward, we will continue working with the Town and County to ensure that parking resources are effectively communicated to the community.

Middle School Revitalization Project: Main Street Kids finalized and submitted the T-Mobile Hometown Grant proposal for the renovation of the middle school greenhouse. T-Mobile received an overwhelming number of applications, and although our application was strong, we received notice that we were not awarded the grant. Despite this setback, we remain dedicated to seeking alternative grant opportunities to support our initiative. Renovating the greenhouse continues to be a vital part of our effort to improve the aesthetic appeal of Main Street and bolster the middle school's commitment to education, health, and wellness.

Heritage & Culture Committee: The Heritage & Culture Committee was unable to meet last month. We will reconvene on March 20 to move forward with the Oral History project and finalize plans for celebrating National Historical Preservation Month in May, as well as to prioritize and align our 2025-2026 projects with America 250/Colorado 150.

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

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platforms including website optimization, search engine optimization, social media marketing, online advertising, analytic tools, and ecommerce services.

Main Street Website: Due to recent high-priority initiatives, including Cone Zone Care, we need to focus efforts on a final push with OMG to get the website live by March 31. Tasks include finalizing content updates to showcase our projects and downtown businesses, optimizing layout/navigation, and ensuring that the Cone Zone Care banner is prominently displayed on the site during the reconstruction project. The site is being designed as a dynamic hub to promote downtown businesses and support Main Street initiatives. Key features include:

- A comprehensive business directory to enhance local business visibility.
- Sections highlighting business stories, events, and special promotions that drive traffic downtown.
- Regular updates on Main Street projects, volunteer opportunities, and community events, providing a centralized source of information for all stakeholders.

Final adjustments are underway to optimize the user experience and complete the technical details with our developer. We remain committed to delivering a robust, user-friendly platform that truly benefits our community.

VII. UNFINISHED BUSINESS

1. Strategic Plan Refresh

Pagosa Springs Main Street Strategic Plan Refresh

Melissa Antol, Managing Partner of Coreflection, facilitated a two-day Strategic Plan refresh with the board in January, building on the original planning process from 2022. She presented the results during the February 13 board meeting, outlining prioritized initiatives and projects for the next two years. This revised version reflects those discussions, along with additional edits to refine objectives and ensure alignment with our mission. The board will discuss the latest version during the March 13 meeting, and Coordinator McFadden will make final content and format adjustments before completion.

Next Steps:

- Board members review the revised Strategic Plan before the meeting.
- Discuss any final adjustments needed for approval.
- Upon approval, implement the updated plan to guide initiatives and decision-making.

The Board reviewed and discussed the revised plan and determined the following change to the last bullet on the second page: "Serve as a conduit for communications about the CDOT US Highway 160 Reconstruction Project, assisting CDOT Public Information Officers and the community."

Board Member Dufour moved to approve the Pagosa Springs Main Street 2025-2027 Strategic Plan with the updates as discussed. Board Member Gantt seconded.

Carried.

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VIII. NEW BUSINESS

1. Oral History Project - Recording Devices

Oral History Project – Recording Devices

To ensure the success of our Oral History Project, we need to equip interviewers with reliable recording devices. Best practice dictates that each interviewer should have both a primary and a backup recording device to prevent the loss of valuable historical accounts due to technical failures. Based on our current scope, the Heritage & Culture Committee recommends purchasing four recording devices, each with a carrying case and memory card with adaptor.

Heritage & Culture Committee volunteer Kelli Ford recommended the Sony ICD-UX570 Digital Voice Recorder (ICDUX570BLK) as a high-quality and user-friendly option. The AGPTEK EVA Zipper Carrying Case will provide protection and portability, and SanDisk 64GB Ultra microSDHC UHS-I Memory Cards will offer ample storage for high-quality recordings.

Cost Breakdown (for 4 sets):

- Sony ICD-UX570 Digital Voice Recorder – \$80.00 each × 4 = \$320.00
- AGPTEK Carrying Case – \$9.00 each × 4 = \$36.00
- SanDisk 64GB Ultra microSDHC Memory Card with Adapter – \$12.00 each × 4 = \$48.00
- Subtotal: \$404.00
- Estimated Tax & Shipping: \$35.00 (approximate)
- Total Estimated Cost: \$439.00

Next Steps:

- Board approval for purchasing four recording devices, carrying cases, and memory cards.
- Procurement and distribution to designated interviewers.
- Training on proper use and best practices for archival-quality recordings.

Board members discussed the technical requirements and made a recommendation to add cloud storage to the project and budget.

Board Member Garcia moved Motion to approve the purchase of four Sony ICD-UX570 Digital Voice Recorders, four AGPTEK EVA Zipper Carrying Cases, and four SanDisk 64GB Ultra microSDHC Memory Cards with Adapters for the Oral History Project, and appropriate cloud storage up to a total of \$1,000.00. Board Member Gantt seconded.

Carried.

- IX. NEXT MEETINGS – Heritage & Culture Committee Meeting - March 20, 3:00 PM to 4:00 PM, Town Hall First Floor Conference Room
No March Cone Zone Update; April 21, 2025 at Ross Aragon Community Center from 6:00 PM to 7:30 PM
Main Street Advisory Board Monthly Meeting - April 10, 4:00 PM to 5:30 PM, Visitor Center Conference Room

X. ADJOURNMENT



AGENDA BRIEF

MEETING: Main Street Advisory Board - 17 Apr 2025

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Cone Zone Care Committee: The Cone Zone Care Committee hosted a well-attended Cone Zone Update at Motel SOCO on February 27. Business owners expressed strong concerns about the original March 17 start date for the Highway 160 Reconstruction Project. In response, contractor WW Clyde worked quickly to verify schedules and, in a show of good faith, delayed the start to March 24. This adjustment helped minimize disruption during a critical business period and highlights the value of open communication and collaboration.

As construction is now underway, Cone Zone is shifting from its initial role as a project communications liaison to a more proactive focus on business support by developing programs and community-driven campaigns that encourage residents and visitors to spend time (and dollars) downtown throughout the reconstruction period.

Main Street & Chamber of Commerce Collaboration: In partnership with the Pagosa Springs Chamber of Commerce, the Cone Zone Committee is taking proactive steps to support our downtown businesses during the US Highway 160 Reconstruction Project.

Coordinator McFadden created and distributed an initial survey to gather input and ideas directly from downtown businesses. To follow up, she and the Chamber co-hosted two well-attended work sessions, one the evening of March 31 and another during lunch on April 1, to accommodate different schedules and encourage broad participation.

These sessions focused on generating actionable ideas to keep business activity strong and our downtown vibrant during construction. The following are the key themes and top initiatives that emerged.

Key Themes:

- The need for improved parking signage and clear pedestrian access.
- Concerns about reduced visibility and foot traffic during construction.
- A strong interest in coordinated campaigns, incentives, and creative marketing.

Top Initiatives Identified:

1. **Shop Local Campaign:** Led by Main Street, this will include customer challenges, receipt-based drawings, social media content, and storytelling through local video testimonials.
2. **Ambassador Program:** Led by Tourism, this initiative will equip front-line workers with tools and training to provide accurate, helpful construction information and promote a positive visitor experience.
3. **Promotional Events:** The Chamber will take the lead on broader efforts such as "Sunday FunDay," Pagosa Perks promotions, and themed downtown events.

Responsibilities have been divided among the Main Street Program, the Chamber of Commerce, and Tourism to ensure strong implementation and consistent messaging.

CDOT Rendering: The 3D rendering project for the CDOT US 160 Reconstruction is well underway and coming together beautifully. Thanks to funding from Colorado Main Street (DOLA), Ayres Associates is producing a 3D animation fly-through of the Historic 400 Block and a hand-drawn aerial plan of the entire project area.

This visual representation will help businesses, residents, and visitors see the long-term benefits of a revitalized, pedestrian-friendly downtown Pagosa Springs.

James Dickhoff, Development Director for the Town of Pagosa Springs, recently met with the Ayres team to provide additional input on the illustrations. Minor revisions are being made, and new details, such as building siding materials, will enhance the visual appeal.

To help share the vision with the broader community, we're creating window clings that businesses can display in their storefronts. Each cling will include:

- The Colorado Main Street logo, the Pagosa Springs Main Street logo, PSCDC logo, and possibly the Town of Pagosa Springs logo.
- A QR code linking to a landing page on the new Main Street website where the community can view the 3D fly-through and individual block illustrations

We are also discussing plans to host an official premiere of the video, with a public screening to showcase the full rendering. A date will be set once we have confirmation on the project's completion, which is expected by the end of May.

We will maximize the impact of this visual aid by displaying the video at key locations, including the Visitor Center and other prominent spots throughout the Main Street District and community. We will also feature the video on digital platforms to ensure widespread visibility and engagement.

Strategic Plan Refresh: Melissa Antol, Managing Partner of Coreflection, facilitated a two-day strategic planning refresh with the board earlier this year. Melissa previously led the board through its original strategic planning process in 2022. The primary outcome of the recent work sessions was to prioritize initiatives and projects for the next two years, particularly in light of the upcoming reconstruction project. Melissa returned to present the draft plan to the board on February 13. During the March 13 meeting, the board reviewed and approved the updated Strategic Plan with one minor change. The final, approved version is attached.

Business Assistance Program: Main Street continues to collaborate with the PSCDC and Region 9 to finalize a Business Assistance Program for businesses impacted by the reconstruction project. The program is designed to provide a combination of low-cost loans, grants, and hybrid options to help downtown businesses navigate the financial challenges of construction.

PSCDC Executive Director Emily Lashbrooke and Coordinator McFadden met with the Board of County Commissioners on Tuesday, April 15, to discuss how to incorporate the County's \$100,000 earmarked for grant support. The County is considering whether to integrate these funds into the broader Business Assistance Program or manage them as a separate initiative. The commissioners are scheduled to vote on this decision during their May 6 meeting. We plan to roll out the program on May 15.

MET Task Force: The Downtown Public Parking Map is now finalized, approved, and distributed community-wide. With support from Tourism, we printed an initial run of 1,000 hard copies and released a digital version. In just a short time, several local businesses have already requested digital copies to share with their employees and customers.

Special thanks to Board Member Rosanna Dufour for her outstanding leadership as MET Task Force Chair. Her GIS expertise was essential in creating this valuable community resource.

With the completion of its objectives, the MET Task Force has officially concluded its work. The task force was formally recognized and dissolved during the joint meeting of the Board of County Commissioners and Town Council in March. Cone Zone will continue to work closely with the Town and County to ensure parking resources remain visible and accessible to the public throughout the reconstruction project.

Middle School Revitalization Project: We finalized and submitted the T-Mobile Hometown Grant proposal for the renovation of the middle school greenhouse. T-Mobile received an overwhelming number of applications, and although our application was strong, we received notice that we were not awarded the grant.

Despite this setback, we remain dedicated to seeking alternative grant opportunities to support our initiative.

Renovating the greenhouse continues to be a vital part of our effort to improve the aesthetic appeal of Main Street and bolster the middle school's commitment to education, health, and wellness.

Main Street Website: Due to other high-priority initiatives and travel, Coordinator McFadden has not yet had the opportunity to finalize the website but has scheduled time over the next two weeks to get the site live as soon as possible.

The website is designed to serve as a dynamic hub that promotes downtown businesses and supports Main Street initiatives. Key features will include:

- A comprehensive downtown business directory to enhance visibility and access.
- Sections highlighting local business stories, upcoming events, and special promotions.
- A central source for Main Street project updates, volunteer opportunities, and community happenings.
- A prominently displayed Cone Zone banner and regular construction updates to keep the public informed during the Highway 160 project.

Final technical adjustments and mobile optimization are underway with our developer, OMG.

Question for the Board: Does the full board need to approve the website before it goes live, or can final approval rest with the Marketing Committee? If no formal vote is needed, we'll proceed with launch upon committee sign-off.

Main Street Video Project: Thanks to a grant secured by Colorado Main Street, Slate Communications is producing a professional video to highlight Pagosa Springs and other Main Street communities across the state. The video will showcase the heart of our downtown district—our businesses, people, and sense of place.

Coordinator Kathleen McFadden worked with Slate Communications to schedule onsite interviews with several key voices in our district, including Keena Carstensen (Aspen House Board Vice President and manager of Lazy One), Rosanna Dufour (co-owner of PJ's Fine Bamboo Rods), and Jason Cox (co-owner of Riff Raff Brewing). Coordinator McFadden was also interviewed to share the program's perspective.

Slate will edit the interviews and incorporate existing B-roll footage of Pagosa Springs to create a dynamic final video that we can use for future marketing, promotions, and storytelling efforts. We're excited to see the final result and will share it widely once complete.

ATTACHMENTS:

[Pagosa Springs Main Street Program Strategic Plan 2025-2027 Final Board Approved 3.13.2025](#)



Pagosa Springs Main Street Program 2025–2027 Strategic Plan

The Pagosa Springs Main Street Program Strategic Plan 2025–2027 is a two-year road map developed by the Board of Directors for the Pagosa Springs Main Street Program, a grassroots organization created through the Town of Pagosa Springs. Our volunteer Board includes local community members, business owners and tenants, and civic-minded professionals whose partnerships serve as a catalyst for enhancing the vitality of our downtown district.

The 2025–2027 Strategic Plan documents the Main Street program's mission and vision for the future, defines principles to guide how we work, and provides program focus by defining three strategic priorities. We will advance these three priorities by completing specific projects in our downtown Main Street district through partnership, collaboration and volunteer support.



Vision

A welcoming Main Street that connects community, commerce, heritage, and the nature that surrounds us.

Mission

To ignite a Main Street spirit in Pagosa Springs by being a catalyst for:

- *Movement on foot, on wheels, or simply by chance*
- *Connection of people and places with our diverse heritage*
- *Creation of memorable experiences for folks who work, live, and play here*
- *A vibrant downtown culture that supports businesses*

Guiding Principles

Activate the Main Street Experience

The Main Street program brings our vibrant downtown to life by uplifting locally owned businesses and honoring our rich heritage and culture. We cultivate a dynamic hub where unique shops, historic charm, and cultural treasures come together to create unforgettable experiences. By forging strong partnerships with local government, businesses, volunteers, and residents, we fuel economic growth and ensure that Main Street remains the beating heart of our community—celebrating the past while paving the way for a thriving future.

Generate “Layers of Fun”

We envision downtown Pagosa Springs as a playground of discovery and delight, offering a diverse mix of activities and cultural experiences. From lively festivals to spontaneous street performances, we sprinkle joy and whimsy throughout the heart of town, inviting people of all ages and backgrounds to connect, celebrate, and make lasting memories. Our mission is to create an atmosphere where fun is layered into every corner, inspiring curiosity and a sense of belonging.

Move and Connect People

We make downtown Pagosa Springs a place where people naturally come together—on foot, by bike, or simply by chance. We advocate for thoughtful design and infrastructure improvements that enhance safety, accessibility, and the overall flow of our downtown spaces. We work to improve how people navigate Main Street and strengthen the connections between neighbors, visitors, and the natural beauty that surrounds us. By making downtown easy to explore and welcoming to all, we help foster a vibrant, inclusive community full of pride and possibility.



COLORADO
Department of Local Affairs
Division of Local Government



The Pagosa Springs Main Street Strategic Priorities define our program's focus and align with the Colorado Main Street Program Four Point Approach for Community Transformation. The Board of Directors oversees three Working Groups dedicated to advancing our Strategic Priorities:

- Cone Zone Care Committee
- Heritage & Culture Committee
- Marketing, Events & Communications Committee

Strategic Priorities

1. Get the word out and collect business, resident, and visitor feedback on CDOT's US Highway 160 Reconstruction Project.
2. Tell the story of Pagosa Springs' multicultural history and celebrate our local culture.
3. Raise the profile of the Pagosa Springs Main Street district by strengthening our presence on digital platforms and at local events.

Projects to Advance Priorities

The Working Groups advance our priorities by leading and supporting catalytic projects that rely on the energy and commitment of the Town of Pagosa Springs, local businesses, community organizations, and our volunteers who take pride in our community.

Get the word out and collect business, resident, and visitor feedback on the CDOT US Highway 160 Reconstruction Project.

Projects

- Develop a Communications Plan that aligns with the CDOT US Highway 160 Reconstruction Project.
- Spotlight the future! Focus on benefits after the CDOT US Highway 160 Reconstruction Project is complete.
- Explore the potential for a temporary/pop-up physical Main Street space downtown to get out information and to help spotlight businesses.
- Promote grant and loan opportunities for businesses to make improvements to their properties, including utility connections, façade improvements, and activation of alleyways.
- Generate creative ideas for engaging the community and our businesses.
- Be a catalyst for the revitalization of the Pagosa Middle School frontage to enhance the connectivity, safety, and aesthetics of the Main Street district.



Tell the story of Pagosa Springs' multicultural history and celebrate our local culture.

Projects

- Align with and participate in the America 250/Colorado 150 regional event celebration.
- Collect Oral Histories from Pagosa Springs community members.
- Advocate for and support the Town's re-activation of the Historic Preservation Commission into a Heritage Commission
- Work with the Town and relevant community organizations and partners to identify various places, projects, and mediums for sharing the story of Pagosa Springs.



Raise the profile of Pagosa Main Street district by strengthening our presence on digital platforms and at local events.

Projects

- Continue building and updating the Pagosa Main Street website and promote a downtown business directory.
- Serve as a conduit for communications about the CDOT US Highway 160 Reconstruction Project, assisting the CDOT Public Information Officers and the community.

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AGENDA BRIEF

MEETING: Main Street Advisory Board - 17 Apr 2025

FROM: Mayor Pierce

PROJECT: Heritage & Culture Committee Report

ACTION: Board Information

PURPOSE/BACKGROUND:

The Heritage & Culture Committee reconvened on March 20. The session focused on advancing key priorities for 2025–2026 and preparing for upcoming initiatives aligned with America 250/Colorado 150. Below are the highlights from our recent meeting:

Oral History Project

The committee devoted significant time to advancing the Oral History Project.

- Board Member and Mayor Shari Pierce worked with the Town Attorney and Town Manager to produce an initial draft of the Oral History Release Agreement.
- The committee reviewed and edited the draft and has returned it for further legal review and approval.
- Board Member Santos O’Canas has drafted a list of questions and will present an updated draft for approval during the next committee meeting.
- We also discussed creating a participant folder that will include a welcome/introduction letter from the interviewer, along with an information sheet outlining what to expect throughout the process.
- Coordinator McFadden created a draft introduction letter and two potential newspaper articles for the committee’s review.

America 250/Colorado 150

In preparation for these statewide and national commemorations, the committee began identifying key opportunities to align our 2025–2026 projects with the themes of America 250 and Colorado 150. This includes determining how the committee can help lead local efforts to honor Pagosa Springs’ unique history as part of this broader celebration.

Pagosa Springs History Museum Grand Re-Opening

The committee continues to support the upcoming grand re-opening of the Pagosa Springs History Museum over Memorial Day weekend after being closed for two years. This milestone presents a valuable opportunity to highlight local heritage, share stories from the Oral History Project, and raise awareness of historical preservation efforts.

National Historic Preservation Month (May)

The committee is working on a series of history-focused articles and educational content for local media, in addition to supporting the museum’s reopening and other preservation-related storytelling.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 17 Apr 2025

FROM: Kathleen McFadden

PROJECT: Cone Zone Challenge Campaign

ACTION: Board Information & Action

PURPOSE/BACKGROUND:

As part of our broader Cone Zone Care efforts to support downtown businesses during the reconstruction, Cone Zone is spearheading a new Cone Zone Challenge Campaign. This multi-part initiative—developed in response to ideas shared during the collaborative work sessions—is designed to keep our downtown district vibrant by encouraging community members and visitors to continue spending money at local businesses and demonstrating their support.

1. Shop Downtown & Win – Monthly Gift Card Drawings

To incentivize local shopping, we're proposing monthly drawings where participants can win \$100 gift cards to downtown businesses.

How it Works:

- **Shop Local** at any business located in the downtown Main Street District.
- **Meet the Entry Requirement** (TBD by submitting four receipts of \$20+ or one or more receipts totaling \$100+ within a designated period.
- **Submit an Entry** via a Google Form by uploading receipt images and contact info.
- **Attend the Monthly Drawing** (optional) during the Cone Zone Updates.

The committee proposes purchasing 20 \$100 gift cards, totaling \$2,000, to support this program throughout the construction season. We're asking the board to approve this expenditure to launch the program in May and continue monthly through December.

2. Cone Zone Commitment Challenge

We'll also invite residents and visitors to take a personal Cone Zone Challenge by pledging to support downtown businesses consistently during construction. Participants will commit to simple acts like:

- Eating downtown once a week
- Shopping locally at least twice a month
- Referring friends and family to local businesses
- Sharing their downtown experience on social media
- Committing to use the crosswalks only and not jump the concrete barriers

Those who commit will receive a Cone Zone Challenge—I Commit! button and a digital badge to show their pride and help spread awareness. This helps build a sense of community and encourages others to do the same.

Next Steps:

- Finalize entry requirements and determine if meeting attendance is necessary to win
- Launch the **Shop Downtown & Win** Google Form
- Coordinate gift card purchases and prize tracking
- Design buttons, badges, and signage
- Promote both components of the Cone Zone Challenge via social media, business flyers, and community newsletters

This campaign is a fun, low-barrier way to drive local spending, generate positive community engagement, and remind residents that their dollars make a difference, especially during construction.

FISCAL IMPACT:

\$2,000.00

RECOMMENDATIONS:

Motion to approve the expenditure of \$2,000 for the purchase of twenty \$100 gift cards from downtown Main Street District businesses to be used as prizes for the Cone Zone Challenge monthly drawings.