



Zoom Only  
Pagosa Springs, CO 81147

## AGENDA

Main Street Advisory Board Meeting  
Thursday, December 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 11 Dec 2025 Meeting Minutes

[Main Street Advisory Board - 13 Nov 2025 - Minutes - Pdf](#)

### VI. NEW BUSINESS

1. DOLA Annual Visit (Virtual)

### VII. OLD BUSINESS

1. Old Fashioned Christmas
  - Tapepalooza date & time
  - Attendees
  - Set up, tear down
  - Table, banner and flag, lights, firepit

### VIII. REPORTS TO BOARD

1. Main Street Coordinator Report

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

### IX. NEXT MEETINGS

Happy Holidays!

Main Street Advisory Board Monthly Meeting - January 15, 2025 at 5:00 PM, Zoom Only

Heritage & Culture Committee Meeting - January 22, 2025 at 4:00 PM, Town Hall Conference Room

*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*

**X. ADJOURNMENT**

*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*



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

## MINUTES

Main Street Advisory Board Meeting  
November 13, 2025 @ 5:00 PM

A regular meeting of the Main Street Advisory Board was called to order on November 13, 2025, at 5:13 PM in the Visitor Center - 105 Hot Springs Blvd.

**BOARD PRESENT:** Board Chair Holter, Board Member Dufour, Board Member Martin, Mayor Pierce, Board Member Swindlehurst, Jennifer Green, Executive Director, Board Member Gantt, Board Member Garcia, and Board Member O'Canas

**BOARD ABSENT:** Board Member Brown

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**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**

Board Member Martin moved moved to approve the September 11, 2025 Meeting Minutes. Mayor Pierce seconded.

**Carried.**

**VI. REPORTS TO BOARD**

**1. Main Street Coordinator Report**

**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.

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**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

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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.

## 2. Heritage & Culture Committee Report

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.

Mayor Pierce provided an update of the "Moments that Made Us" display project, which will be shown at multiple locations throughout the community including the museum, Town Hall, Visitor Center, and in the park for July 4th. The goal is to make the displays mobile so they can be moved between different venues to maximize community exposure.

## VII. UNFINISHED BUSINESS

### 1. Main Street Business Assistance Grant Fund

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).

The Board discussed options for dispersing the Business Assistance Grant Funds of \$12,500, which can be used now or rolled over to next year, and decided to pursue both immediate distribution to businesses in the construction impact zone and potential matching funds from LPEA and other sources. Members agreed to identify businesses in the impact zone and to consider giving checks directly to businesses while exploring the possibility of LPEA bill credits. The Board also agreed to set up an opt-in or opt-out process for businesses and link it to the directory.

## VIII. NEW BUSINESS

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

#### 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

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- 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.

The Board decided to split all remaining Main Street 2025 budget funds equally in half between Cone Zone and Heritage & Culture.

Board Member Dufour moved moved to split all remaining 2025 budget equally in half between the Heritage & Culture Committee and the Cone Zone Committee to use at their discretion on remaining 2025 priorities. Board Member Martin seconded.

**Carried.**

## 2. Oral History Project Audio Editing & Transcription

#### 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.

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- **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.

With the Board motion to split remaining budget funds, Heritage & Culture will obtain appropriate estimates and allocate funds as needed to support editing and transcription services for the oral history audio files.

### **3. 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

# APPROVAL OF MINUTES V.1.

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Board Member Garcia moved moved to approve the proposed 2026 Monthly Board Meeting Schedule. Board Member Dufour seconded.

**Carried.**

- IX.** NEXT MEETINGS – 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**



AGENDA BRIEF

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

PROJECT: Main Street Coordinator Report

ACTION: Board Information

PURPOSE/BACKGROUND:

Cone Zone Care & Small Business Saturday: In collaboration with the Chamber, we coordinated holiday and Small Business Saturday promotions to support downtown businesses in November. We encouraged businesses to share holiday specials and participate in free video promotions. Ten businesses received professionally produced promotional videos by Justin Treptow, which we will continue highlighting throughout the holiday season. The Chamber and Main Street also produced short-form videos for additional participating businesses to ensure broad visibility and support.

These efforts delivered strong results across social media. On Facebook, our content generated 51,704 views, reached 16,955 people, and received 1,607 interactions (reactions, comments, and shares). Video content produced 22 hours of watch time, with 4,402 three-second views and 97 one-minute views, and we grew our audience with a net gain of 63 followers.

To extend reach and drive action, we boosted one video and one event. The boosted video reached 1,552 people, earned 3,220 views, and generated 65 link clicks at \$1.18 per click, along with 44 reactions and 23 new follows. The boosted event reached 1,737 people, generated 3,722 views, and produced 38 event responses at \$1.29 per response, supported by 1,219 post engagements and 1,079 three-second video plays.

On Instagram from Nov 9–Dec 8, we recorded 14.7K views, 378 interactions, and 58 new followers, while sharing 161 pieces of content.

Overall, these results indicate the campaign effectively increased awareness of downtown holiday offerings and translated that visibility into measurable engagement and participation. The combination of professional business videos, short-form content, and targeted boosts delivered strong reach at efficient cost-per-action rates, while growing our audience for continued Main Street and shop-local messaging through the season.

Special thanks to superstar Board Member Rosanna Dufour for creating the awesome Coney Z videos and for coordinating the content calendar and targeted ad placements that helped drive this campaign’s momentum and results. Her blend of creativity, organization, and social media savvy continues to be a major asset to our downtown business-support efforts.

Heritage & Culture: The committee continues advancing multiple initiatives tied to Colorado 150 and America 250. In October, Coordinator McFadden drafted and submitted an application for grant funding to support Color Pagosa’s Past: A Colorado 150 Commemorative Coloring Book. We have not yet received notification on the application. The project would produce a 28-page illustrated coloring book featuring historic buildings, cultural landmarks, local stories, and regional heritage elements with short, accessible captions 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.

Oral history interviews are ongoing, with more than 24 hours of stories recorded to date. This project preserves first-person stories of Pagosa Springs for public access, education, exhibits, and future interpretation, and will also provide content for the expanded Historical Walking Tour and other anniversary programming.

To move the project from raw recordings to usable public assets, Coordinator McFadden and volunteer lead Kelli Ford vetted and engaged Aztec Media for professional editing, cleanup, and transcription. Aztec Media has been given access to the audio files and has begun to work. The current invoice covers cleanup/editing and time-coded transcriptions for approximately 1,380 minutes (~24 hours) of existing recordings for \$3,120.00, plus \$880.00 allowance for additional audio and unforeseen production needs, for a total of \$4,000.

The committee previously finalized the purchase list for the History Vault and planned to proceed with acquisitions. Coordinator McFadden purchased all items on the list, with most books sourced through Amazon and additional titles purchased through Biblio and Abe Books, plus one item on eBay. Mayor Pierce received funding from a generous donor through the History Museum and will purchase the fireproof gun safe to ensure artifacts and recordings are preserved safely.

**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 available only to officially designated Colorado Main Street communities. The sponsorship supported the Town's long-planned replacement of the deteriorating footpath between the Archuleta Senior Center parking lot and the Riverwalk with a permanent concrete staircase and handrail. The new stairs provide a safer, more accessible connection for residents, visitors, and especially older adults who regularly use the Riverwalk.

The project is now complete and payment has been processed to the Town. A dedication sign is on order, and a ribbon cutting is planned for January 14 at 4:00 PM. A press release will be issued within the next two weeks.

**Main Street Business Assistance Grant Fund:** Community generosity has helped Main Street build our Business Assistance Grant Fund to \$12,500. These dollars, raised through 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 the CDOT US Highway 160 Reconstruction project.

At the last meeting, the Board discussed options for distributing these funds and confirmed an approach to divide the \$12,500 evenly among businesses in the construction impact zone that opt in. While a potential LPEA utility credit was explored, we confirmed that LPEA grant funds cannot be used for utility bills or for-profit businesses, so that option was eliminated.

We are now setting up the opt-in/opt-out process and finalizing outreach to ensure we reach all eligible businesses within the impact zone, defined as businesses experiencing active construction immediately adjacent to their storefronts.

**ATTACHMENTS:**

[AARP Finished Staircase](#)

