



Town Hall Conference Room
Pagosa Springs, CO 81147

MINUTES

Main Street Advisory Board Meeting
April 17, 2025 @ 4:00 PM

A regular meeting of the Main Street Advisory Board was called to order on April 17, 2025, at 4:00 PM in the Town Hall Conference Room.

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 – Present: Board Members Mayor Pierce, Jeremy Martin, Barbara Swindlehurst, Mario Garcia, Darren Gantt, Rosanna Dufour, Rick Holter, Santos O'Canas; Main Street Coordinator McFadden

Absent: Board Members Warren Brown, Jennifer Green

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

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 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.

2. Heritage & Culture Committee Report

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.

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. 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.

Mayor Pierce moved 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. Board Member Martin seconded.

Carried.

2. Earth Day Celebration - April 19, 2025

1. Volunteers

2. Setup Time

3. Weather

Due to the weather forecast, the board discussed cancelling Main Street's participation in the Earth Day Celebration on April 19.

Board Member Garcia moved Move to cancel Main Street's participation in the Earth Day Celebration on April 19, 2025. Board Member Martin seconded.

Carried.

- 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
Heritage & Culture Committee Meeting - May 15, 2025 at 3:00 PM, Town Hall Conference Room

X. ADJOURNMENT