



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

AGENDA

Main Street Advisory Board Meeting
Thursday, November 13, 2025 @ 4:00 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 September 11, 2025 Meeting Minutes

[Main Street Advisory Board - 11 Sep 2025 - Minutes - Pdf](#)

VI. REPORTS TO BOARD

1. Main Street Coordinator Report

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

2. Heritage & Culture Committee Report

[Agenda Brief - Heritage & Culture Committee Report - Pdf](#)

VII. UNFINISHED BUSINESS

1. Main Street Business Assistance Grant Fund

[Agenda Brief - Main Street Business Assistance Grant Fund - Pdf](#)

VIII. NEW BUSINESS

1. Business Recovery & Holiday Promotions (Reallocation of Program Funds)

[Agenda Brief - Business Recovery & Holiday Promotions \(Reallocation of Program Funds\) - Pdf](#)

2. Oral History Project Audio Editing & Transcription

[Agenda Brief - Oral History Project Audio Editing & Transcription - Pdf](#)

3. Proposed 2026 Monthly Board Meeting Schedule

[Agenda Brief - Proposed 2026 Monthly Board Meeting Schedule - Pdf](#)

IX. NEXT MEETINGS

*Public comment and agenda comment item sign-up sheets are available at the meeting
Copies of proposed Ordinances and Resolutions are available to the public from the Town Clerk*

Heritage & Culture Committee Meeting - November 20 at 4:00 PM, Town Hall Conference Room

Cone Zone Update with CDOT - December 2 at 5:00 PM, Location TBD

Main Street Advisory Board Monthly Meeting - December 11, Visitor Center Conference Room/Zoom

X. ADJOURNMENT



Zoom Only
Pagosa Springs, CO 81147

MINUTES

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

A regular meeting of the Main Street Advisory Board was called to order on September 11, 2025, at 5:00 PM in the Zoom Only.

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

BOARD ABSENT: Board Member Brown, Board Member Dufour, and Board Member O'Canas

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- III. DISCLOSURES AND/OR CONFLICT OF INTEREST
- IV. PUBLIC COMMENT – *Please sign in to make public comment*
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 1. Approval of the August 14, 2025 Meeting Minutes
- VI. REPORTS TO BOARD
 1. Main Street Coordinator Report

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

Main Street Advisory Board
September 11, 2025

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.

Coordinator McFadden added an update on the middle school sidewalk. The contractor plans to pour the concrete next week and it takes 28 days to cure. Once cured, the Town can begin placing the benches, lights, transit stop, and bike rack for the project. We anticipate late October or early November for a ribbon cutting ceremony.

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.

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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.

Mayor Pierce provided an additional update on Heritage & Culture Committee activities. Through her work with the Pagosa Springs History Museum, she has secured \$5,500 in grant funding to support museum events and displays, including the purchase of a fireproof gun safe for the History Vault. She also reported that, following her discussion with Town Manager David Harris, the Town will host all of our oral history files to ensure their preservation and public access. In addition, Mayor Pierce announced that the Town has finalized an agreement with the owners of the old courthouse building parking lot to allow three-hour public parking. The Town will provide the required insurance for this arrangement, but there will be no cost to use the lot or for the agreement itself.

Members of the Planning Department will participate in the committee's next meeting to discuss recertification of the Towns Certified Local Government designation and reinstatement of the Historical Preservation Board.

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**

Coordinator McFadden reviewed the agenda for the DOLA visit and invited all board members to attend any portion of the day on Tuesday and Wednesday. Much of the time will be spent walking through the construction zone, talking with businesses, and discussing ways DOLA may be able to provide additional assistance.

- 2. Community Foundation Update - Board Member Rosanna Dufour**

Member Dufour was unable to attend the meeting, but Coordinator McFadden reported on her behalf. Due to funding restrictions being limited to a nonprofit, the Community Foundation decided to give grant money to the Humane Society of Pagosa Springs. They had considered contributing to our Business Assistance Fund, but those dollars will go to help for profit businesses.

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

The Board discussed logistics for the event and passed around a signup sheet for volunteering.

- 4. Coordinator Kathleen McFadden Upcoming Business Travel:**

Main Street Advisory Board
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- **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



AGENDA BRIEF

MEETING: Main Street Advisory Board - 13 Nov 2025

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Colorado Main Street Awards: This last month, Coordinator McFadden continued promoting Pagosa Springs' recognition as Colorado Main Street Community of the Year, along with the Main Street Manager of the Year award, through social media and a press release. These communications help reinforce the value of our Main Street program in coordinating resources, supporting local businesses, and strengthening the economic vitality of the downtown district.

Cone Zone Care & Small Business Saturday: In collaboration with the Chamber, we are coordinating promotional efforts to support Small Business Saturday and the holiday shopping season. Downtown businesses are being encouraged to share their holiday specials and participate in free video promotions. Ten businesses will receive professionally produced promotional videos by Justin Treptow, which will be highlighted throughout the holiday season and provided to the businesses for ongoing use. The Chamber and Main Street will also produce short-form videos for remaining participating businesses to ensure broad visibility and support.

Additionally, we are working with M2 to create a "Pagosa is Open" video campaign to address ongoing misconceptions that downtown remains affected by prior flood impacts. This messaging will be shared in regional markets to support winter visitation.

The next Cone Zone Update is scheduled for December 2 with the PIOs. We will summarize completed work, outline winter construction expectations, and provide preliminary information regarding the anticipated 2026 project phase and completion.

We continue coordinating regularly with the PIOs, Town, County, Tourism, and the Chamber to ensure that construction updates, business support messaging, and promotional campaigns remain aligned across public communication channels.

Heritage & Culture: The committee continues advancing multiple initiatives. Last month, Coordinator McFadden drafted and submitted an application for grant funding to support Color Pagosa's Past: A Colorado 150 Commemorative Coloring Book, with notification expected in approximately four weeks. The project envisions a 28-page illustrated coloring book featuring historic buildings, cultural landmarks, local stories, and regional heritage elements, accompanied by short, accessible captions appropriate for children and general audiences. The planned initial print run includes 5,000 free copies with crayons, to be distributed in August 2026 through schools, the library, the museum, community partners, and participating downtown businesses. The goal is to celebrate Pagosa Springs' history in a format that is educational, engaging, and widely accessible, particularly during Colorado 150 and America 250 observances.

Oral history interviews are ongoing, and we have now recorded more than 24 hours of stories. Coordinator McFadden is working with volunteer Kelli Ford to determine the editing and transcription process needed to prepare the audio files for archival use and future interpretation. The DAR continues to assist with the expansion of the Historical Walking Tour. The committee has finalized the list of items to purchase for the History Vault and will proceed with purchases up to the \$2,000 allocation previously authorized by the board.

Marketing / Main Street Website: Work on the Main Street website continues to move forward. The new downtown business directory has now been fully built, with listings for the 40 businesses that submitted their information through our online form. Final content checks and formatting adjustments are underway, and we expect to go live next week. Once launched, the directory will serve as a centralized, easy-to-use resource for residents and visitors to discover shops, restaurants, services, and experiences in the Main Street district. It will also support upcoming holiday and Small Business Saturday promotions and provide a foundation for expanded digital marketing efforts.

AARP Sponsorship Proposal: In September, Main Street was awarded a \$4,000 AARP Livability sponsorship through the Colorado Main Street program. This funding opportunity was only available to officially designated Colorado Main Street communities. The sponsorship supports the Town's long-planned replacement of the deteriorating footpath path between the Archuleta Senior Center parking lot and the Riverwalk with a permanent concrete staircase and handrail. The new stairs will provide a safer and more accessible connection for residents, visitors, and especially older adults who regularly use the Riverwalk.

Surveying for the project was completed last week, and construction began this week. (Photos attached). Once complete, the improvements will enhance accessibility, safety, and walkability for all who use the Riverwalk corridor.

ATTACHMENTS:

[Safe Access for All AARP Project Photos](#)

**Safe Access for All – Senior Center Riverwalk Connection Project
\$4,000 Main Street Sponsorship from AARP**





AGENDA BRIEF

MEETING: Main Street Advisory Board - 13 Nov 2025

FROM: Mayor Pierce

PROJECT: Heritage & Culture Committee Report

ACTION: Board Information

PURPOSE/BACKGROUND:

The committee continues advancing multiple initiatives. Last month, Coordinator McFadden drafted and submitted a grant application for **Color Pagosa’s Past: A Colorado 150 Commemorative Coloring Book**, with notification expected in about four weeks. The project envisions a 28-page illustrated book with short, accessible captions highlighting historic buildings, cultural landmarks, local stories, and regional heritage. If funded, we plan an initial print run of 5,000 free copies with crayons for August 2026 distribution through schools, the library, the museum, community partners, and participating downtown businesses, aligning with Colorado 150 and America 250.

Oral history interviews are ongoing, with more than 24 hours of recordings to date. Coordinator McFadden is working with volunteer Kelli Ford to define the editing and transcription workflow to prepare audio files for archival use and future interpretation. The local DAR chapter continues to assist with the expansion of the Historical Walking Tour.

The committee has finalized the purchase list for the History Vault and will proceed with acquisitions up to the board-authorized \$2,000. This effort is supported by additional funding secured by Mayor Pierce through the Pagosa History Museum for a fireproof gun safe, ensuring artifacts and recordings are preserved safely. Growing volunteer engagement and strong partnerships continue to strengthen our capacity to share and celebrate Pagosa Springs’ heritage.

We are also working with Town staff to renew our Certified Local Government (CLG) status and reinstate an official Historical Preservation Board. These actions will expand our eligibility for state and federal preservation grants, provide access to technical assistance and training, and establish a clear local review framework that strengthens standards and long-term stewardship of historic resources.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 13 Nov 2025

FROM: Kathleen McFadden

PROJECT: Main Street Business Assistance Grant Fund

ACTION:

PURPOSE/BACKGROUND:

Community generosity has helped Main Street build our Business Assistance Grant Fund to \$12,500. These dollars, raised from The Springs Resort & Spa's expansion open house and Wednesday Wine Walk proceeds, are held in a restricted PSCDC account to directly assist downtown businesses impacted by CDOT US Highway 160 Reconstruction project. Board direction is needed on how to deploy these funds this calendar year.

County Program Update

Participation has been lower than anticipated. In October, the County reopened its grant program to prior applicants, with approximately \$32,000 available at that time.

Options

- LPEA utility credit (one month): Exploring whether there's a mechanism to apply a one-time utility credit for businesses in the impact zone. Feasibility TBD.
- Direct distribution: Evenly split the available funds and distribute directly to eligible impacted businesses.

Direction Requested

- Confirm whether to continue pursuing the LPEA option and set a cutoff date (e.g., Nov 30) to pivot if no mechanism is available given year-end timing.
- If pivoting, confirm the direct-distribution approach (eligibility list, equal split, administrator).



AGENDA BRIEF

MEETING: Main Street Advisory Board - 13 Nov 2025

FROM: Kathleen McFadden

PROJECT: Business Recovery & Holiday Promotions (Reallocation of Program Funds)

ACTION:

PURPOSE/BACKGROUND:

Purpose & Value

Support immediate business-recovery and holiday-season outreach to counter recent slowdowns and reinforce that Pagosa is open for business, while deferring larger signage investments until construction details and winter operations are finalized.

Background

- In September, the Board allocated \$5,000 for downtown signage based on business needs.
- Following significant flooding, near-term priorities shifted to FEMA funding, cleanup, and repairs.
- Final construction-zone layout and snow-removal strategy remain pending, both materially affect temporary signage decisions.
- Tourism is leading a permanent wayfinding plan for after construction.

Scope

Reallocate up to \$2,500 of the \$5,000 allocated to signage for targeted, time-sensitive holiday promotions that drive local spending and visitation.

Use of Funds

- Paid digital promotion for the "Pagosa is Open" campaign
- Old-Fashioned Christmas promotional materials, giveaways
- Temporary "Free Public Parking" banner for the old courthouse lot

Budget & Funding Plan

- Reallocate up to \$2,500 from the previously allocated \$5,000 signage line item.

FISCAL IMPACT:

Up to \$2,500.

RECOMMENDATIONS:

Motion to approve the reallocation of up to \$2,500 from the previously allocated \$5,000 signage line item to fund business recovery and holiday promotions and authorize the Cone Zone Committee to determine expenditures within this amount as needed.



AGENDA BRIEF

MEETING: Main Street Advisory Board - 13 Nov 2025

FROM: Kathleen McFadden

PROJECT: Oral History Project Audio Editing & Transcription

ACTION: Board Information & Action

PURPOSE/BACKGROUND:

Purpose & Value

The Heritage & Culture Committee's Oral History project preserves first-person stories of Pagosa Springs for public access, education, exhibits, and future interpretation. Professional editing and transcription are essential to transform raw recordings into listenable, searchable, archival-quality assets that residents, visitors, and researchers will actually use. This work will also supply content for the expanded Historical Walking Tour and other Colorado 150/America 250 activities.

Scope

- Anticipated total: 30–40 hours of recorded audio.
- Tasks: professional content editing (remove long pauses, filler words, and non-essential tangents; balance levels; reduce noise) and transcription (time-coded, speaker-labeled).
- Deliverables: edited MP3/WAV listening files, archival WAV masters, and transcripts (Word/PDF).

Provider Quote & Terms

- **Vendor:** Aztec Media (vetted by volunteer lead Kelli Ford, with positive prior experience).
- **Quote:**
 - **\$3,120** for 1,382 minutes (~23.0 hours) of existing recordings (editing, cleaning, transcription).
 - **\$4,500** total including +10 additional hours (~33 hours overall).
 - Implied rate ≈ \$135–\$136/hour.
- **Timeline:** Can deliver some material by year-end and meet July/August completion deadlines for the remaining work.

Market Check

We will seek out any local providers and obtain at least one additional estimate for a 30–40 hour scope (editing + transcription) for comparison and best value.

Matching Funds & Leveraging

- Kelli will request a match from the Hott Fund and pursue one additional matching source.
- A board commitment now strengthens our case for matches and scheduling with the vendor.

Public Access & Use Cases

- **Town website:** streaming access for the public.
- **Historical Walking Tour:** curated audio clips via QR/app.
- **Museum, schools, future projects:** exhibits, lesson plans, and anniversary programming.

Funding Plan (Board Direction Needed)

1. **This year:** Allocate up to \$2,500 from the \$5,000 identified for reallocation.
2. **Next year's budget:** Program any balance needed after matches and final estimates.
3. **Leverage matches:** Target at least dollar-for-dollar support to reduce net cost.

FISCAL IMPACT:

Up to \$2500 in 2025.

RECOMMENDATIONS:

Move to authorize the Heritage & Culture Committee to (1) obtain at least one additional quote and select the most qualified provider for editing, cleaning, and transcribing approximately 30–40 hours of Oral History recordings; (2) seek and, if awarded, accept matching funds from the Hott Fund and other sources; and (3) allocate up to \$2,500 from this year's reallocation, with any remaining amount to be programmed in next year's budget to complete the project.



AGENDA BRIEF

MEETING:
FROM:

PROJECT: Proposed 2026 Monthly Board Meeting Schedule

ACTION:

PURPOSE/BACKGROUND:

Proposed 2026 Monthly Board Meeting Schedule

Please review the following proposed schedule for 2026 monthly board meetings:

- Thursday, January 15, 2026 — 5:00 PM
- Thursday, February 19, 2026 — 5:00 PM
- Thursday, March 12, 2026 — 5:00 PM
- Thursday, April 9, 2026 — 5:00 PM
- Thursday, May 14, 2026 — 5:00 PM
- Thursday, June 11, 2026 — 5:00 PM
- Thursday, July 9, 2026 — 5:00 PM
- Thursday, August 13, 2026 — 5:00 PM
- Thursday, September 10, 2026 — 5:00 PM
- Thursday, October 8, 2026 — 5:00 PM
- Thursday, November 12, 2026 — 5:00 PM
- Thursday, December 10, 2026 — 5:00 PM

TOWN COUNCIL GOALS & OBJECTIVES:

If applicable. Remove this text if not needed.