



Zoom Only
Pagosa Springs, CO 81147

AGENDA

Main Street Advisory Board Meeting
Thursday, September 11, 2025 @ 5:00 PM

1. REMOTE PARTICIPATION

A Zoom link is available for virtual attendance. 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.

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 August 14, 2025 Meeting Minutes

[Main Street Advisory Board - 14 Aug 2025 - Minutes - Pdf](#)

VI. REPORTS TO BOARD

1. Main Street Coordinator Report

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

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. DOLA Visit - September 16, 2025 1 PM to 7PM/8PM; September 17, 2025 8:30AM to 10:00 AM

[DOLA Visit September 16-17, 2025 Schedule Draft](#)

2. Community Foundation Update - Board Member Rosanna Dufour

3. Wednesday Wine Walk - September 24, 2025 - Volunteers

4. Coordinator Kathleen McFadden Upcoming Business Travel:

- Main Street Manager Summit - September 30-October 3, 2025, Lyons, CO

- EDCC Conference - October 26-30, 2025, Pueblo, CO

IX. NEXT MEETINGS

Heritage & Culture Committee Meeting - September 18, 2025 from 4:00 PM to 5:00 PM, First Floor Town Hall Conference Room

Wednesday Wine Walk - September 24, 2025, Set Up 2:30 PM, Event 4:30 PM to 7:30 PM

Main Street Advisory Board Meeting - October 9, 2025 from 5:00 PM to 6:00 PM, Visitor Center Conference Room

X. ADJOURNMENT



Zoom Only
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MINUTES

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

A regular meeting of the Main Street Advisory Board was called to order on August 14, 2025, at 4:00 PM in the Zoom Only.

BOARD PRESENT: Board Chair Holter, Board Member Brown, Board Member Dufour, Mayor Pierce, Board Member Swindlehurst, Jennifer Green, Executive Director, and Board Member Garcia

BOARD ABSENT: Board Member Martin, Board Member Gantt, and Board Member O'Canas

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**

Board Member Brown moved to approve the June 12, 2025 Main Street Advisory Board Meeting Minutes. Board Member Dufour seconded.

Carried.

- VI. **REPORTS TO BOARD**
 1. **Main Street Coordinator Report**
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

Main Street Advisory Board
August 14, 2025

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.

VII. UNFINISHED BUSINESS

1. Allocation of Donations to Main Street Business Assistance Fund

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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.

Coordinator McFadden reported that donations to the Main Street Business Assistance Fund now total \$9,012, with additional proceeds from the August and September Wine Walks to be added. The County has awarded \$34,000 to 12 businesses through its separate grant program and will present three more applications to the BOCC next week.

While no loan applications have been submitted to PSCDC at this time, businesses have expressed interest in using a portion of grant funding for additional signage. The board agreed signage would provide meaningful support and discussed using \$5,000 not yet allocated in the program budget to support the effort. The board directed Coordinator McFadden to convene a stakeholder meeting on signage.

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Regarding the Main Street Business Assistance Fund, the board emphasized the need to use the donations as intended to support businesses directly impacted by construction. The board agreed to continue building the fund with a goal of \$20,000 and, at year's end, make a formal motion regarding the distribution of funds to support eligible Main Street businesses.

Board Member Garcia moved to allocate \$5,000 from programming funds to support signage for downtown businesses. Board Member Swindlehurst seconded.

Carried.

VIII. NEW BUSINESS

1. Wednesday Wine Walk Sponsorship & Expenses

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.

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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 ≈ 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

Board Member Dufour moved to approve the Main Street sponsorship of the September Wednesday Wine Walk and allocate up to \$1,000 from the unused funds in the Coordinator Conferences line item for wine expenses for both the August and September Wednesday Wine Walks. Board Member Brown seconded.

Carried.

- 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 4:00 to 5:00 PM, Town Hall Conference Room, First Floor
September Main Street Advisory Board Meeting - September 11, 2025 at 5:00 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**



AGENDA BRIEF

MEETING: Main Street Advisory Board - 11 Sep 2025
FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Wednesday Wine Walks: The August Wednesday Wine Walk was a major success, drawing 200 attendees and raising \$2,003 for the Main Street Business Assistance Fund. To increase visibility, we ordered a large banner for downtown promotion and 1,000 business cards that were placed in Wyndham and The Springs Resort guest check-in packets. This outreach, combined with online promotion that included Coney Z videos, helped boost attendance and almost doubled participation compared to the July walk. The final Wine Walk of the season is scheduled for September 24, with both PSCDC and Main Street serving as sponsors. We will need volunteers to help manage the event, and board members are encouraged to participate!

Public Parking/Business Signs: Several downtown businesses have requested additional signage to help direct customers to parking areas and alley access. In response to those requests, I scheduled a stakeholder meeting with the Town, the PIOs, Tourism, and the Chamber to create a coordinated plan. Following that discussion, the Town and the PIOs agreed that placing signage on the jersey barriers and at alley entrances will improve visibility and help guide visitors through the construction zone. I also met with Development Director James Dickhoff to walk the corridor between 1st and 4th Streets and review potential sign locations. I'm working on a spreadsheet to catalog the businesses and their signage needs, and I will continue working with James and the PIOs to create mock-ups and install consistent, professional signage throughout downtown.

Cone Zone Challenge: The Cone Zone Challenge officially launched during the July 30 Wine Walk, generating two initial submissions. To expand visibility and encourage more participation, we included flyers in all 150 giveaway bags at the August event. Since then, the number of submissions has grown to ten, demonstrating that the campaign is beginning to gain momentum. The committee is also reviewing additional ways to simplify the entry process and continue increasing community engagement in the weeks ahead.

Heritage & Culture: The committee continues to make steady progress on its projects. Oral history interviews are underway, and interest from community members continues to grow as more stories are recorded. The local DAR chapter is actively assisting with the expansion of the Historical Walking Tour, which will add depth and accessibility to the town's history. Mayor Pierce also secured additional funding through her work with the museum to purchase a fireproof gun safe for the History Vault, ensuring that collected artifacts and recordings are preserved safely for future generations. I have written a draft proposal for the historical coloring book to commemorate Colorado's 150th anniversary and am now seeking grant opportunities to support its production. The increasing level of volunteer involvement and strong partnerships are enhancing the committee's ability to share and celebrate Pagosa Springs' heritage.

Marketing / Main Street Website: Work on the Main Street website continues to move forward, with the focus now on building out the new business directory. A total of 35 Main Street businesses have submitted their information through our online Google form, and a draft version of the directory is expected this week from OMG. Once complete, the directory will serve as a central hub for locals and visitors to discover downtown shops, restaurants, services, and

experiences. Digital marketing efforts will launch shortly after the draft is finalized to promote the directory and increase visibility for downtown businesses, complementing our ongoing events and promotions.

AARP Sponsorship Proposal: As an official Colorado Main Street community, we were invited to apply for a special sponsorship opportunity through AARP, which is partnering with Colorado Main Street to provide up to \$4,000 per community for small livability projects. Unlike traditional grants, this sponsorship process is streamlined with no required match, and funds are distributed directly to communities to complete projects within the next 6–9 months. Recognizing the fit, I worked with the Town to identify a long-intended project that aligns perfectly with AARP’s focus on accessibility: replacing the unsafe, eroding path between the Archuleta Senior Center parking lot and the Riverwalk with a permanent concrete staircase and handrail. I developed the proposal, secured an estimate from Town staff, and prepared photos and video to illustrate the need before submitting the application to DOLA.

Last week I received confirmation that we were awarded the full \$4,000 sponsorship, which will support the \$15k project. This funding ensures that the improvements can be completed during the current build season and will provide a lasting benefit by improving safety, walkability, and accessibility for older adults and all who use the riverwalk.

ATTACHMENTS:

[Wednesday Wine Walk September 24, 2025_Final](#)



PROCEEDS BENEFIT THE DOWNTOWN BUSINESS GRANT FUND

Wednesday Wine Walk

Last Walk
this
Season!

WEDNESDAY, SEPTEMBER 24 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





DOLA Visit – Tuesday, September 16, 2025

1:00 PM – Meet at Visitor Center

Welcome and introductions to kick off the visit. Share a quick overview of the construction project and priorities before heading out on the walking tour.

1:20 PM – Guided Walk of the Construction Zone

Start at Goodman's and walk the 400 block, passing Memory Lane and on to Lewis Street and the Tennyson Sculpture Garden. Cross to south sidewalk somewhere near the Middle School and continue down to the 1st Street Bridge. Highlight:

- Lost vs secured parking lots
- Business/pedestrian signage
- Access challenges and solutions
- Pagosa History Museum
- Future Pedestrian Bridge

2:40 PM – Riverwalk & Hermosa Street

Return via the river path and Hermosa Street, pointing out improvements and challenges with parking and business access.

3:10 PM – Coffee/Break at Root House

Stop for coffee and showcase the riverwalk, grow domes, and pedestrian bridge to The Springs.

3:40 PM – The Springs Resort Expansion Tour

Walk through the new section of The Springs and highlight the public parking area. Walk on sidewalk down to Senior Center.

4:30 PM – AARP Grant Project Site Visit

Show the planned staircase and handrail site by the Senior Center parking lot. Discuss safety and accessibility improvements. Return to Visitor Center.

5:15 PM – Break / Freshen Up

6:00 PM – Dinner at Riff Raff on the Rio

Pagosa Springs Main Street Program
46 Eaton Drive, Suite 4 | PO Box 1183 | Pagosa Springs, CO 81147

DOLA Visit – Wednesday, September 17, 2025

8:30 AM – Breakfast at The Rose

Start the morning with coffee and breakfast downtown at The Rose. Review highlights from the walk, recap Main Street efforts, and discuss DOLA support.

10:00 AM – DOLA Departure