



Zoom Only
Pagosa Springs, CO 81147

AGENDA

Main Street Advisory Board Meeting
Thursday, August 14, 2025 @ 4:00 PM

1. REMOTE PARTICIPATION

This meeting will take place via **Zoom only** this month.

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 June Meeting Minutes

[Main Street Advisory Board - 12 Jun 2025 - Minutes - Pdf](#)

VI. REPORTS TO BOARD

1. Main Street Coordinator Report

[Agenda Brief - Main Street Coordinator Report - Pdf](#)

VII. UNFINISHED BUSINESS

1. Allocation of Donations to Main Street Business Assistance Fund

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.

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

VIII. NEW BUSINESS

1. Wednesday Wine Walk Sponsorship & Expenses

[Agenda Brief - Wednesday Wine Walk Sponsorship & Expenses - Pdf](#)

IX. NEXT MEETINGS

Wednesday Wine Walk - August 27, 2025 from 4:30 to 7:30 PM, 400 Block of Pagosa Street

Heritage & Culture Committee Meeting - August 21, 2025 from 3:00 to 4:00 PM, Town Hall Conference Room, First Floor

September Main Street Advisory Board Meeting - September 11, 2025 at 4:00 PM, Visitor Center Meeting Room

Wednesday Wine Walk - September 24, 2025 from 4:30 to 7:30 PM, 400 Block of Pagosa Street

X. ADJOURNMENT



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

Main Street Advisory Board
June 12, 2025

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.

Main Street Advisory Board
June 12, 2025

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.

Main Street Advisory Board
June 12, 2025

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

Page 4 of 6

Main Street Advisory Board
June 12, 2025

- 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—

Main Street Advisory Board
June 12, 2025

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



AGENDA BRIEF

MEETING: Main Street Advisory Board - 14 Aug 2025

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Cone Zone Care

Wednesday Wine Walks: Following the business survey and work sessions conducted last spring in collaboration with the Chamber, one of the top recommendations for increasing downtown sales and foot traffic was to host Wednesday Wine Walks. The first of these took place on June 25, sponsored by the Chamber. The event drew 75 attendees, and the Chamber generously donated the \$780 in proceeds to the Main Street Business Assistance Fund. Committee members attended to observe the event's operations and logistics to better inform our future involvement.

On July 30, the Mountain Rotary Club sponsored the second wine walk, and Main Street took a more active role in promotion by designing an event poster (thank you Board Member Rosanna Dufour!), launching a coordinated social media campaign, and combining the walk with our monthly Cone Zone Update. We set up a table and tent and handed out 100 Coney Z reusable shopping bags filled with coupons and flyers from downtown businesses. Both the bags and the event were a hit—attendance rose to 115, and we received \$1,150 for the Main Street Business Assistance Fund. The free giveaway drew 136 entries, with four winners selected to receive three \$100 gift cards and two Wellness Passes to The Springs, the latter generously donated by the county commissioners. The next wine walk, sponsored by the Rotary Club of Pagosa Springs, will be held on August 27. We have created a new poster with consistent branding and encourage all board members to share it to broaden promotion. The Chamber has invited Main Street to host the final wine walk in September.

Public Parking Signs: In response to numerous community requests for clearer public parking identification, Cone Zone ordered and installed two large, durable 4' x 8' public parking banners on July 2, one at the West End Lot by the Ruby M. Sisson Memorial Library and another at the corner of Pagosa Street and Hot Springs Blvd. The impact was immediate, with visitors pulling in as the signs were being installed.

Cone Zone Challenge: We officially launched the challenge during the July 30 wine walk and received just two submissions so far. The committee is reviewing ways to increase visibility for the campaign and to make the submission process simpler and more accessible to encourage greater participation.

Heritage & Culture

The Heritage & Culture Committee has begun oral history interviews, with growing community interest in the project. At our last meeting, two representatives from the local DAR chapter attended to discuss opportunities for collaboration, including assisting with oral history interviews and expanding the Historical Walking Tour on the Visit Pagosa app. The committee is also identifying items to purchase for inclusion in the History Vault, and Coordinator McFadden is working to secure the donation of a fireproof gun safe to safeguard these materials. In addition, work is underway to secure grant funding for a historical coloring book to commemorate Colorado's 150th anniversary. The increase in volunteer involvement and partnerships is strengthening our ability to preserve and share Pagosa Springs' heritage.

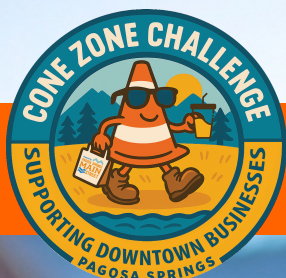
Marketing / Main Street Website

The Main Street website (<https://pagosamainstreet.org/>) is now live—special thanks to Board Member Mario Garcia for his invaluable help in the final stages. With the launch complete, we are now building out the business directory and preparing to roll out a digital marketing campaign to boost the visibility of downtown businesses. This work will complement our promotional events and campaigns, reinforcing our online presence and supporting the economic vitality of the Main Street district.

ATTACHMENTS:

[Wednesday Wine Walk July 30, 2025](#)

[Wednesday Wine Walk August 27, 2025 Final](#)



PROCEEDS BENEFIT THE DOWNTOWN BUSINESS GRANT FUND

Wednesday Wine Walk

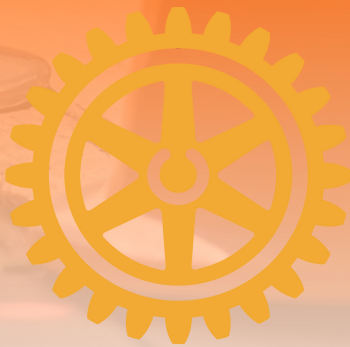


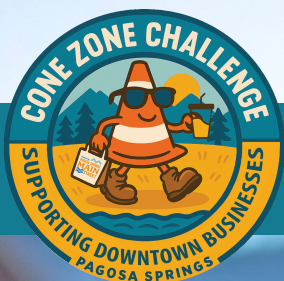
WEDNESDAY, JULY 30TH AT 4:30 PM

HISTORIC 400 BLOCK OF PAGOSA ST.

SPONSORED BY:

Rotary
Mountain Club





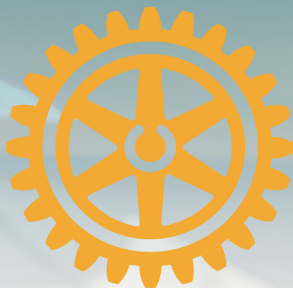
PROCEEDS BENEFIT THE DOWNTOWN BUSINESS GRANT FUND

Wednesday Wine Walk

WEDNESDAY, AUGUST 27 4:30 - 7:30 PM

Historic 400 Block of Pagosa Street
Check-In at Goodman's or Memory Lane
\$10 Entry (Cash Only) Includes 3 Drink Coupons
Enter to WIN Prizes!

SPONSORED BY: **Rotary**
Club of Pagosa Springs





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.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 14 Aug 2025

FROM: Kathleen McFadden

PROJECT: Wednesday Wine Walk Sponsorship & Expenses

ACTION: Board Information & Motion

PURPOSE/BACKGROUND:

The Wednesday Wine Walk has quickly become a popular downtown event, drawing residents and visitors to the 400 block businesses on Main Street and helping boost foot traffic, sales, and overall exposure. With two highly successful walks already this summer, we have built both community interest and event momentum. These evenings provide direct economic benefit to 400 block merchants, create a lively and welcoming atmosphere, and strengthen our visibility as an organization supporting business vitality during construction.

The Chamber has asked Main Street to sponsor the September Wine Walk. Sponsorship includes securing the liquor license through the Town of Pagosa Springs, promoting and hosting the event, and providing the wine. The Town is waiving the liquor license fee, but Main Street will pull the license via the Town.

Event Expenses

The Chamber of Commerce sponsored the first wine walk in June and donated all the wine. Mountain Rotary Club hosted the July event and supplied the wine through generous member donations. The Rotary Club of Pagosa Springs will supply the wine for the upcoming August walk through generous member donations as well.

The Cone Zone Committee is implementing an expanded promotional push for the August and September Wednesday Wine Walks. Efforts include distributing 500 event cards to all guests checking into Wyndham during event week, installing a large event banner on Pagosa Street, and maintaining strong social media promotion. With this increased visibility and the momentum gained from establishing the Wine Walk as a monthly signature event, we anticipate attendance of 150 or more.

To ensure we can meet demand without running short, the committee requests board approval to allocate funds for any potential wine overage in August rather than asking our Rotary sponsor for additional contributions. This approach supports event success, maintains strong relationships with partners, and ensures a quality experience for attendees.

The request also includes funding for the full wine supply for the September Wednesday Wine Walk, which Main Street has been asked to sponsor. While turnout is expected to be smaller in September, being fully prepared will help ensure the event's continued success.

We are working with Bootlegger Liquor downtown, who will be on standby during each event to supply wine as needed. This arrangement means we only purchase what is used, avoiding unnecessary waste while ensuring we can accommodate larger-than-expected crowds.

Estimate – August Overage & September Supply

Assumptions

- Each \$10 ticket includes 3 glasses of wine.

- 1 box $\approx$ 20 glasses.
- Estimated attendance: 150 participants = 450 glasses = 22.5 boxes, rounded up to a full case of 25 boxes for estimating purposes
- Bootlegger Liquor price: \$15.19 per box (case of 25 = \$379.75).
- We will only be billed for wine actually used; Bootlegger will be on standby during both events to supply more if needed, ensuring no waste.

Breakdown

- August Overage - 25 @ \$15.19 = \$379.75
- September Full Coverage - 25 @ \$15.19 = \$379.75
- Total Max - \$759.50

ATTACHMENTS:

[Wednesday Wine Walk Expense Quote](#)

FISCAL IMPACT:

Final cost based on actual usage with a maximum total of \$760.00.

RECOMMENDATIONS:

Motion to approve the Main Street sponsorship of the September Wednesday Wine Walk.

Motion to approve wine expenses for the August and September Wednesday Wine Walks up to a total of \$760.00.

Box Wine Pricing for Your Event

Thank you for reaching out to us regarding wine options for your upcoming event. We are pleased to provide you with our current **@cost** pricing for boxed wine selections that combine quality, convenience, and excellent value.

Please find the detailed pricing and available varieties attached for your review. We've included options to suit a range of tastes, from crisp whites to smooth reds, ensuring your guests have an enjoyable experience.

If you would like, we can also recommend quantities based on your guest count.

We look forward to helping make your event a success. Please feel free to contact me with any questions or to confirm your order.

25 Boxes of Bota Box 3 L @15.19 each

= \$379.75

Redvolution blend- all around fave, most popular

Pinot Grigio- all around fave, most popular

Pinot Noir- all around red

Chardonnay- specific crowd

Respectfully, Christine Pitcher

Thebootleggerps.com

970-759-0815

thebootleggerps@gmail.com