



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

MINUTES

Main Street Advisory Board Meeting
June 12, 2025 @ 4:00 PM

A regular meeting of the Main Street Advisory Board was called to order on June 12, 2025, at 4:00 PM in the Visitor Center - 105 Hot Springs Blvd.

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 – Present: Board Members Rick Holter, Rosanna Dufour, Jeremy Martin, Santos O'Canas, Mario Garcia, Darren Gantt, Warren Brown, Jennie Green, and Mayor Shari Pierce.
Absent: Board Member Barbara Swindlehurst

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 Main Street Advisory Board - 08 May 2025 Minutes

Board Member Dufour moved to approve the Main Street Advisory Board 08 May 2025 Minutes. Board Member Martin seconded.

Carried.

VI. REPORTS TO BOARD

- 1 **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.

Board Member Jennie Green added that the pedestrian sidewalk decals will be arriving in the next couple days and installed when received. She also noted the Visitor Center has received very supportive comments from tourists regarding our construction project, and many visitors are electing to use the MET for convenient transportation.

2. Heritage & Culture Committee Report

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.

There was some discussion about a Photo Release form in addition to the release agreement. Coordinator Kathleen McFadden will draft a form and get approval through Town Manager David Harris.

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. Heritage & Culture Time Capsule Project

History Vault: The committee has begun early planning for a community history vault to be placed at the Pagosa Springs History Museum and opened in 50 years. The purpose of the vault is to preserve our community's stories, artifacts, and memories for future generations. This initiative will collect and safeguard oral histories, photographs, books, and historical documents, ensuring that the rich heritage of Pagosa Springs is accessible and celebrated in the future.

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.

The committee also reported additional efforts with Kelli Ford of the Hott Fund and the local DAR organization, and also encouraged any interested board members to help with oral history interviews.

After some discussion, a few board members expressed interest in exploring a donated or more cost-effective solution for the gun safe but to move forward with approving \$2,000 for the purchase of materials to help bring this meaningful project to life. Coordinator Kathleen McFadden agreed to champion the effort to find a donated safe for the project.

Board Member Garcia moved
to approve the allocation of \$2,000 for the Heritage & Culture Committee to purchase materials for inclusion in the History Vault, with final expenditures to be determined by the committee.
Board Member Brown seconded.

Carried.

2. Cone Zone Care Promotional Materials & Signage

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.

Coordinator McFadden presented example estimates for materials to boost community engagement and visibility and provide additional signage to support continued access to downtown businesses:

- \$300 – 1,000 Coney Z stickers
- \$1,500 – 500 Coney Z reusable shopping bags
- \$2,000 – Signage for public parking and to support downtown businesses

Board Member Garcia moved

to approve the allocation of \$4,000 for the production and distribution of Cone Zone Care promotional materials and signage, with final expenditures to be determined by the Cone Zone Care Committee.

Board Member Brown seconded.

Carried.

3. Main Street Business Assistance Fund

Overview:

The Springs Resort & Spa has 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. These funds were given specifically for the Main Street Business Assistance Fund and are currently being held in a restricted account.

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 development, we want to ensure that our use of the \$7,052 donation does not confuse business owners or compete with the County's program. Our shared goal is to provide meaningful, complementary support for businesses during the construction period.

Funding Context:

While we had hoped to increase the fund through matching contributions, we have encountered challenges in securing additional donations due to current economic conditions. Despite this, we remain committed to ensuring these funds are used to support downtown businesses affected by the project.

Options for Consideration:

1. Coordinate with the County Grant Program:

Contribute the \$7,052 to the County's existing grant program, aligning with their administration while clearly communicating that these funds are being added in support of the same purpose—

assisting downtown businesses impacted by construction.

2. Hold and Grow the Fund for Future Use:

Retain the funds and continue efforts to secure additional contributions. Once the County's grant program is completed or depleted, develop a Main Street-led assistance program to provide continued support.

3. Add a Small Grant Amount to Every Business Assistance Loan

Provide a \$250-\$500 grant to each business that receives a loan through our assistance program.

The board held some discussion and determined they did not need to make a decision at that time and therefore agreed to hold this discussion item until the next board meeting.

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