



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

AGENDA

Main Street Advisory Board Meeting
Thursday, May 8, 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 April 17, 2025 Meeting Minutes

[Main Street Advisory Board - 17 Apr 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. Cone Zone Challenge Campaign

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

2. Volunteer Trash Pickup Day - May 10

[Volunteer Trash Pickup Day \(1\)](#)

IX. NEXT MEETINGS

1. Cone Zone Committee Meeting - May 13, 2025 at 4:00 PM, Zoom Only
Heritage & Culture Meeting - May 15, 2025 at 3:00 PM, Town Hall Conference Room
Cone Zone Update - May 19, 2025 at 5:30 PM, Mountain Pizza & Taproom
Main Street Monthly Board Meeting - June 12, 2025 at 4:00 PM, Visitor Center Meeting Room

*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*

X. ADJOURNMENT



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.

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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

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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

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also feature the video on digital platforms to ensure widespread visibility and engagement.

Strategic Plan Refresh: Melissa Antol, Managing Partner of Corelection, 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

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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.

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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

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- 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



AGENDA BRIEF

MEETING: Main Street Advisory Board - 08 May 2025

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Cone Zone Care Committee: The Cone Zone Care Committee hosted an update at Ross Aragon Community Center on April 21. To accommodate growing attendance and interest, we shifted to a larger venue and introduced a new Q&A format designed to keep the meeting focused, efficient, and inclusive. Attendance was lower than expected, which could be attributed to a few factors including location, less promotion online, and/or the fact that the project is underway. The presentation agenda included:

- CDOT Update (PIOs Meredith Greene, Tracy Trulove)
- Town of Pagosa Springs Update (James Dickhoff)
- Business Collaboration Work Session Update (Mary Jo Coulehan)
- Ambassador Program (Jennie Green)
- Cone Zone Challenge & Commitment Campaign (Emily Lashbrooke for Kat)
- Business Assistance Program Update (Emily Lashbrooke for Kat)
- The Springs Resort & Spa Pop-Up Market (Emily Lashbrooke)
- Q&A (New Format, Chair Rick Holter)

Ahead of the meeting, we encouraged participants to submit their construction-related questions in advance. This helped us group similar questions and ensure that key concerns were addressed clearly and publicly. During the meeting, we reserved all Q&A for the end of the agenda. We began by responding to pre-submitted questions, followed by live questions from the audience. Attendees were asked to keep questions to three minutes, with an option for one follow-up if needed.

The new format enabled us to maintain structure while still giving space for open dialogue. We'll continue refining this approach to ensure it supports both transparency and respectful communication as the project progresses.

The presentation included a full agenda, with each partner providing thoughtful and thorough updates on their respective initiatives. Coordinator Kathleen McFadden was unable to present due to laryngitis, and Executive Director Emily Lashbrooke kindly stepped in to share updates on her behalf.

Each item on the agenda reflected the strong collaboration happening across our partner organizations, and many of the projects presented originated directly from the feedback gathered during the business survey and work sessions. From communications and business support to marketing campaigns and downtown programming, everyone is moving forward with aligned priorities and a shared commitment to supporting our Main Street district during construction.

Moving forward, Cone Zone Updates will take place on the third Monday of each month through construction season. Each location will be TBD. The next meeting is on May 19 starting at 5:30 PM at Mountain Pizza & Taproom, 175 Pagosa Street. We had several requests to start the meeting earlier than 6:00 PM since most businesses downtown close at 5:00 PM.

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

Following the two well-attended work sessions co-hosted in early April, we are now finalizing a follow-up survey to circulate among downtown businesses. The purpose of this survey is to gauge interest and willingness to participate in the primary initiatives that surfaced from the sessions, specifically Pagosa Perks, Sunday Funday, and Wine Walks. While many businesses intend to pursue their own creative efforts, this will help us better understand where coordinated efforts are most welcome and ensure we move forward with ideas that have strong support.

Main Street, the Chamber, and Tourism have each taken the lead on different focus areas to ensure clear roles, consistent messaging, and strong implementation across efforts.

CDOT Rendering: The 3D rendering project for the CDOT US Highway 160 Reconstruction is essentially complete. Thanks to funding from Colorado Main Street (DOLA), Ayres Associates delivered a digital 3D fly-through video of the Historic 400 Block, as well as a hand-drawn aerial illustration of the full project area. These tools will help our community visualize the long-term benefits of a more walkable, welcoming downtown.

While the visuals are finished, we're now waiting on final signoff from CDOT, which is being coordinated through the Public Information Officers (PIOs). Once approved, we'll move forward with community-facing efforts, including:

- Window clings that feature the logos of Colorado Main Street, Pagosa Springs Main Street, PSCDC, and possibly the Town of Pagosa Springs. Each cling will include a QR code linking to a landing page where viewers can explore the rendering and illustrations.
- A public premiere event to unveil the rendering. We're ahead of schedule and discussing ideas for a fun, high-impact reveal.
- Widespread distribution of the video through digital platforms and prominent physical locations like the Visitor Center and local businesses.

This project is an important part of helping our community stay focused on the long-term benefits of downtown revitalization, especially as we navigate the short-term disruptions of construction.

Business Assistance Program: Main Street continues to work closely with the PSCDC and Region 9 to launch our collaborative Business Assistance Program supporting downtown businesses impacted by the CDOT US Highway 160 Reconstruction Project. This program will offer low-cost loans and grant assistance to help business owners navigate construction-related disruptions.

On April 15, PSCDC Executive Director Emily Lashbrooke and Coordinator McFadden met with the Archuleta County Board of Commissioners to discuss incorporating the County's previously earmarked \$100,000 in grant funds. During their regular May 6 meeting, the Commissioners voted to administer that funding in-house through a separate, independent program.

We remain on track to launch our program and open applications on May 15. To strengthen our grant offerings, we've also launched a matching campaign. This effort began with a remarkable act of generosity from The Springs Resort & Spa, who donated \$7,052 in proceeds from its April Open House event and then immediately matched that amount. Thanks to their support, we're starting with \$15,000 in grant funding, and we'll continue seeking additional partners to expand our impact.

A heartfelt thank-you to The Springs Resort & Spa for being an extraordinary community partner. Their leadership is helping us build a meaningful program to support local businesses when they need it most.

Main Street Website: Main Street Website: Finalizing the Main Street website has been challenging due to the demands of several high-priority projects and travel. To keep momentum, Coordinator McFadden is meeting with our developer, OMG, on May 8 to create a go-live plan within the next two weeks. Rather than delay until all content is complete, we'll move forward with a polished, functional version of the site featuring key sections and allowing for a phased rollout of additional pages over time.

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

- A prominently displayed Cone Zone banner and construction updates to keep the public informed throughout the CDOT Highway 160 Reconstruction Project.
- 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.

This phased approach also allows us to move forward with creating a QR code and landing page for the 3D video flythrough, which will be a critical piece of our communications strategy during construction.

Question for the Board: Does the full board need to approve the scaled-down website before going live, or can 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 spotlight Pagosa Springs alongside other Main Street communities across the state. The video will showcase the heart of our downtown district.

Slate Communications is now in the editing phase, incorporating the interviews along with existing B-roll footage of Pagosa Springs. We expect the final video to be ready by late June or early July and plan to use it for marketing, storytelling, and community engagement.

TOWN COUNCIL GOALS & OBJECTIVES:

Does the full board need to approve the scaled-down website before going live, or can approval rest with the Marketing Committee?



AGENDA BRIEF

MEETING: Main Street Advisory Board - 08 May 2025

FROM: Mayor Pierce

PROJECT: Heritage & Culture Committee Report

ACTION: Board Information

PURPOSE/BACKGROUND:

The Heritage & Culture Committee held another productive meeting on April 17, continuing momentum on several key initiatives aligned with our 2025–2026 work plan and America 250/Colorado 150.

Oral History Project

Progress continues on the Oral History Project. The Town Attorney and Town Manager approved the Oral History Release Agreement, marking an important milestone. The committee also approved a finalized welcome letter drafted by Coordinator McFadden for use with interview participants and identified additional materials for inclusion in the interviewer packet. Volunteer Kelli Ford generously offered to draft simple instructions for using the new digital recorders. A final set of interview questions is also being reviewed and will be finalized on or before the next meeting.

National Historic Preservation Month

In celebration of National Historic Preservation Month this May, the committee drafted, reviewed, and edited articles for submission to *The Pagosa Sun*. These articles are an important part of our effort to raise public awareness and appreciation for our community's history and to encourage residents to take part in preserving it. The final two articles submitted are attached.

America 250 / Colorado 150

The committee continues to engage in planning meetings and is aligning local projects to reflect the themes and goals of the upcoming national and state commemorations. This ensures our local efforts both celebrate Pagosa Springs' unique heritage and contribute to broader commemorative efforts.

Pagosa Springs History Museum

We remain actively involved in supporting the grand re-opening of the Pagosa Springs History Museum. This event offers an excellent platform to share our oral history efforts, promote preservation awareness, and reconnect the community with local heritage.

Looking Ahead: Time Capsule Project

The committee is in early discussions about creating a community time capsule to be sealed and placed at the Pagosa Springs History Museum and opened in 50 years. We envision an interactive display where visitors can guess the contents of the capsule and share what *they* would include and why. This engaging activity encourages residents to reflect on what matters most today and what future generations might find meaningful. The time capsule will be a meaningful and imaginative way to preserve today's stories, values, and memories and offer future residents a unique glimpse into the life and spirit of our community.

ATTACHMENTS:

[1-Preserving Our Past, Shaping Our Future Article_Final](#)

[2-Why We Tell Our Stories and Preserving Pagosa's Past Article_Final](#)

Preserving Our Past, Shaping Our Future

May is National Historic Preservation Month

Each May, communities across the country celebrate National Historic Preservation Month, a time to recognize and reflect on the places, stories, and traditions that shape our shared history. Here in Pagosa Springs, our history is more than a collection of old buildings or black-and-white photos; it's a living, breathing part of who we are. From the geothermal waters that gave our town its name to the stories woven into our historic downtown, the past continues to inform the present and guide our future.

As the Heritage & Culture Committee of the Pagosa Springs Main Street Program, we believe that historic preservation isn't about freezing time; it's about honoring the character and culture of our town while making thoughtful decisions about how we grow. In a place like Pagosa Springs, where the landscape and architecture blend seamlessly with the stories of those who came before us, preservation helps protect our identity. It ensures that the essence of our community—the quirks, the craftsmanship, the stories passed down through generations—continues to enrich the lives of both residents and visitors.

We're proud to support projects that elevate our shared history, like the historic downtown audio walking tour, local storytelling initiatives, and cultural celebrations. We also align our work with national and statewide efforts like America 250 and Colorado 150, which commemorate important milestones in our nation's and state's histories.

Why does this matter? Because places with preserved character draw people in. They create pride for locals and curiosity for visitors. They connect young people to the stories of their grandparents and help ensure that progress doesn't come at the cost of erasing what makes our town special.

One of the most meaningful ways we're preserving our heritage is through **our Oral History Project**. This initiative captures the firsthand stories of Pagosa Springs residents, especially our elders, whose memories bring our community's history to life. We invite you to get involved, whether by volunteering to be interviewed, serving as an interviewer, or helping behind the scenes with transcription, coordination, or outreach. No experience is necessary—just a passion for local history and a willingness to listen or share. If you'd like to participate in any way, email Main Street Coordinator Kathleen McFadden at Kat@PagosaSpringsCDC.org or call (970) 264-3023.

When we preserve our past together, we create a more vibrant and meaningful future for Pagosa Springs.

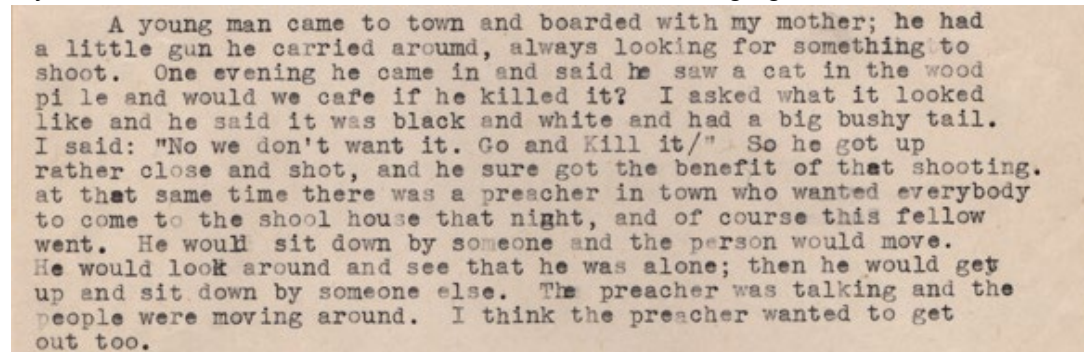
— *Pagosa Springs Main Street Heritage & Culture Committee*

Why We Tell Our Stories (Even the Smelly Ones)

National History Month Feature

Daisy Opdyke was fifteen in 1881 — that's 144 years ago! She grew up in Pagosa Springs, just across from where Subway is now. I bet she never imagined there would one day be a sandwich shop, a stoplight, or construction right outside her front door.

If you have a minute, check out one of her stories from long ago:



A young man came to town and boarded with my mother; he had a little gun he carried around, always looking for something to shoot. One evening he came in and said he saw a cat in the wood pile and would we care if he killed it? I asked what it looked like and he said it was black and white and had a big bushy tail. I said: "No we don't want it. Go and Kill it/" So he got up rather close and shot, and he sure got the benefit of that shooting. at that same time there was a preacher in town who wanted everybody to come to the shool house that night, and of course this fellow went. He would sit down by someone and the person would move. He would look around and see that he was alone; then he would get up and sit down by someone else. The preacher was talking and the people were moving around. I think the preacher wanted to get out too.

(Caption: A typed memory from early Pagosa Springs, passed down through the years. Thank you to Gary and Faye Bramwell for lending the Hott Fund their scrapbook with this inside.)

I'm guessing you knew exactly what was coming when you read "black and white cat with a big bushy tail." Most of us learn to be cautious around those deceptively cute little skunks that call this place home — usually through the unfortunate experience of someone else.

This story, small and silly as it is, has lasted for generations. It's not about a famous person or a major event. It's just a simple, relatable moment, and that's exactly why it matters.

These are the kinds of stories that connect us through time. They remind us that people in the past weren't so different from us.

And that's the real heart of historic preservation.

It's not just about saving old buildings or collecting dusty photos. It's about holding on to the stories that make a place feel like home. And it's about making sure the next generation understands that they're part of this story too.

So how do we help kids see history as something they belong to?

Here are a few fun ways to get them curious:

- **Take a walk through history.** The free Visit Pagosa app has an Audio Walking Tour with 16 stops around downtown. It's like a time machine in your pocket!
- **Ask about family stories.** Where did grandparents go to school? What did your neighborhood look like 30 years ago? Sharing memories makes history personal.
- **Visit the Pagosa Springs History Museum.** Reopening Memorial Day weekend, the museum is full of artifacts and local treasures that show what everyday life used to look like.
- **Interview a neighbor.** Ask an older resident what downtown was like when they were a kid. You'd be surprised what a chat over lemonade can reveal.
- **Snap some photos.** Give kids a camera and ask them to capture buildings or places they think are worth saving. Ask them why. You'll love their answers.
- **Write it down.** Whether it's a poem about Reservoir Hill, a sketch of their favorite trail, or a short story about growing up here—encourage kids to put their love for Pagosa into words or art.

And most importantly...

Let them know their stories matter.

The smelly ones, the silly ones, the ones about where they got their first bike or who they saw at the Fourth of July parade—they all add up. Because someday, someone will want to know what it was like to grow up here “way back when.”

If your family does any of these activities, the Pagosa Springs Main Street Heritage & Culture Committee would love to hear about it. We're collecting local stories, photos, and kid-led projects that help preserve Pagosa's unique past. Email Main Street Coordinator Kathleen McFadden at Kat@PagosaSpringsCDC.org or call (970) 264-3023 to share your piece of the story.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 08 May 2025

FROM: Kathleen McFadden

PROJECT: Cone Zone Challenge Campaign

ACTION: Board Information & Action

PURPOSE/BACKGROUND:

As part of our Cone Zone Care efforts to support downtown businesses during the multi-year Highway 160 Reconstruction Project, the Main Street Program is launching the Cone Zone Challenge campaign, which is a community-wide initiative designed to foster civic engagement, promote downtown business activity, and maintain a sense of pride and momentum through construction.

This multi-part campaign reflects ideas generated during previous community and stakeholder work sessions and offers a fun, low-barrier way for residents and visitors to show their support for downtown Pagosa Springs.

1. Shop Downtown & Win – Monthly Gift Card Drawings

To encourage local shopping and reward community participation, we will hold a monthly drawing during the Cone Zone Updates 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.
- **Submit an entry** by uploading qualifying receipt images (e.g., four receipts of \$20+ or one receipt of \$100+) to a Google Form.
- **Monthly drawings** will be held during Cone Zone Update events (attendance optional).

During the last meeting, the board approved the \$2,000 expenditure to purchase 20 gift cards at \$100 each from downtown businesses. Coordinator McFadden has a list of downtown businesses from which the Cone Zone Committee will randomly draw 20 recipients during the next work session on May 13 at 4:00 PM via Zoom.

Cone Zone Commitment Challenge – “I Commit” Campaign

The “I Commit” campaign is a powerful opportunity to foster civic pride, unity, and long-term support for our local economy. It invites residents, businesses, and organizations to stand together during the construction project and beyond, as well as to be part of something bigger than the barriers. At its core, this campaign is about:

- Encouraging civic participation and shared responsibility
- Keeping downtown businesses visible and supported during disruption
- Reinforcing the value of shopping local and investing in our community
- Creating a sense of ongoing resilience and inspiration, rather than frustration

Participants pledge to simple, meaningful actions like:

- Eating downtown weekly
- Shopping locally twice a month
- Referring others to shop downtown
- Using crosswalks and not crossing construction barriers
- Sharing their experiences on social media

Participants receive a Cone Zone “I Commit!” button and a digital badge to help spread awareness and celebrate involvement.

Looking Forward: Long-Term Potential

While the initial goal is to sustain business activity and positive sentiment during construction, this campaign could grow into a long-term civic engagement platform if community enthusiasm and committee capacity allow. Future possibilities include:

- Local events such as “Meet the Makers” days, Sunday Fun Days, or pop-up music festivals
- Collaborative beautification projects
- Creative storefront support and recognition efforts
- Stronger ties between the Town, County, local businesses, and civic groups

“I Commit” can evolve into a lasting way to inspire connection, creativity, and pride in downtown Pagosa Springs.

Campaign Development Support

Coordinator McFadden recently met with Beth McMacken of Athena Communications to explore professional support for branding and campaign strategy. Beth provided a proposal that includes creating an overall campaign identity, tagline, and logo, and noted that she views this as a much larger civic engagement initiative with potential to elevate public involvement.

Her proposal is flexible, and the board may consider the proposal as written, negotiating a reduced scope (half the price and deliverables), or choose to develop the campaign in-house, building from the concept McFadden has already drafted.

Next Steps

- Finalize entry requirements for the gift card drawings
- Launch Google Form for Shop Downtown & Win
- Coordinate gift card purchases and tracking
- Design and produce buttons, digital badges, and promotional signage
- Promote both components via social media, flyers, and newsletters
- Decide on scope of collaboration with Athena Communications

ATTACHMENTS:

[Athena Communications Estimate](#)

[Cone Zone Challenge I Commit Draft Idea](#)

FISCAL IMPACT:

TBD

TOWN COUNCIL GOALS & OBJECTIVES:

Determine the best path forward for developing a cohesive campaign identity for the Cone Zone Challenge. This includes deciding whether to engage a professional, such as Athena Communications, for creative direction, branding, and messaging support, or to build the campaign and associated materials in-house using internal resources and committee collaboration.

Quote

The Pagosa Springs Community Development Corporation or (CDC)

May 2, 2025

Logo + Naming & Tagline Proposal

This proposal outlines the creation of a logo, campaign name, and tagline for a long-term civic branding initiative in Pagosa Springs, Colorado. This identity will support both the short-term downtown revitalization during highway realignment and construction, and evolve into a broader, enduring campaign centered on civic pride, natural beauty, local business vitality, and community spirit.

The project will include name development, tagline creation, and logo design—all contributing to a cohesive and uplifting message for locals and visitors alike. The visual identity will be flexible enough to apply to signage, social media, merchandise, and town events, now and into the future.

We'll begin with an initial discovery meeting to explore your vision and review logos and campaign materials from aligned efforts in other cities or organizations with similar goals. From this session, I'll craft a creative brief that outlines key themes, tone, and visual directions. This brief will help us collaboratively narrow our focus to the strongest naming and design concepts before beginning development.

SCOPE OF WORK**1. Creative Brief + Discovery** – Included in total

Initial meeting and development of a clear brief that guides name, tagline, and logo creation, based on local values, campaign goals, and inspirations from similar successful efforts.

2. Campaign Name Development – \$800

Includes creative exploration and presentation of up to 10 name options, plus two rounds of minor refinements. Name options will reflect campaign values of pride, beauty, future-mindedness, and community connection.

3. Tagline Development – \$800

Includes up to 10 tagline options, with two rounds of revisions. Taglines will support the chosen name and work across applications like signage, social media, and printed materials.

4. Logo Design – \$2,500

Includes consultation, concept development, and presentation of 6–8 initial logo options in grayscale or one color, based on insights from our discovery meeting. A creative brief outlining goals, objectives, and design direction will guide the process.

Once a single concept is selected, I will explore multiple color palette options (outlined in the brief) and refine the chosen design.

Includes one round of revisions to the selected logo — limited to minor adjustments (e.g. type tweaks, small layout shifts). Revisions do not include new designs.

Additional revisions or work beyond this scope will be estimated separately.

*continued on page 2***ATHENA COMMUNICATIONS****Wise Marketing & Design**

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Quote

The Pagosa Springs Community Development Corporation or (CDC)

May 2, 2025

Total Investment \$4,100

Timeline:**Week 1:** Discovery meeting to review inspiration, goals, and aligned campaign visuals**Week 2:** Delivery of creative brief with direction for naming, tagline, and logo**Week 3:** Presentation of naming + tagline options (up to 10 each) with initial feedback**Weeks 4-5:** : Logo design development — allow 2 weeks to create 6–8 strong design options**Week 6:** Final review, refinements, and delivery of logo formats for print, web, and signage**Note:** Estimate excludes printing and new concept development due to changes in marketing strategy or messaging after concept presentation.

Additional editorial changes beyond two rounds will require a separate estimate.

Payment Terms: 50% due at project start; balance due upon completion.


BETH McMACKEN—ATHENA COMMUNICATIONS, INC.

DATE

 Emily Lashbrooke, Exec. Dr.—PAGOSA SPRINGS COMMUNITY DEVELOPMENT CORP. (CDC) DATE

The signature of both parties shall evidence acceptance of these terms.

ATHENA COMMUNICATIONS

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e: beth@athena-communications.net**t:** 970.385.9517**www.athena-communications.net****Wise Marketing & Design**

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Join Us for a VOLUNTEER COMMUNITY TRASH PICKUP DAY

Let's come together to make a difference.
All ages welcome. Head to Main Street to support
our downtown businesses after the event!

	MAY 10, 2025 MEET AT 9AM	 RSVP or just show up. Every hand helps!
	PAGOSA SPRINGS VISITOR CENTER 105 HOT SPRINGS BLVD	

Help Us Beautify Our Town!