



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

MINUTES

Main Street Advisory Board Meeting
May 8, 2025 @ 4:00 PM

A regular meeting of the Main Street Advisory Board was called to order on May 8, 2025, at 4:00 PM in the Visitor Center - 105 Hot Springs Blvd.

BOARD PRESENT:

Board Chair Holter, Board Member Brown, Board Member Dufour, Board Member Martin, Mayor Pierce, Board Member Swindlehurst, Jennifer Green, Executive Director, Board Member Gantt, and Board Member Garcia

BOARD ABSENT:

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

VI. REPORTS TO BOARD

1. Main Street Coordinator Report

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 essential 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: 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.

The board discussed whether the full board or the Marketing Committee needs to approve the scaled-down website before going live and determined the approval will rest with the Marketing Committee.

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.

2. Heritage & Culture Committee Report

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. The museum will open on Saturday, May 26 over the Memorial Day Weekend.

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.

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. Cone Zone Challenge Campaign

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

The board discussed the options and decided to build the campaign and associated materials in-house using internal resources and committee collaboration.

2. Volunteer Trash Pickup Day - May 10

Tourism Executive Director Jennie Green reviewed the flyer and details for the upcoming community trash pickup day. She noted that, due to landfill capacity concerns, the event is not being widely promoted. However, anyone interested and available is encouraged to participate on May 10. The goal is to maintain momentum for community clean-up efforts, which have been scaled back during construction but are expected to resume more fully once construction concludes.

IX. NEXT MEETINGS

1. Cone Zone Committee Meeting - May 13, 2025 at 4:00 PM, Hart Construction Office

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

X. ADJOURNMENT