



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

AGENDA

Main Street Advisory Board Meeting
Thursday, June 12, 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. To attend virtually, please use the following Zoom link:

<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 12 Jun 2025 Meeting Minutes

[Main Street Advisory Board - 08 May 2025 - Minutes - Pdf](#)

VI. REPORTS TO BOARD

1. Enter Agenda item description here.

[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. Heritage & Culture Time Capsule Project

[Agenda Brief - Heritage & Culture Time Capsule Project - Pdf](#)

2. Cone Zone Care Promotional Materials & Signage

[Agenda Brief - Cone Zone Care Promotional Materials & Signage - Pdf](#)

3. Enter Agenda item description here.

[Agenda Brief - Allocation of Donation to Main Street Business Assistance Fund - Pdf](#)

IX. NEXT MEETINGS

1. Cone Zone Update - June 17, 2025, Doors Open at 5:00 PM, Liberty Theatre
2. Heritage & Culture Committee Work Session - June 19, 2025, 3:00 PM, Town Hall Conference Room

3. Main Street Advisory Board Meeting - July 10, 2025, 4:00 PM, Pagosa Springs Visitor Center Conference Room

X. ADJOURNMENT



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.

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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)

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- 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.

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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.

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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.

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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

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- 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

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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



AGENDA BRIEF

MEETING: Main Street Advisory Board - 12 Jun 2025

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Cone Zone Care Committee: The Cone Zone Care Committee continues to support downtown businesses and the community during the reconstruction project. On May 19, the committee hosted an in-person update at Mountain Pizza & Taproom, drawing 16 attendees, primarily business owners. Attendees shared constructive feedback, including a strong request for more visible signage to indicate business access points and pedestrian crosswalks. We are collaborating with the Town, Tourism, and the PIOs to enhance on-the-ground signage and improve wayfinding for both vehicles and pedestrians.

Looking ahead, the next public update is on Tuesday, June 17 at the Liberty Theatre. This special update will feature the debut of the 3D rendering video of the future downtown streetscape, providing a dynamic look at the transformation ahead. The event will also highlight continued collaboration across local partners to support businesses throughout construction and a snapshot of Q1 economic data across national, state, regional, and local levels

CDOT Rendering: The 3D rendering project for the CDOT US Highway 160 Reconstruction is complete, and we will debut the video to the public during the June 17 update. 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.

Following the premiere, we'll begin rolling out several community-facing elements to broaden visibility and engagement:

- Window clings that include a QR code linking to our website where viewers can explore the renderings and illustrations.
- Distribution of the video across digital platforms and at key physical locations, including the Visitor Center and participating 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.

Cone Zone Care Challenge: As part of our broader Cone Zone Care efforts to support downtown businesses during the reconstruction, Main Street is excited to launch the Cone Zone Challenge, a multi-part initiative designed to drive local spending and build community momentum. We've been previewing the Challenge over the past couple of weeks, and it will officially launch during the community update on June 17.

The Cone Zone Challenge features two key components designed to encourage community-wide engagement and support. Please see detailed info at the end of this report.

Business Assistance Program: Both the low-cost loan program and the Archuleta County Grant program are now available to businesses impacted by the construction project.

- **Low-Cost Loan Program:** Businesses impacted by construction can apply for loans ranging from \$1,000 to \$10,000, with favorable terms designed to ease financial strain during the project. To preview/download an application, [click here](https://pagosaspringscdc.org/wp-content/uploads/2025/06/Business-Disruption-Loan-Program-Complete_Fillable_Application_2025.pdf): https://pagosaspringscdc.org/wp-content/uploads/2025/06/Business-Disruption-Loan-Program-Complete_Fillable_Application_2025.pdf
- **Archuleta County Grant Program:** Archuleta County officially launched its program on June 1 to support downtown businesses. To preview an application, [click here](https://docs.google.com/forms/d/e/1FAIpQLSd6ckUcjAgDGpSUGO9xvuc7ky1IE7Q6zyoo2ltyAjU9HwB8SA/viewform): <https://docs.google.com/forms/d/e/1FAIpQLSd6ckUcjAgDGpSUGO9xvuc7ky1IE7Q6zyoo2ltyAjU9HwB8SA/viewform>

Main Street Website: To get the website live as quickly as possible, I met with developer OMG in early May to establish a phased launch plan starting with a streamlined, functional version of the site and continuing to build out additional content over time. I've submitted all the content and files to OMG, and we are awaiting implementation of final changes and hope to launch the site by June 17 for the Cone Zone Update. If it's not finished, we'll direct people to our Facebook page.

Main Street Video Project: Thanks to a grant secured by Colorado Main Street, Slate Communications has produced a professional video to spotlight Pagosa Springs alongside other Main Street communities across the state. The video showcases the heart of our downtown district. We will be debuting this video on June 17 during the Cone Zone Update.

ATTACHMENTS:

[The Cone Zone Challenge for Website Final](#)

🚧 The Cone Zone Challenge 🚧

Support Local. Win Big. Join the Movement.

Downtown Pagosa Springs is gearing up for some major improvements—and we need YOU to help keep the heart of our town thriving during construction. That’s where the **Cone Zone Challenge** comes in!

We’ve made it easy (and fun!) to support your favorite downtown shops, restaurants, and services while the cones are out. Meet **Coney Z**, our spirited orange-cone mascot who’s here to cheer you on and celebrate your commitment to downtown!



🛒 Part 1: Shop, Dine & Win

Every time you shop or dine downtown, you’re investing in our local businesses—and we think that deserves a reward! Here’s how to enter:

- **Spend \$100 or more** at any combination of downtown businesses over any period of time during construction.
- **Save your receipts** and submit them using our quick and easy online form.
- You’ll be entered into our **monthly Cone Zone drawing**, where we pull **three winners** at each Cone Zone Update event to receive a **\$100 gift card** to a Cone Zone business.

Every \$100 in purchases = 1 entry for that month. You can submit new receipts each month for more chances to win—so keep supporting local and keep entering! You do not need to be present to win. See the online form for details.

🤝 Part 2: I Commit!

Not everyone can spend big—but **everyone can do something**. That’s the spirit behind “**I Commit!**”, where you pledge to support downtown in whatever way makes sense for you. Whether it’s spending money locally or showing up with encouragement, every action adds up.

Here are some ideas for how you can commit to keeping our downtown vibrant:

Low-Cost or Financial Commitments:

- Grab your morning coffee downtown
- Eat lunch or dinner at a restaurant in the Cone Zone once a week
- Choose gifts from a shop in the Cone Zone for birthdays or holidays
- Book beauty, wellness, soaks, auto, or repair services from providers in the Cone Zone
- Attend local events or performances downtown
- Pick up a treat or snack during your errands in the Cone Zone
- Buy a gift card now for a Cone Zone business to use later
- Think twice before ordering online, “Is there anywhere that I can get this item in the Cone Zone?”
- Organize small, social gatherings at establishments in the Cone Zone

No-Cost Ways to Support:

- Leave a positive online review for your favorite Cone Zone shop, restaurant, or service
- Follow and engage with Cone Zone businesses on social media
- Share your “I Commit!” badge or Cone Zone experience online
- Tell a friend or visitor about your favorite business in the Cone Zone
- Volunteer for downtown events or clean-up efforts
- Wear your Cone Zone badge proudly
- Post a “Why I Commit” video or story on social media to inspire others
- Stay positive: Instead of focusing on the negatives of construction, talk up what a thriving downtown Pagosa will look like after the cones are gone – smoother roads, wider sidewalks, safer crosswalks, better lighting, and prettier trees
- Thank others who are wearing a Cone Zone Commitment badge
- Bring out-of-town guests down to explore businesses in the Cone Zone

- Most of all, be kind and understanding to downtown businesses, their employees, and the construction workers

Every commitment counts! Coney Z wants to know: **What's your Cone Zone commitment?** When you sign our "I Commit!" pledge, you're part of a growing group of locals who are standing behind our small businesses when they need it most.

Stay Connected

Look for **Coney Z** out and about, popping up in local shops, social media posts, and Cone Zone Update events as a symbol of progress, positivity, and the power of community.

Join the Cone Zone Challenge today. Let's show what Pagosa's made of—heart, hustle, and a whole lot of local love.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 12 Jun 2025
FROM: Kathleen McFadden

PROJECT:	Heritage & Culture Committee Report
ACTION:	Board Information

PURPOSE/BACKGROUND:
The Heritage & Culture Committee continues to meet monthly, advancing several key initiatives aligned with our work plan and the America 250/Colorado 150 commemorations.

Oral History Project: The Town Attorney and Town Manager formally approved our Oral History Release Agreement, clearing the way for oral history interviews to begin. The committee also finalized a welcome letter for participants and an interviewer packet including instructions for using the digital recorders and interview questions.

National Historic Preservation Month: In recognition of National Historic Preservation Month this May, the committee drafted and submitted three articles to The Pagosa Springs Sun. The articles focused on raising public awareness and appreciation for local history and encouraging community involvement in preservation efforts.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 12 Jun 2025

FROM: Mayor Pierce

PROJECT: Heritage & Culture Time Capsule Project

ACTION: Board Information & Motion

PURPOSE/BACKGROUND:

Time Capsule Project: The committee has begun early planning for a community time capsule to be placed at the Pagosa Springs History Museum and opened in 50 years. This project is designed to give current residents a creative opportunity to reflect on the present and connect with future generations.

A fire-resistant Liberty gun safe, approximately 17" x 56" x 26", has been identified as a secure and durable container to serve as the time capsule. The safe features a mechanical combination lock (eliminating future battery concerns) and is American-made. The estimated cost for the safe, including tax and shipping, is approximately \$1,200.

The committee is also compiling materials to be included, such as historical and local books. Suggested titles include:

- *Logging Along the Denver & Rio Grande* (~\$150)
- The *Remembrance* series (~\$315 for the full set)
- A copy of Motter's book (estimated ~\$50 or more)

The committee is requesting an additional \$2,000 to support the purchase of books, printed materials, and archival copies of documents to be preserved in the capsule. Other planned contents include oral and written histories collected over the next year, photographs, and other items of local significance.

A space has already been designated at the museum to house the time capsule. Once the safe is delivered, the committee plans to launch a public engagement campaign. Initially, visitors will be invited to write suggestions on index cards about what should be included. After the capsule is sealed, the interactive element will shift to inviting guesses about what might be inside.

The target date for sealing the time capsule is August 1, 2026, in honor of the 150th anniversary of Colorado statehood. Clear instructions for opening will be included with the display, along with securely attached access information (not publicly visible) to ensure future opening.

FISCAL IMPACT:

Up to \$3,500.

RECOMMENDATIONS:

Motion to approve \$3,500 for Heritage & Culture Committee use toward the Time Capsule Project and related initiatives, with expenditures to be determined by the committee.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 12 Jun 2025

FROM: Kathleen McFadden

PROJECT: Cone Zone Care Promotional Materials & Signage

ACTION: Board Information & Motion

PURPOSE/BACKGROUND:

As part of our ongoing Cone Zone Care efforts to support downtown businesses and maintain public access during the CDOT US Highway 160 Reconstruction project, we are proposing the use of Main Street funds for two key priorities:

1. **Promotional Materials – Cone Zone Challenge:** To boost community engagement and visibility for the Cone Zone Challenge, we propose producing and distributing branded promotional materials, including Coney Z reusable shopping bags and stickers, and window clings featuring QR codes that link directly to the 3D rendering video of the completed streetscape project. These materials will help promote the campaign, encourage local shopping, and increase awareness of downtown businesses during construction impacts.

The 3D rendering video offers a visual preview of the final project and serves as a forward-looking tool to keep spirits high, giving residents and visitors a clear, positive vision of how the downtown transformation will take shape. By connecting the community to this long-term outcome, we will help foster continued support and patience throughout the construction period.

2. **Signage Requests – Business Access and Public Parking:** We have received ongoing feedback from the community regarding the need for additional and improved signage downtown. Specifically, there have been multiple public requests for clearer signage to identify public parking locations. The most frequent signage requests have been for large, visible signs at the two temporary public parking lots secured through the MET Task Force:
 - West End Lot adjacent to the Ruby M. Sisson Memorial Library
 - The Springs Resort & Spa Lot

Proper signage to identify these locations will help mitigate confusion, improve downtown traffic flow, and support continued access to local businesses.

RECOMMENDATIONS:

Motion to approve and allocate funds for the production and distribution of Cone Zone Care promotional materials, as well as the fabrication and installation of additional signage to improve business and pedestrian access and identify public parking areas downtown, with specific expenditures to be determined by the Cone Zone Care Committee.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 12 Jun 2025

FROM: Kathleen McFadden

PROJECT: Allocation of Donation to Main Street Business Assistance Fund

ACTION: Board Information & Motion

PURPOSE/BACKGROUND:

Overview:

Back in May, The Springs Resort & Spa generously donated \$7,052 in proceeds from their recent expansion open house to support downtown businesses impacted by the ongoing US Highway 160 reconstruction project. In addition, proceeds from two Wednesday Wine Walk events—\$780 from the June 25 walk and \$1,180 from the July 30 walk—have also been donated to the Main Street Business Assistance Fund.

Combined, these contributions total **\$9,012** and are currently held in a restricted account with PSCDC for the sole purpose of assisting downtown businesses affected by the project. All proceeds from the August and September wine walks will also be added to the fund.

Background:

The original plan was to combine this donation with Archuleta County's \$100,000 allocation to create a unified Business Assistance Program offering both grants and low-cost loans. However, the County Commissioners voted to retain their funding in-house and operate a stand-alone County grant program.

Given this change, we want to ensure the use of the \$9,012 in donations is clearly distinguished from the County's program and complements, rather than competes with, their efforts. Our shared goal remains to provide meaningful support to businesses during the construction period.

Request for Board Direction

The board is asked to determine how these funds should be used to provide maximum benefit to downtown businesses impacted by construction. Potential considerations may include:

- **Holding and growing the fund** for future use, after the County's program is completed or depleted, to launch a Main Street/PSCDC grant program.
- **Adding a small grant amount** (e.g., \$250–\$500) to every business assistance loan issued through our program.
- **Other approaches** identified by the board to directly support and sustain businesses during this period.

To date we have received zero business loan applications.

RECOMMENDATIONS:

Board discussion and direction on how to allocate the \$9,012 donation in a way that complements existing efforts and maximizes support for our downtown business community. A formal motion may follow based on the board's consensus.