



Town Hall 551 Hot Springs Blvd  
Pagosa Springs, CO 81147

## AGENDA

Town Council Meeting  
Tuesday, May 6, 2025 @ 5:00 PM

### 1. REMOTE PARTICIPATION

A Zoom link is made available, however, the Town 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 By Computer - <https://zoom.us/j/87023746766>  
Dial by Phone - 1-669-900-6833 US - Meeting ID: 870 2374 6766

### I. CALL MEETING TO ORDER

### II. ROLL CALL

### III. PLEDGE OF ALLEGIANCE

### IV. DISCLOSURES AND/OR CONFLICT OF INTEREST

### V. PUBLIC COMMENT

*Please sign in to make public comment*

### VI. CONSENT AGENDA

#### 1. Approval of the April 15, 2025 Meeting Minutes

[Town Council - 15 Apr 2025 - Minutes - Pdf](#)

#### 2. Quarterly Investment Report

[Agenda Brief - Quarterly Investments Report - Pdf](#)

### VII. NEW BUSINESS

#### 1. Selection of Artist for Geothermal Building Mural

[Agenda Brief - Selection of Artist for Geothermal Building Mural - Pdf](#)

#### 2. Main Street Liquor Permit Request

[Agenda Brief - Main Street Liquor Permit Request - Pdf](#)

#### 3. Consideration of Recommending Allocation from Restricted Fund

[Agenda Brief - Consideration of Recommending Allocation from Restricted Fund - Pdf](#)

### VIII. PUBLIC COMMENT

*Please sign in to make public comment*

### IX. MAYOR, COUNCIL, TOWN MANAGER COMMENTS/UPCOMING AGENDA ITEMS

### X. UPCOMING COUNCIL MEETINGS

- May 19, 2025: Joint Town-County Board Meeting
- May 20, 2025: Regular Council Meeting
- June 3, 2025: Regular Council Meeting
- June 17, 2025: Regular Council Meeting
- June 23, 2025: Joint Town-County Board Meeting
- July 1, 2025: Regular Council Meeting
- July 15, 2025: Regular Council Meeting

*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*

- July 28, 2025: Joint Town-County Board Meeting

**XI. ADJOURNMENT**

**Shari Pierce**  
**Mayor**



Town Hall 551 Hot Springs Blvd  
Pagosa Springs, CO 81147

## MINUTES

Town Council Meeting  
April 15, 2025 @ 5:00 PM

A regular meeting of the Pagosa Town Council was called to order on April 15, 2025, at 5:00 PM in the Town Hall 551 Hot Springs Blvd.

**COUNCIL PRESENT:** Mayor Pierce, Council Member Bergon, Council Member deGraaf, Council Member DeGuise, Council Member Lindner, and Council Member Williams

**COUNCIL ABSENT:** Council Member Martinez

### I. CALL MEETING TO ORDER

### II. ROLL CALL

### III. PLEDGE OF ALLEGIANCE

IV. DISCLOSURES AND/OR CONFLICT OF INTEREST – Mayor Pierce said she was contacted by a local developer interested in a metro district and about the election timeline.

V. PUBLIC COMMENT – Mr. Dallas Weaver said he would like to have a wine walk on the main street, he owns FootPrints shoe store. He asked the town council to consider allowing this on the next agenda. Ms. Shawna Snarr said the 250/150 event coordinators are in the preparation phase for the 2026 4th of July celebration at Yamaguchi Park.

### VI. CONSENT AGENDA

1. Approval of the April 1, 2025 Meeting Minutes
2. March Financial Statement and Payments
3. Resolution 2025-09, Appointing Brian Reid to the Planning Commission

Council Member deGraaf moved to approve the consent agenda, Council Member Williams seconded.

**Carried.**

### VII. REPORTS TO COUNCIL

1. Sales Tax Brief
  - a. Sales Tax Report - February 2025

The Town's sales tax receipts for February 2025 of \$682,056 were 11.64% above the 2024 receipts. Marijuana tax continues to decline. Town Manager Harris said there was a bump in payments for a one-time purchase. The ZacTax program has been a great asset in finding the detailed information on the ups and downs.

### VIII. UNFINISHED BUSINESS

1. Metropolitan District Policy and Model Service Plan

Town staff provided a background on the Metro District process. Attorney Bob Cole provided the details on the schedule deadlines for a Metro District formation to get onto the November ballot. He reviewed

Town Council  
April 15, 2025

Metropolitan District powers and the financing tool as a development and operational tool. He said a Metro District could obtain debt to complete infrastructure and once the debt is paid off, the assets could be given to the Town and the Metro District can dissolve. Mr. Cole provided the pros and cons of a metro district including constructing, operating, and maintaining public improvements, and lower financing costs that will shift from the developer to future home/property owners through mill levy increases. Metro Districts are a form of government and are therefore tax-exempt, so they will not pay sales tax on materials used for constructing the public improvements.

Council Member DeGuise said this could provide workforce housing but could create a tax burden making it less affordable. Council Member Bergon said the developer is looking to succeed and the council should be cognizant about restrictions. Council Member Lindner said the council needs to determine if a Metropolitan District policy is best for the Town. The Service Plan provided by the developer would be approved independently for each development. Council Member deGraaf said the policy should include some housing in early phases for development.

Staff said the developer is proposing a project called Pagosa West, 100 acres of mixed-use designating commercial along the highway and south would be residential at Hwy 160 and South Pagosa Blvd. Staff said the developer is proposing an 88-unit multi-family residential phase, and a 150 single-family phase. The Town assisted with obtaining a \$1.9M grant for the multi-family residential in phase one.

The Town Council is in consensus that a Metro District is of interest and directed staff to provide a policy to include the obligations and restrictions of the Metro District to present at a public hearing.

A work session with the planning commission is set for Tuesday, April 29th at 5:17 pm.

## IX. NEW BUSINESS

### 1. Discussion and request for authorization to engage Slate Communications to provide communications services related to funding needs for sewer system and related improvements

Staff recommends Slate Communications for \$25,000 in assisting with a potential sales tax question on the November ballot. Council Members will assist with the scope of services. Ms. Kristen Knoll said Slate has worked on several ballot initiatives and sees a similar communication need in the Town for this November election. She said getting out in front of the community regularly and finding community champions who will talk about the issues. Council Member Lindner and deGraaf said they are willing to serve on the committee.

Council Member DeGuise moved to appoint Council Members Lindner and deGraaf to assist the Town Manager to finalize a scope of services with Slate Communications at a cost not to exceed \$25,000, authorizing the Town Manager to execute the agreement, and to begin work before the end of the month, Council Member Williams seconded.

**Carried.**

### 2. 2025 Regional Housing Needs Assessment Adoption

The Town and County were presented with the HNA at the joint meeting on April 14th. Council Member Lindner said he spoke with Ms. Emily Lashbrooke with the PSCDC who said there is a two-week public comment period and then the processing could take another 28 days. She said if approved tonight it would not meet the grant deadline. He said she was excited about the action plan and leveraging the document with developers to hit certain AMIs. Staff said the application permits will be dually submitted by the Town and the County. He said the Town's petition is raising the AMI caps. Mayor Pierce said she would like to read the entire document before she approves it. Council Member Williams said the numbers will not change after reading it and after questions have been answered. Council Member deGraaf said there is a disparity between the cost to live in Pagosa and the wages paid.

Council Member Williams moved to approve the adoption of the 2025 Archuleta County and Town

Page 2 of 3

Town Council  
April 15, 2025

of Pagosa Springs Regional Housing Needs Assessment, Council Member Lindner seconded.

**Carried with one nay (Mayor Pierce)**

- X.** PUBLIC COMMENT – None
- XI.** MAYOR, COUNCIL, TOWN MANAGER COMMENTS/UPCOMING AGENDA ITEMS – None
- XII.** UPCOMING COUNCIL MEETINGS –
  - May 6, 2025: Regular Council Meeting
  - May 19, 2025: Joint Town-County Board Meeting
  - May 20, 2025: Regular Council Meeting
  - June 3, 2025: Regular Council Meeting
  - June 17, 2025: Regular Council Meeting
- XIII.** ADJOURNMENT – Mayor Pierce adjourned the meeting at 7:20 pm.

**Shari Pierce**  
**Mayor**



## AGENDA BRIEF

**MEETING:** Town Council - 06 May 2025

**FROM:** April Hessman, Town Clerk

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**PROJECT:** Quarterly Investments Report

**ACTION:** Council information

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### **PURPOSE/BACKGROUND:**

In 2024 the Town Council adopted a comprehensive financial management policy. The policies include municipal investment guidelines specifying limits on municipal investments governed by state statutes and best practices. The investment policy provides for common elements, including safety, liquidity, and yield investment objectives. The guidelines include investment in Local Government Investment Pools and Certificates of Deposits.

In 2024 the Town moved funds from FSWB to Bank of the San Juans due to a much higher interest rate. Two savings accounts were opened at BSJ, one for General Fund savings and another for the working checking account funds that can be transferred easily to allow for higher interest earnings. In February 2025, the bond funds received from UMB for the sewer upgrades were deposited into a CSLIP government investment pool account to keep diversified and earn high interest.

As part of the investment policy, the fund's performance is reported quarterly.

The average yield through the first quarter of 2025 in ColoTrust was 4.46%, CSLIP was 4.0%, Bank of the San Juans was 4.51%, and First Southwest Bank was 0.35%.

The Town budgeted to see a slow decline of interest earnings toward 3.5% by the end of 2025.

### **ATTACHMENTS:**

[1st Quarter Investment Interest](#)

| 2025      | COLOTRUST |               |                 | CSLIP     |               |                 | BANK OF SAN JUANS SAVINGS (1659) |               |                 | BK OF SAN JUANS WORKING SAVINGS (33) |               |                 | FIRST SOUTHWEST BANK |               |             | TOTALS         |
|-----------|-----------|---------------|-----------------|-----------|---------------|-----------------|----------------------------------|---------------|-----------------|--------------------------------------|---------------|-----------------|----------------------|---------------|-------------|----------------|
|           | Avg Yield | Amount Earned | Balance         | Avg Yield | Amount Earned | Balance         | Avg Yield                        | Amount Earned | Balance         | Avg Yield                            | Amount Earned | Balance         | Avg Yield            | Amount Earned | Balance     | Total Interest |
| January   | 4.52%     | \$ 21,397.21  | \$ 5,588,339.93 |           |               |                 | 4.59%                            | \$ 18,643.96  | \$ 4,511,312.26 | 4.59%                                | \$ 5,651.65   | \$ 1,157,431.46 | 0.35%                | \$ 4.76       | \$18,002.00 | \$ 45,697.58   |
| February  | 4.47%     | \$ 19,208.05  | \$ 5,607,547.98 |           |               | \$ 4,524,951.97 | 4.50%                            | \$ 15,573.30  | \$ 4,526,885.56 | 4.50%                                | \$ 5,420.41   | \$ 1,748,585.42 | 0.35%                | \$ 5.41       | \$20,270.10 | \$ 40,207.17   |
| March     | 4.40%     | \$ 20,994.55  | \$ 5,628,542.53 | 4.00%     | \$ 18,021.21  | \$ 4,542,973.18 | 4.44%                            | \$ 15,969.36  | \$ 4,542,854.92 | 4.44%                                | \$ 6,385.15   | \$ 1,930,232.72 | 0.35%                | \$ 7.86       | \$28,916.26 | \$ 61,378.13   |
| April     |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| May       |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| June      |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| July      |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| August    |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| September |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| October   |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| November  |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| December  |           |               |                 |           |               |                 |                                  |               |                 |                                      |               |                 | 0.35%                |               |             | \$ -           |
| Totals    | 4.46%     | \$ 61,599.81  |                 | 4.00%     | \$ 18,021.21  |                 | 4.51%                            | \$ 50,186.62  |                 | 4.51%                                | \$ 17,457.21  |                 | 0.35%                | \$ 18.03      |             | \$ 147,282.88  |



## AGENDA BRIEF

**MEETING:** Town Council - 06 May 2025

**FROM:** Amanda Gadowski, Recreation Supervisor

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**PROJECT:** Selection of Artist for Geothermal Building Mural

**ACTION:** Council discussion and action

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### PURPOSE/BACKGROUND:

As part of the Town of Pagosa Springs' ongoing commitment to public art and cultural enrichment, a call for artists was issued to design and install a site-specific mural on the Geothermal Building along the Riverwalk. The selected mural will reflect the themes of renewal, energy, and connection to place, while enhancing the cultural and visual experience of this highly trafficked public space.

Artists were invited to submit proposals that were creative, original, rooted in the local context, and feasible within the project's defined budget and timeline. Following two rounds of open calls and a competitive review process, the Public Arts Committee has selected two finalists whose submissions demonstrate exceptional artistic vision, professionalism, and alignment with the project's goals. Both artists have submitted comprehensive proposals, including visual renderings and professional resumes.

The finalists being presented for final approval by the Town Council are: Phillip Seth and Alixandra Jade

Their designs offer two distinct yet equally compelling interpretations of the project's themes and represent thoughtful contributions to the spirit of Pagosa Springs. This is their final submission presented.

Upon selection by the Town Council, Town staff will initiate a formal service agreement with the chosen artist to begin the installation of the mural on the Geothermal Building.

### ATTACHMENTS:

[Geothermal Building Mural - Alixandra Jade](#)

[Geothermal Mural Proposal Philip Seth](#)

### FISCAL IMPACT:

\$15,000 from General Fund Public Arts Budget

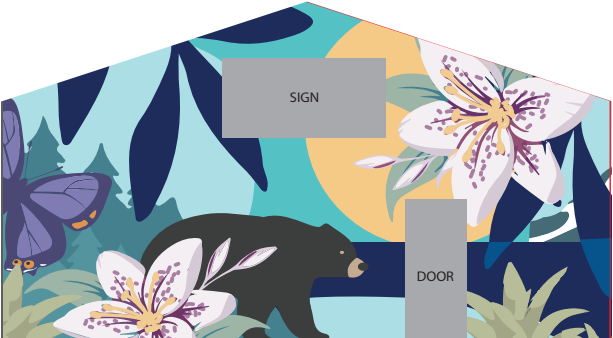
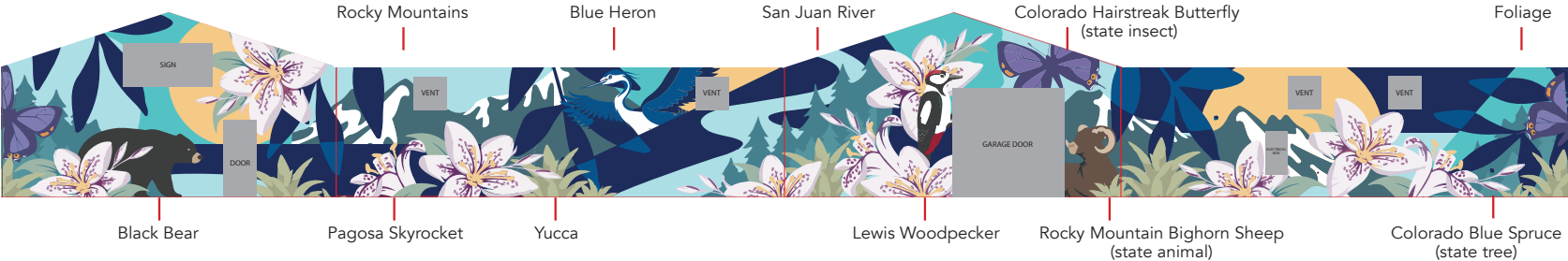
### RECOMMENDATIONS:

1. Move to approve the selection of \_\_\_\_\_, direct Town Manager to sign the agreement to install mural on the geothermal building.
2. Move to approve the selection of \_\_\_\_\_, direct Town Manager to sign the agreement with the following amendments...
3. Direct staff



Mural Concept

Page 2 of 14



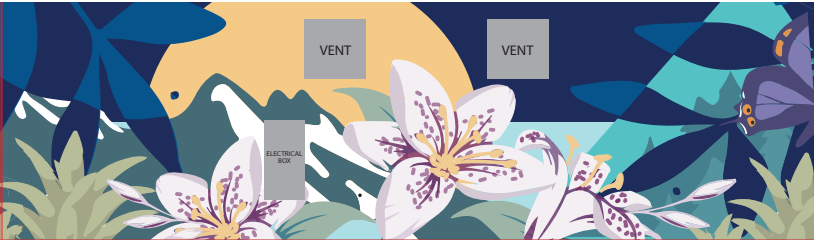
North Side



West Side



South Side



East Side

Mural Concept

Page 3 of 14



North Side



West Side



South Side



East Side

# Mural Concept

Page 4 of 14

Playing around a concept powered by community and nature I believe my illustrative style creates a dynamic, vibrant, playful, and meaningful mural on the Geothermal Building.

Pulling beauty from nature while representing Pagosa Springs and Colorado in this concept was at the forefront when designing this mural. Representation of Pagosa Springs can be seen through the flowing San Juan River, Pagosa skyrockets, yucca, a blue heron, and a Lewis woodpecker.

Paying homage to Colorado, I included the state insect (viceroy butterfly), state animal (Rocky Mountain bighorn sheep), state tree (Colorado blue spruce), a black bear, and the Rocky Mountains.

The color palette is inspired by nature and the natural healing waters found in Pagosa Springs. The balance of organic and non-organic forms and beautiful color palette creates a captivating mural compromised of many images with meaning to be found.

# Artist Statement of Qualifications

4

Page 5 of 14

As a designer by trade I thrive to create art with purpose; public art is just that. Public art affects individuals, communities, and cities, consciously and subconsciously. It creates conversion, enhances spaces, and highlights a city's character. Creating a piece of art for the with these goals is what intrigues me about this project.

For me, this project combines my knowledge in design research, experience working with clients, and my artistic vision and skill. These key strengths will not only help me develop artistic concepts but will ensure I create a hand painted mural that both myself, the client, and the community is proud of.

I have years of experience working with a variety of clients from private homeowners to large scale developers to corporate and commercial companies. I am comfortable, capable, and confident to manage, create, and produce a mural of any size. Some large scale projects I have completed range from painting a 3000 sqf school mural (Garth Worthington School Mural) to creating murals for both the exterior and interior of a 4-storey boutique hotel in Kentucky USA (The Elwood Hotel). I have created art throughout Canada and places in the United States such as New York City, Utah, Kentucky, Indianapolis SpeedWay, and Los Angeles.

I take a unique approach to murals and believe that in order to create the most beneficial art for the client and space, one on one collaboration with the client is needed. I love guiding the creative process to help create a successful piece of art.

I pride myself on being a versatile artist and love working with clients in order to create the artwork. Please know this is just one concept and I am open to fine tuning and playing with ideas in order to create a mural that best suits the needs of the client and the community.

If selected, I look forward to embarking on this creative collaboration.

## Reference 1

**Name:** Hilda Delgado

**Title:** Deseo Group - Owner

**Project:** The Elwood Hotel Murals

**Phone:** 1-323-350-9333

**Email:** hdelgado@deseogroup.com

**Address:** Nashville, Tennessee, United States

## Reference 2

**Name:** Scott Webster

**Title:** Chandos - Project Manager

**Project:** Garth Worthington School Mural

**Phone:** 1-587-337-7169

**Email:** swebster@chandos.com

**Address:** Edmonton, Alberta, Canada

## Reference 3

**Name:** Giordano Morgulis

**Title:** 76 Group - Vice President of Sales

**Project:** Manchester Square Murals

**Phone:** 1-780-705-8676

**Email:** giordano@76group.ca

**Address:** Edmonton, Alberta, Canada



# ALIXANDRA JADE

## ALIXANDRA JADE ART & DESIGN CO.

Alixandra Jade Art & Design Co. is an international multidisciplinary art and design company specializing in hand painted murals to help enhance and personalize homes, businesses, and communities.

Owner and artist, Alixandra Jade, started her art career off as lululemon's infamous 'Chalk Chick' with over 100 chalk art creations in their stores across North America. Using that experience she quickly transitioned into a professional muralist. Alixandra has worked with a range of clients from private homeowners to large scale developers to corporate and commercial companies. Creating art throughout Canada and places in the United States such as New York City, Utah, Kentucky, Indianapolis SpeedWay, and Los Angeles.

Coming from a background in marketing, graphic and industrial design, and event planning Alixandra takes a unique approach to art. Alixandra believes that art can be more than just visually and aesthetically pleasing. She strives to create murals that are functional. Whether they relay a direct message to the viewers, help encompass a company's brand, or even serve as a backdrop for pictures, murals can be more than just art.

### EMPLOYMENT EXPERIENCE

#### Owner / Artist

Alixandra Jade Art & Design Co.  
Edmonton, Alberta | 2016 – Present

#### Paint Instructor

SmashArt Painting Events  
Edmonton, Alberta | 2019 - 2020

#### Graphic Designer & Social Media Specialist

Lifesaving Society  
Edmonton, Alberta | 2016 - 2019

#### Graphic Designer (Practicum Student)

Edmonton International Airport  
Edmonton, Alberta | 2016

#### Event Designer

Elegant Touches  
Edmonton, Alberta | 2014 - 2015

#### Assistant Wedding Coordinator

Jennifer Bergman Weddings  
Edmonton, Alberta | 2013 - 2014

### EDUCATION

#### Bachelor of Design with Distinction

Specialization in Visual Communications and Business Marketing  
University of Alberta  
Edmonton, Alberta | Graduate 2016

### NOTABLE CLIENTS

- lululemon
- Amazon
- Porsche
- Rogers Place
- Mercedes-Benz
- 19 Crimes Wines
- The Body Shop
- Joe & The Juice

### CONTACT

✉ info@alixandrajade.ca

☎ 780-318-0128

🌐 www.alixandrajade.ca

📷 alixandrajade

📘 Alixandra Jade Art & Design Co.

📍 1809 Collip View SW  
T6W 5C7 Edmonton, Alberta

60 Hancock St  
Brooklyn, NY 11216



## Budget | Timeline | Materials | Construction Requirements

6

Page 7 of 14

| Estimated Budget Breakdown                                       | \$       |
|------------------------------------------------------------------|----------|
| Design / Creation / Installation / Assistants if needed          | 6,000.00 |
| Supplies / Costs (paint, materials, lift, travel expenses, etc.) | 7,500.00 |
| Contingency                                                      | 1,500.00 |
| Total (USD)                                                      | 15,00.00 |

### Estimated Timeline

The estimated timeline for this mural is approximately 4 weeks (weather and final design dependent).

### Materials & Maintenance

Regarding durability, weather and illegal graffiti are the two main concerns for most exterior murals. The paint I use is a latex acrylic exterior paint that is uv and weather resistant, however natural deterioration over time (ex. fading) will happen due to weather no matter what preventative measures are taken. Illegal graffiti is out of our control. If the artwork were to get painted over or damaged, I keep a list of all the paint used and the original mural design. I paint in a style in which it would be easy to repair the mural too. For maintenance with typical exterior murals there usual is no up keep unless unforeseen vandalism or 'freak' weather occurrences happen.

The mural is to be hand painted and wrap around the entire building, excluding doors and vents. I would not recommend painting the mural on the doors and vents due to higher wear and tear, but am open to painting them a solid colour to better compliment the mural.

The building will need to be pressure washed and base painted before hand as well to ensure the longevity of the mural.

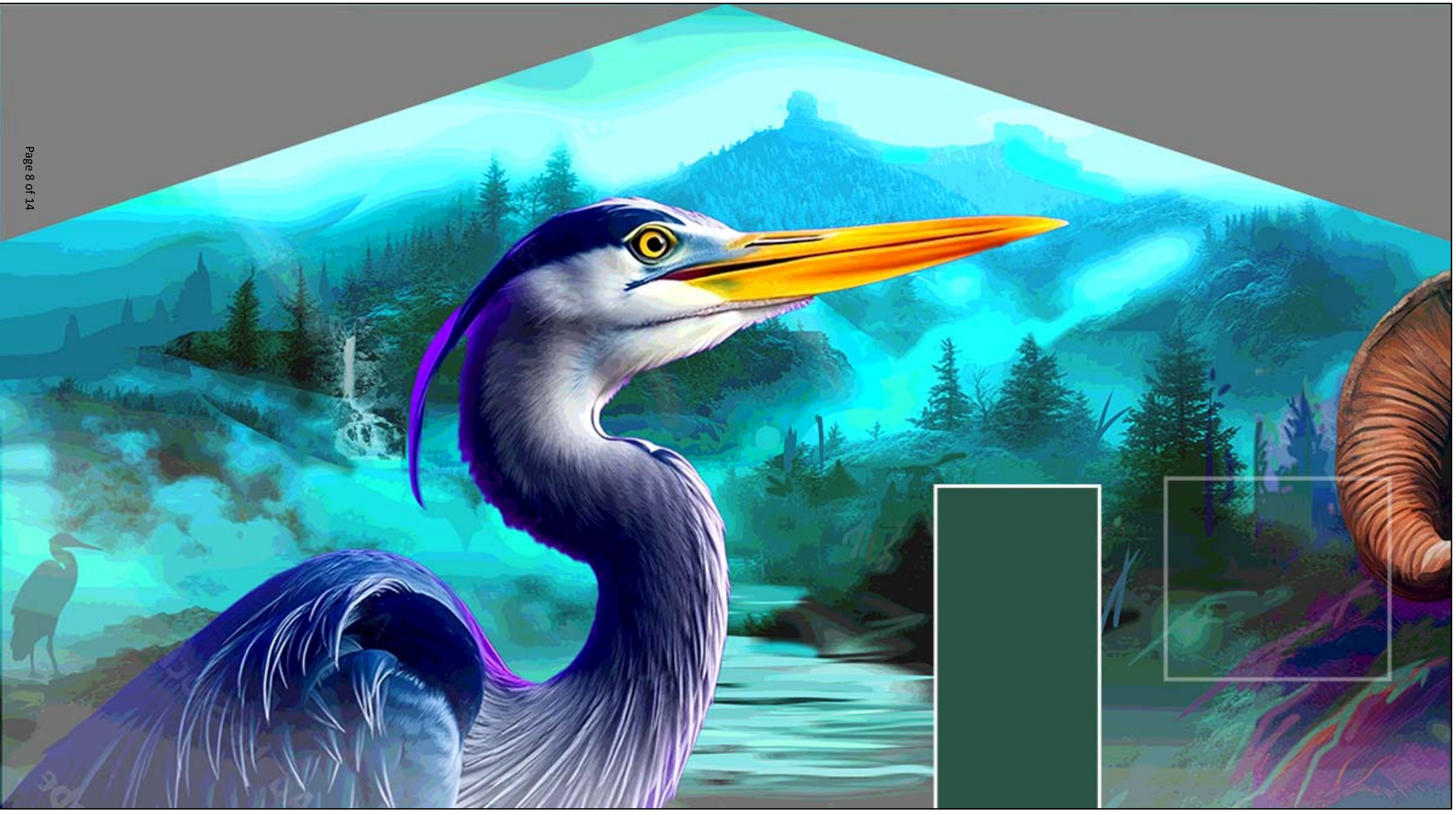
### Material List

- Paint (latex acrylic exterior paint, uv and weather resistant)
- Paint brushes
- Paint handy pails
- Painters tape
- Ladder
- Extension cords
- Projector
- Boom lift rental
- Plywood sheets (for under scissor lift if needed)
- Drop cloths
- Barricades / safety tape
- Aerial platform harness equipment
- Cleaning supplies
- Storage buckets
- Mallet
- Blue shop towels
- Rags
- Exacto knife
- Putty knife
- Ziplock bags
- Soap
- Baby wipes
- Miscellaneous

### Construction Requirements

As for construction requirements the main safety issues revolves around the scissor lift rental, working on ladders, and working in the heat. I have all needed safety tickets, insurance, and equipment to run and operate scissors lifts. To keep safety on the ladder, appropriate footwear will be worn, safety heights will not be exceeded, and caution will be taken while working on the ladder. To keep safe while working in the heat; appropriate sun protection will be worn, hydration will be maintained, and breaks will be taken if needed. I have all my PPE for construction work sites if it is needed as well.

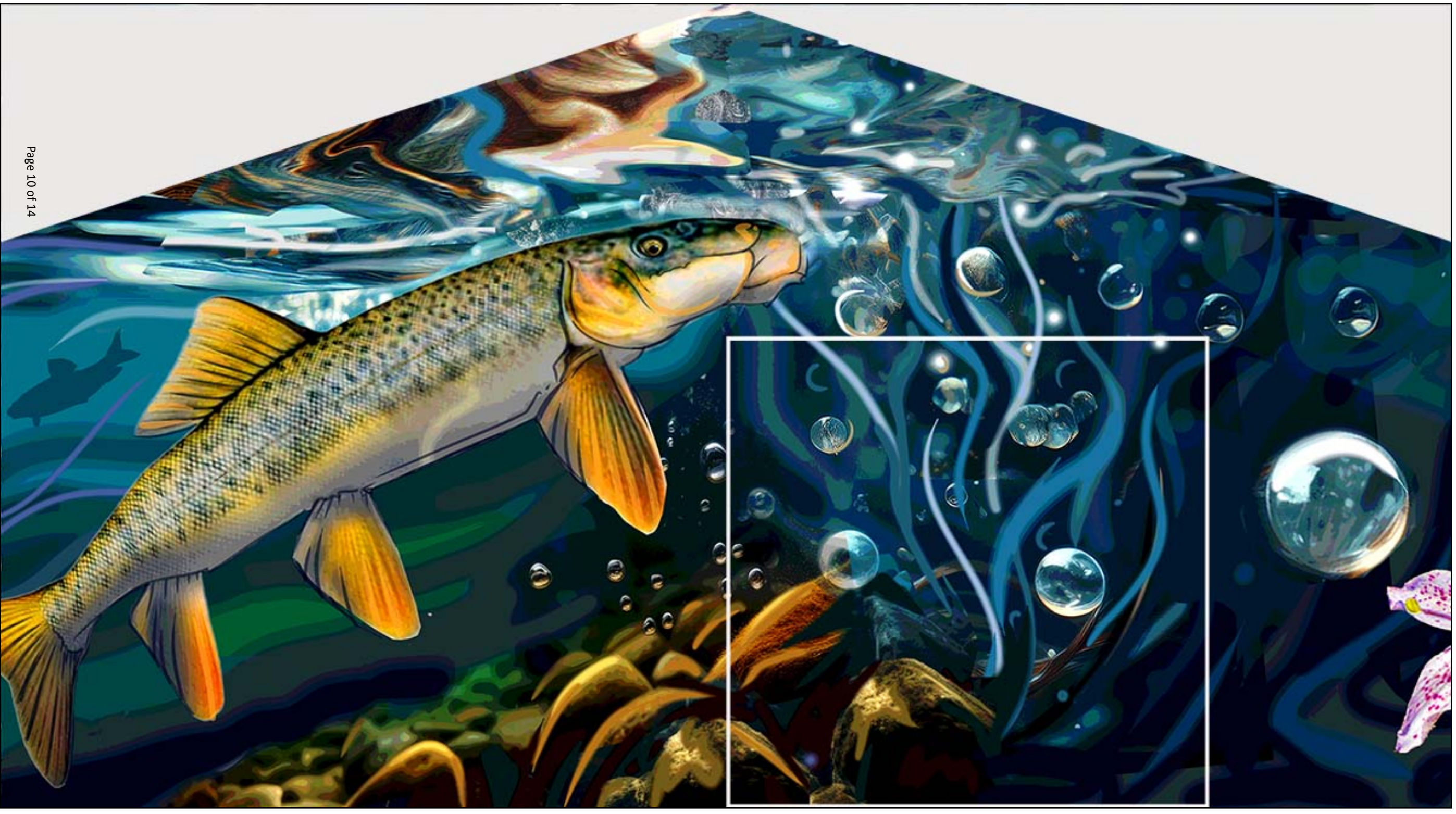
In order to maintain safety of the public and those around barricades or safety tape can be placed around the work area if needed.

















**Pagosa Springs 3rd Round Application**

Phil Seth

724-561-2146

philsethcreative@gmail.com

**Project Description:**

Paint an exterior mural on the Pagosa Spring Geothermal building. Mural will consist of all four sides of the corrugated steel building. Wall will be primed before the install date. Installation date is yet to be determined. I would estimate 2 weeks of painting time for this project.

**Artist Statement of Qualifications: \*Resume Attached**

I boast 12 years painting murals and over 50 completed projects ranging from 50 to 1,5000 sq ft. I have painted interior and exterior jobs on brick, metal and wood, allowing me to choose the best materials and coating to ensure a lasting final product. Application of my work is professional quality, I paint quickly and efficiently use supplies. I also am comfortable with heights and using lifts or ladders. I especially enjoy collaborating with communities to translate their input into public art. I have worked with The Pittsburgh Cultural Trust, the Pittsburgh Downtown Partnership, the Sprout Fund, The Mario Lemieux Foundation, Live Nation, Modello and other businesses or community organizations.

**Budget Breakdown:**

1. Artist Fee: \$ 1,500
2. Site preparation: \$ 500
3. Labor: \$ 2,000
4. Installation: \$ 2,500
5. Materials: \$3,000
6. Rental equipment: \$2,000
7. Travel to and from site: \$750
8. Insurance: \$ 150
9. Other Expense \$2,350 Travel and Lodging

Total Project Cost: \$14,750

**Concepts Description:**

I took a lot of time to create thoughtful, fully colored and dynamic concepts, this being said all concepts are works in progress and I am happy to make any revisions needed.

### **North Wall:**

A steamy forest scene showcasing evergreen trees and hot springs. I wanted this wall to be an invitation for travelers to connect with nature personally. Chimney rock and Rifle falls are also hidden behind the foggy environment. I added a zoomed in image of the graceful Blue Heron and feel that it fits perfectly with the soft air environment. Possibly the right side of the door could be a new location of the signage.

### **South Wall:**

I wanted to adhere to celebrating the water element of Pagosa by having an underwater view. After learning about the native fish, I decided to include the Flannel Mouth Sucker to bring attention to this endangered species, rising to the surface. Additionally I thought it would be cool when the garage door is opened it would look as if the bubbles were rising up to the surface.

### **West Wall:**

Purple mountains majesty! I wanted to use this wide wall to focus on the beautiful sunsets over the mountains and San Juan River glowing gold. I also wanted to depict the animal life of Colorado and I felt the Big Horned Sheep was a strong symbol of resilience and strength and have updated the design with a zoomed in view. This wall sends a message of exploration and discovery. Due to the high visibility of this wall I wanted to utilize vibrant colors to attract viewers to explore the building up close.

### **East Wall:**

I thought I could depict a natural scene of when wild horses played in the springs before humans had discovered them. I was happy that the revision notes had suggested native flowers. The endangered Pagosa Skyrocket is a special flower to the area and so we are giving it the main focus, so that I can paint details in the flower that are difficult to see. I wanted to update the colors so this wall is as vibrant and colorful like the others.

*Note the final mural will be even more colorful. I think each wall should be able to stand alone but work together. I have faded the sides into one another. Some elements and colors will overlap, making the entire mural one cohesive mural.*

### **Maintenance Plan:**

For this project I would utilize acrylic and aerosol paints. To ensure it lasts in the elements, I would recommend Mural Shield clear coat, which withstands harsh elements. I also have painted on a similar steel building and think that is a big advantage to have this experience because the texture of the wall limits how much detail can be painted. The clear coating helps protect the mural for up to 10 years, I would recommend re-applying every 5 years to ensure it lasts much longer.



### **References:**

Bruce Chan

Pittsburgh Downtown Partnership, Director of Urban Design, Mural Client  
bchan@downtownpittsburgh.com 412-325-0158

Bill Larkin

Arsenal Cider House, Owner, Mural and Illustration Client  
bill@arsenalcider.com 412-260-6968

Chris Boles

Red Fish Bowl Gallery, Owner, Mural Client  
chris@redfishbowl.com 724-681-8965



## AGENDA BRIEF

**MEETING:** Town Council - 06 May 2025

**FROM:** April Hessman, Town Clerk

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**PROJECT:** Main Street Liquor Permit Request

**ACTION:** Council discussion and motion

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**PURPOSE/BACKGROUND:**

Mr. Dallas Weaver, owner of Foot Prints shoe store at 456 Pagosa Street, provided public comment at the Town Council meeting held April 15, 2025, regarding a downtown Sip and Shop idea. He is currently working with businesses located on the north side of the 400 block of Hwy 160, on store participation, times, and dates. The construction barrier along the sidewalk on the north side of the 400 block between Goodman's Department Store and Memory Lane Antique Store could act as the area where alcohol is allowed, with signage at either end prohibiting alcohol beyond that point. The businesses currently holding liquor licenses, (Pagosa Bar, San Juan Eatery, The Overlook, and Caldwell's -Liberty Theater) would have signage indicating no alcohol brought into or out of those businesses.

Mr. Weaver said he would like to hold the first event on June 25, 2025 from 4:00 pm - 7:00 pm, and then possible continue on the last Wednesday of the month in July and August. A special event liquor permit would need to be obtained for this type of event. Ms. Mary Jo Coulehan has offered to use the Chamber of Commerce to apply for the June 25th date as the non-profit holding the special event. Staff is seeking Town Council's permission to allow alcohol on the sidewalk within the barricaded area between Goodman's Department Store and Memory Lane Antique Store along the north side of the 400 block of Hwy 160 for the events, and to waive the Special Event Permit fee of \$100 per event.

If approved by the Town Council, staff will work with Mr. Weaver and the Chamber of Commerce or other non-profit to confirm the dates and times of the events.

**FISCAL IMPACT:**

Special Event Liquor Permit Fee is \$100 per event.

**RECOMMENDATIONS:**

1. Move to approve a Special Event Liquor Permit on the north side of the 400 block sidewalk during the downtown sidewalk events and waive the \$100 application fees
2. Move to approve a Special Event Permit with the following conditions...
3. Direct Staff



## AGENDA BRIEF

**MEETING:** Town Council - 06 May 2025

**FROM:** Jennifer Green, Executive Director

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**PROJECT:** Consideration of Recommending Allocation from Restricted Fund

**ACTION:** Discussion and Possible Action

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### PURPOSE/BACKGROUND:

Below is the brief provided to the Tourism Board during their April 2nd meeting. Additionally, the minutes from the April 2nd meeting with the Board's discussion has been included for reference. The Board unanimously approved recommending allowing the Multi-purpose Pavilion project to use the funds as a cash match in pursuing grant opportunities. If the project does not materialize or grant funding isn't awarded, the funds will not be spent.

The volunteers with the multi-purpose pavilion would like the Tourism Board to consider a request for matching funds for possible grant opportunities. A little background:

In 2023, the Tourism Board took a recommendation to the BoCC and Town Council to move lodging tax funds from reserves into a restricted fund earmarked for a permanent event venue. The Tourism Board did not have a specific project, location, etc in mind. However, they felt moving the funds out of reserves would help provide funding in the future. The Tourism Board approved recommending the transfer of \$500,000 from reserves into a discreet line item in the Town's Trust / Impact Fund during their March 24th meeting. The item was discussed during a joint Town / County work session on March 28th and again during a work session on May 25th. Upon the recommendation from the Tourism Board, in April 2023, the County Commissioners approved moving \$500,000 from lodging tax reserves into a restricted fund for a future event venue. In September 2023, Town Council also approved the recommendation.

The need for a permanent event venue was identified in the adopted 2019 Destination Master Plan. The adopted 2019 Destination Master Plan can be reviewed at: [https://drive.google.com/file/d/1RUwcOvhg5N0\\_u36lK2R-vnAyUuwdpgs9/view?usp=drive\\_link](https://drive.google.com/file/d/1RUwcOvhg5N0_u36lK2R-vnAyUuwdpgs9/view?usp=drive_link)

The consideration now is a request from the non-profit board affiliated with the Multi-purpose Pavilion. While the Tourism Board did not have a specific project in mind, the MPP Board was directed by Town Council to seek funding to build a permanent venue. The MPP had been located in South Pagosa Park, after seeking approval to build a roof to the existing location, the roof at South Pagosa was denied and the non-profit were directed to determine a permanent location in South Yamaguchi within a certain time frame. The Tourism Board had approved funds for the roof, but when the MPP Board was directed differently from Town Council, that approval was for a project that did not materialize and the group was made aware that a new request would need to be made once their plans were confirmed.

The group has identified grant opportunities that require a cash match. If the Tourism Board approves this recommendation, the next step is to take the recommendation to both Town Council and the Board of County Commissioners. With the approval of all entities, the MPP Board would be able to confirm cash match. The funds would only be allocated if a grant is awarded. Attached for consideration is the proposed budget and rink plan. A video of the proposed rink can be viewed at: <https://drive.google.com/file/d/13zkMGHTlb2WLGHMD-3qWspODtVkhTT4a/view?usp=sharing>

### ATTACHMENTS:



[Minutes\\_040225](#)

[Resolution 2023-13 Restricting Funds for Event Venue](#)

[PMPP\\_OrgBudget\\_2024-2025](#)

[Rink plan](#)

**RECOMMENDATIONS:**

1. To approve the request, allowing the Multipurpose Pavilion project to leverage the \$500,000 as a cash match to pursue grant funding.
2. To deny the request and direct staff.



Town Hall - 551 Hot Springs Blvd.  
Pagosa Springs, CO 81147

## MINUTES

Pagosa Springs Area Tourism Board Meeting  
April 2, 2025 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on April 2, 2025, at 4:00 PM in the Town Hall - 551 Hot Springs Blvd. .

### **BOARD PRESENT:**

Board Member Johnson, Board Member Lucero, Board Member Dufour, Council Member Williams, Board Member Thornton, Shane Prince, Sarah Mashue, Board Member Marchand, and Board Member Ranson

### **BOARD ABSENT:**

I. CALL MEETING TO ORDER – Meeting was called to order at 4:03pm.

II. PUBLIC COMMENT – *There was no public comment*

### **III. CONSENT AGENDA**

#### **1. Approval of March 24th Meeting Minutes**

Council Member Williams moved to approve March 24th Meeting Minutes, Shane Prince seconded.

**Carried.**

### **IV. REPORTS TO BOARD**

#### **1. Destination Blueprint Update - Dave Santucci**

Dave Santucci attended the meeting via Zoom to give the Board an update on the Destination Blueprint Program. Dave reminded the group that the Destination Blueprint was a grant from the CTO that included a destination assessment, a workshop, and 100 hours of consulting. At the workshop the group chose goals to focus on for the program. The goals that were chosen were Championing the Value of Tourism and tourism management in Pagosa Springs area and develop and implement messaging that highlights the importance of tourism and the efforts of VPS to both residents and visitors. We have created tools to help with this including an editorial calendar, website content, blog posts, social media content, newsletter content, Championing the Value of Tourism slide deck and ambassador communications. The editorial calendar includes fire safety information as well as construction. The website has a new Welcome page, About Us page and a Blog page. Resident facing messaging channels have been created or are in the works such as weekly contributions from tourism in the Town of Pagosa Springs newsletter, public presentations using the CVT slides, ambassador communications, and social media. The next steps for Destination Blueprint are completion of the content, launching of the content, and a program summary report. The program will wrap up in about 6 weeks. Director gave an update on the status of the tools at this time. We don't currently have a blog on the website but it is in progress and she had a meeting with the website vendor yesterday and should have something in a week or two to start adding content into and it should go live in 2-4 weeks. We are thinking about calling the "About Us" the "Business Resources" section in the footer. Staff is starting to work on building out that content on the website. We have a new video about how to properly douse a fire. We are working on some new paid social with some of this content. Board Member Prince asked if there is any way to prioritize construction and fire information to go out sooner than 6-8 weeks. Director answered we will be getting the fire content pushed out in about a week. In regards to construction information we have the parking flyer/maps, the QR code magnets and card for lodging properties. The QR codes go to our Welcome

Pagosa Springs Area Tourism Board  
April 2, 2025

page on the website which has construction information and will be updated with fire information, safe driving (designated drivers), the free wifi in the parks is now linked to the Welcome page. Director and Dave have a meeting tomorrow to continue working on this. Dave showed the Board the Championing the Value of Tourism slide deck. This tool is for anyone on the board or staff who is acting as a spokesperson for tourism to use slides for presentations. Dave mentioned that Pagosa Springs has had a great start to the year compared to the state. Pagosa Springs continues to be a bright spot in the state as far as visitation. A lot of the state slowed down in 2024 and Pagosa still saw good numbers and continues to see good numbers in 2025.

## 2. Chair Report

## 3. Director Report

Director explained that she doesn't always receive all of the lodging tax data by the first Wednesday of the month. At the time of this packet being sent out February lodging tax was not yet available but Director has since received February numbers which show we are 25% up over February 2024. When director looked at November through February we were up 19.7% or \$45,552.

Director is involved in updating the IGA with a small group Madeline Bergon, Veronica Medina, Shane Lucero. There was a lot of consensus at the joint town and county meeting that the 2 year terms for Tourism Board members should be changed to 3 year terms. This should be adopted by the end of the year. The updated IGA will come before the town and county in a future joint work session.

Director explained to the Board that it has been a very busy start to the year. She is usually in meetings for 3 solid days every week.

Director asked if anyone had any questions from the Director Report. County Commissioner Rep John Ranson asked how our lodging tax numbers compare to the rest of the state. Director answered since we don't have a STAR report and we don't get a state wide STAR report director doesn't see those numbers. She will see if Dave Santucci has any information he can share with us. The state usually releases their numbers in July for the prior year. Board Chair Lucero stated it was surprising to hear we were up with such a dry winter. Director stated we sometimes see better numbers in dryer years because the visitors aren't afraid to drive to Pagosa. They will still come as long as they can still ski.

Director mentioned we have not had any complaints about construction at the Visitor Center yet but we do have the stress balls for that purpose. Board Member Prince stated he had not had any complaints yet. Board Chair Lucero stated he had a couple from St Paul and they did not think the traffic was a big deal at all. If people are traveling from bigger cities then construction is not unusual for them. Board Member DuFour stated when people come into her store and mention the construction she tries to put a positive spin on it and talk about how great it is going look when it is completed. Director mentioned Kat with Main Street is working on a video that will show what the project will look like when it is completed. We plan to have that looping on a TV at the Visitor Center.

## V. NEW BUSINESS

### 1. Multipurpose Pavilion / Event Venue - Brian Collabollotta

Director provided an agenda brief in the meeting packet for Board Members to review before the meeting today. The brief explained the history of how the funds were moved into a restricted fund. We

Pagosa Springs Area Tourism Board  
April 2, 2025

are not going into the nuances of how the Multipurpose Pavilion will operate at this time. Brian stated the Tourism Board has been good to the Multipurpose Pavilion over the years with infrastructure support, funding for tournaments, and ice skates. The project was started in 2012. The first rink was in 2015 and they have operated it every year except during covid until this winter. The rink was not opened this winter because it is not sustainable for 28 days of operation. It has been a labor of love but they have had a plan to move forward for years now to a permanent facility. Two years ago they were about to add a roof at the South Pagosa Park location and at the last minute, the plug was pulled on that location. It has always been labeled a Multipurpose Pavilion with ice skating events in the winter and in summer could be used by local sports groups or any event in the town. So it makes sense to label it as a multi-use event center. In the winter it will be refrigerated. It will be a 35,000 ft covered space. In the past they tried to have hockey, broom ball, and curling tournaments but it was a difficult to try to have events there. Town Council Rep Williams mentioned the Town set aside 3 acres next to the Pickleball courts. The space is contingent on them raising the funds within 3 years. They should know in the next year whether this is going to happen or not. If not the Town will consider using the land for other purposes and funds will go back to the people who provided funding.

Brian is here to ask the Tourism Board to use the \$500,000 they have set aside in a restricted fund for an event center. The facility will have a concrete surface, room for the stage to back in, bleachers, a spot for 3 food trucks at the east end. Board Chair Lucero asked when the clock started on the 3 years. Brian answered a year ago in December. They have possible donors who are waiting to see if the town kicks anything in. Brian stated GoCo was on board for a grant but they rarely fund the same town in the same year or back to back years. The town applied for the grant for Bob's LP property and they snuck in the cycle before them. They are applying for some other grants like Palmer Foundation who helped with the Alamosa rink but that foundation is more focused on youth sports rather than event centers. They have reached out to the Gates Foundation. Board Member Johnson asked how much the whole project will cost. Brian answered a little over \$3.5 million. The roof is \$2 million and the rink is \$1.5 million including refrigeration. It could be less in another location because the footers have to go so deep with the fill in this location but they like the location for the community, parking, etc. Board Member Mashue asked about walls. Brian answered the reason they went with open concept is because GoCo is for outdoors. They won't fund anything indoors. They are considering having walls on 3 sides, perhaps even roll-down canvas sides. Board Member Dufour asked when was the last time the budget was updated. Brian answered about 6 months ago and they put in an extra 20% for increased costs over time. Board Member Johnson asked if the ice rink will be year round. Brian answered no, the ice rink will be 5-6 months of the year and the concrete floor for the other months for roller skating or roller hockey, volleyball, wrestling, events.

Director stated the ask today is if the Board wants to make a recommendation to move the funds from the restricted fund but it is ultimately up to Town Council and BOCC. Director would take it before the Town and County. Brian added their nonprofit will run the center and it will be operated year round. Events and everything will go through them. It will be similar to Seeds where they rent the spot from the town and will be operated by the nonprofit. He has spoken with Mary Jo and she is interested in moving her events to the pavilion. So this will help the community have better event experiences especially with inclement weather. Board Member Marchand asked if there are other event venues being proposed. Director explained that no, when the board put the funds aside they didn't have any specific location or design in mind. Board Chair Lucero stated they put the money aside because if they went for a grant and it was a matching grant they would be ahead of the game. Director stated if the project doesn't happen and the grants aren't awarded, the money will not be spent. Board Member Marchand asked if it will be open to the general public. Brian answered they aren't sure yet. It will be fenced in and they need to



Pagosa Springs Area Tourism Board  
April 2, 2025

consider liability insurance. Board Chair Lucero asked if there will be bathrooms. Brian answered they aren't sure yet but likely port-o-potties like they have always had and it will be a work in progress. County Commissioner Rep John Ranson asked what the next step would be if approved by the town and county. Director answered she will provide a letter stating that we have committed this money for this project. Then they can use the letter for grant applications showing they have the funds.

Board Member Johnson moved to recommend approving allocation of the \$500,000 from the event venue restricted fund as cash match for the Multipurpose Pavilion to pursue grants, Council Member Williams seconded.

**Carried.**

## **2. 2025 Event Funding Update**

Director stated there is \$18,280 remaining in Event Funding. Director heard from one other event organizer and they were given the deadline of last Friday to submit their application and they have not submitted anything. The funding is first come first serve. That is spelled out in the event funding application that is sent out to event organizers in December. The \$140,000 total for event funding in 2025 includes the \$40,000 in funds that Town Council allowed us to reallocate for more event funding.

## **3. 2025 Event Funding -Thingamajig Theatre**

Laura Moore with Thingamajig Theater Company was in attendance. They are requesting \$25,000 in event funding. Town Council Rep Williams explained to Laura that the board really focuses on events that bring people to town to stay in hotels and vacation rentals and eat at our restaurants. He would like to know how many out of town visitors the theater brings in. Laura answered they sell tickets and collect zip codes so they know exact numbers. In 2023 they did a survey and asked non-locals how many days they were staying in Pagosa and if they came specifically to see shows. In 2024 they sold 8,260 tickets, 46% were out of town zip codes so 3,800 tourists saw a show. In 2023, 1,216 tourists came specifically to see a show at PSCA and averaged 5.5 nights per stay, 96% stayed in local lodgers, so 6,688 nights of heads in beds were created by Thingamajig Theater, 3,344 beds were occupied, AI says that lodging averages \$166 per night in low season and \$304 in high season so the theater provided between \$535K-1 million to lodgers. So in lodging tax the theater returned between \$26-50K to this board. Board Member Prince pointed out that the lodging letter that was provided was from 2024. Laura stated he must have sent in the same letter as last year. She stated they also work with Mountain Landing and the Springs Resort. Board Member Prince also stated he goes to shows and has never been asked if he was a local. He also pointed out that tickets are \$27 (based on Laura's numbers in budget of # of tickets sold and income) and increasing the price of the ticket by \$2 to around \$30 it would add up to \$25,000 which is what they are asking for. Laura clarified tickets are actually \$44 for adults and \$25 for kids. They are a non-profit and they are trying to bring quality arts to the community at a price that is affordable. They do scholarships for kids camp and there are ways to see shows for free by running the door. It would be like asking why doesn't the library charge for their books? Board Member DuFour stated \$30 might not seem like a lot but for a family of 4 it adds up and may keep children from having those cultural experiences. Laura pointed out that each ticket costs them \$90 to produce but they charge \$40 and the rest of the money is made up by donors and grants. They are thrifty, have only one employee. Laura added every penny you give us we will give it right back to you and more. She also pointed out they also do a lot of shows in the shoulder seasons.

Sarah Mashue moved to approve an allocation \$18,280 in 20235 event funding to the Thingamajig Theatre, Board Member Dufour seconded.

**Carried.**

## **4. Tourism Ambassador Program**

Pagosa Springs Area Tourism Board  
April 2, 2025

Director explained this was Council Member Martinez idea which came up in a joint work session 2 months ago. Director has had several meetings and discussions about this program with Council Member Martinez, Council Member Williams, County Commissioners Brown and Medina, Kat with Main Street, and Mary Jo with the Chamber of Commerce. We had a program like this ready to roll out in 2020 and then the pandemic hit so it was put on hold. At that time the team was trying to get the businesses engaged with the free tools and resources available through Visit Pagosa. This time the impetus for this program is the construction project. In the past we went to The Springs and Wyndham and trained their front line employees. The language is not quite finalized yet but we are looking at a certification process with businesses who want to participate. The businesses will get something out of it, like a free reel on social media and other incentives to get the businesses to take advantage of this to encourage their employees to attend. If businesses do get 50% of their staff to attend they will be certified. We will have window decals that designates them as a partner, perhaps a logo on their listing on our website, and special social media promotions. It will be free of charge, just a time requirement. It gives us opportunity to get our weekly newsletter out to more businesses with all of the other educational information we need them to be aware of like construction and fire info. Everyone working in the community get visitor questions about various things such as road conditions, fire restrictions, etc. That helps the community on a broader level know how to answer these common questions and knows where to find the answers. Director and Mary Jo have both done these types of trainings in the past and have materials that can be updated. The trainings could be done in an hour time frame and would likely be done by Director to talk about resources through Visit Pagosa, the Sherriff to speak to emergency management and fire, Mary Jo and Kat will talk about opportunities through the Chamber and Main Street. The employees will be required to attend in person and then complete the Colorado Concierge program through the CTO online that takes about an hour and goes through Leave No Trace, our general region, and other hospitality information. If the community is helpful and knowledgeable to visitors that will help with repeat visitation. The employers will have knowledgeable employees and for the employees it could be a resume builder. This program will be co-branded with the chamber and Main Street. We will need them to help reach out to and encourage the businesses they have contacts with to participate. Director explained we are moving forward with this. Her staff is tapped and she has had conversations with David Harris about a possible reorganization of staff, maybe adding another part time employee to help coordinate and help fill in at the visitor center when needed. The county currently has \$100K for business grants. This was originally an idea to help use some of that money. Director is proposing having lodging tax cover the expenses of the program and the county can free up all of their \$100K for business grants. There will be a monthly drawing for participants of the program to win gift cards. Director is planning to go before Town Council to discuss moving \$15K from the \$400K in Infrastructure they have asked us to not use. Director sees this as an ongoing program even after construction is completed. Board Chair Lucero commented he and his staff went through the program in 2020 at The Springs and it was awesome. The Springs staff was much more knowledgeable and received more positive reviews from guests after training. Board Member Prince stated they have a hospitality training at Wyndham they put their staff through and they see a 5% increase in satisfaction scores after the training. He thinks this is fantastic to have trained staff who are all speaking the same language. Director will be meeting with some businesses to talk through the logistics and incentives. We will likely launch this program around memorial day before the busy summer season. There will be multiple classes, we will bring in lunch, give hand outs and cheat sheets with resources, get everyone to sign up for our weekly newsletter, and hopefully this will expand use of the app. Director asked Board Members to let her know if they have any ideas.

## VI. OLD BUSINESS

### 1. AI Tool for Website

Staff has been exploring different uses for AI to enhance our offerings for months. While staff has an upgraded account through ChatGPT to assist in various tasks, such as copywriting, we have also explored

Pagosa Springs Area Tourism Board  
April 2, 2025

adding an AI tool to the website for more interactive trip planning for visitors. We were early adopters with a chatbot tool in 2018 and 2019, but did not renew the subscription as it had a lot of weaknesses and we weren't able to determine usage to justify. Technology has advanced significantly since and there are now many tools designed specifically for tourism. Staff recently met with Guide Geek for a demo of their tool. Guide Geek is powering an AI tool for Visit Estes Park, Colorado.com, Visit Colorado Springs and many others. Staff has also investigated Intentful and Mindtrip. Adding an AI tool to the website for visitors to plan vacations should enhance user experience, increase engagement, and drive conversions. The tool can provide personalized travel recommendations and time-saving convenience. For example, instead of manually searching through multiple websites, users can receive instant, customized itineraries in minutes. Ideally, we would have the tool integrate with our booking engine, in order to provide up-to-date information on flights, hotel availability, weather conditions, and travel restrictions. Additionally, once "trained" the AI-powered chatbot can answer user queries 24/7. An interactive AI tool can keep users engaged longer on the website, increasing the chances of them completing a booking. Another advantage is multilingual & accessibility features, without the cost of page by page translations.

Another aspect is access to analytics to track user behavior, preferences, and trends, helping us and potentially

businesses refine their offerings. There is a lot of future opportunity and ways to leverage this tool once it is integrated into the website. If the Board wants to pursue this, the cost of the tool would be absorbed into the 2025 marketing line item. Staff is still evaluating options, but is leaning towards Intentful for cost and shorter implementation time.

Board Chair Lucero stated he felt like it was up to the Director and Staff to make the decision. He appreciates the update and hopes it makes staff lives easier. Director stated training the tool will take time and be challenging. Board Member Marchand stated they use an AI tool for his business. They are about 8 months in and it is still not trained after about 5 hours per week of working with it but it has made his life easier and it has been worth the money for his business. Director asked the Board for a general consensus if they agree with moving in this direction. There was general consensus from the Board to move forward with this.

### VII. Other Discussion

1. County Commissioner Rep Ranson stated he and the Commissioners have been talking about ideas to help with getting visitors and locals to continue to come downtown during the construction project. He would like the Board members to let him know if they have any ideas. Director mentioned she is working with Andy with the MET on an idea for a bus schedule to get people downtown for events with uptown collection points. This would help with traffic and parking and getting people to attend the events. If this works it could be something we do beyond construction since parking is always a problem for events. Board Member Lucero asked if there would be a way to put a moratorium on the limited number of taxi licenses during the construction. Director answered taxis are a state program and the county can't compete with shuttle services. Director also mentioned we have had some tragic accidents in the community recently so we have added safe driving resources to the Welcome page. We are also working on a coaster that we will distribute to bars and restaurants with a QR code that links to that Welcome page. We will give them to the businesses for free. We can get them printed for 2-3 cents each. Mary Jo had the idea to have a big poster with the same information at events. Board Member Marchand suggested the bus routes have a live view. When he traveled to Canada they had that on an app and you could see exactly where the bus was on the route. It might encourage more people to use the bus. Director agreed that would be a great resource and she will pass that idea along. Director also

Pagosa Springs Area Tourism Board  
April 2, 2025

stated the construction signage is coming soon. Tourism is not in charge of this signage but Town staff is working on getting signage with enforceable language and the signs will be ordered and installed soon.

**VIII. NEXT TOURISM BOARD MEETING MAY 7TH AT 4:00 PM**

**IX. ADJOURNMENT**



**TOWN OF PAGOSA SPRINGS, COLORADO  
RESOLUTION NO. 2023-13**

**RESOLUTION OF THE TOWN OF PAGOSA SPRINGS, COLORADO TO  
RESTRICT LODGING TAX FUNDS FOR THE PURPOSE OF A FUTURE  
EVENT VENUE**

**WHEREAS**, the Town of Pagosa Springs, Colorado (the "Town") is a home rule municipality duly organized and existing under Article XX of the Colorado Constitution and the Pagosa Springs Home Rule Charter of 2003, as amended (the "Home Rule Charter"); and

**WHEREAS**, pursuant to Sections 1.5 G) and 2.2 of the Home Rule Charter, the Town Council is authorized to adopt resolutions on local and municipal matters; and

**WHEREAS**, the Pagosa Area Tourism Board (the "Board"), an advisory body to the Town and Archuleta County, Colorado desires to set aside funds for an event venue; and

**WHEREAS**, the Board has voted to restrict \$500,000 from Lodging Tax Fund reserves to be utilized as a savings measure for the establishment of an event venue at a location, scope, and cost to be determined; and

**WHEREAS**, the Town Council supports the restriction of funds for said purposes.

**NOW, THEREFORE, BE IT RESOLVED** by the Town Council of the Town of Pagosa Springs, Colorado, as follows:

**Allocation of Restricted Funds:**

1. In fiscal year 2023, the Town shall transfer \$500,000 from the Lodger's Tax / Tourism Fund to a discreet line item within the Town's Trust / Impact Fund for the establishment of an event venue.
2. By recommendation of the Pagosa Area Tourism Board and approval by the Archuleta Board of County Commissioners and Town Council, additional funds from the Lodging Tax / Tourism Fund may be added to the event venue line item within the Trust / Impact Fund.
3. Restricted funds shall be accounted for and reported within the annual Town Budget and reviewed as part of the Town's annual audit.

**Permissible Uses.** Restricted funds shall be solely utilized for the following purposes:

- a. Planning, design, engineering and development of an event venue;
  - b. Land acquisition required for establishment of said venue;
  - c. Construction costs related to the venue, including utilities, roads, parking areas, and other infrastructure needs;
  - d. Match for a grant or other funding source;
  - e. Utilization in a public-private venture to establish and/or manage an event venue;
  - f. Maintenance, operations, and promotion of the venue; and
  - g. Retirement of long-term debt taken on for the venue.
4. **Reduction and Reversal.** Upon a majority vote of the Pagosa Area Tourism Board, followed by a Resolution passed by the Town Council, funds restricted for the event venue may be removed from restricted to “unrestricted” back to the Lodging Tax/ Tourism fund.
5. **Effective Date.** This Resolution shall become effective immediately upon adoption by Town Council.
6. **Severability.** If any part, section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.

**ADOPTED** this \_\_\_\_ day of \_\_\_\_\_.

TOWN OF PAGOSA SPRINGS, Colorado

By \_\_\_\_\_  
Shari Pierce, Mayor

Attest:

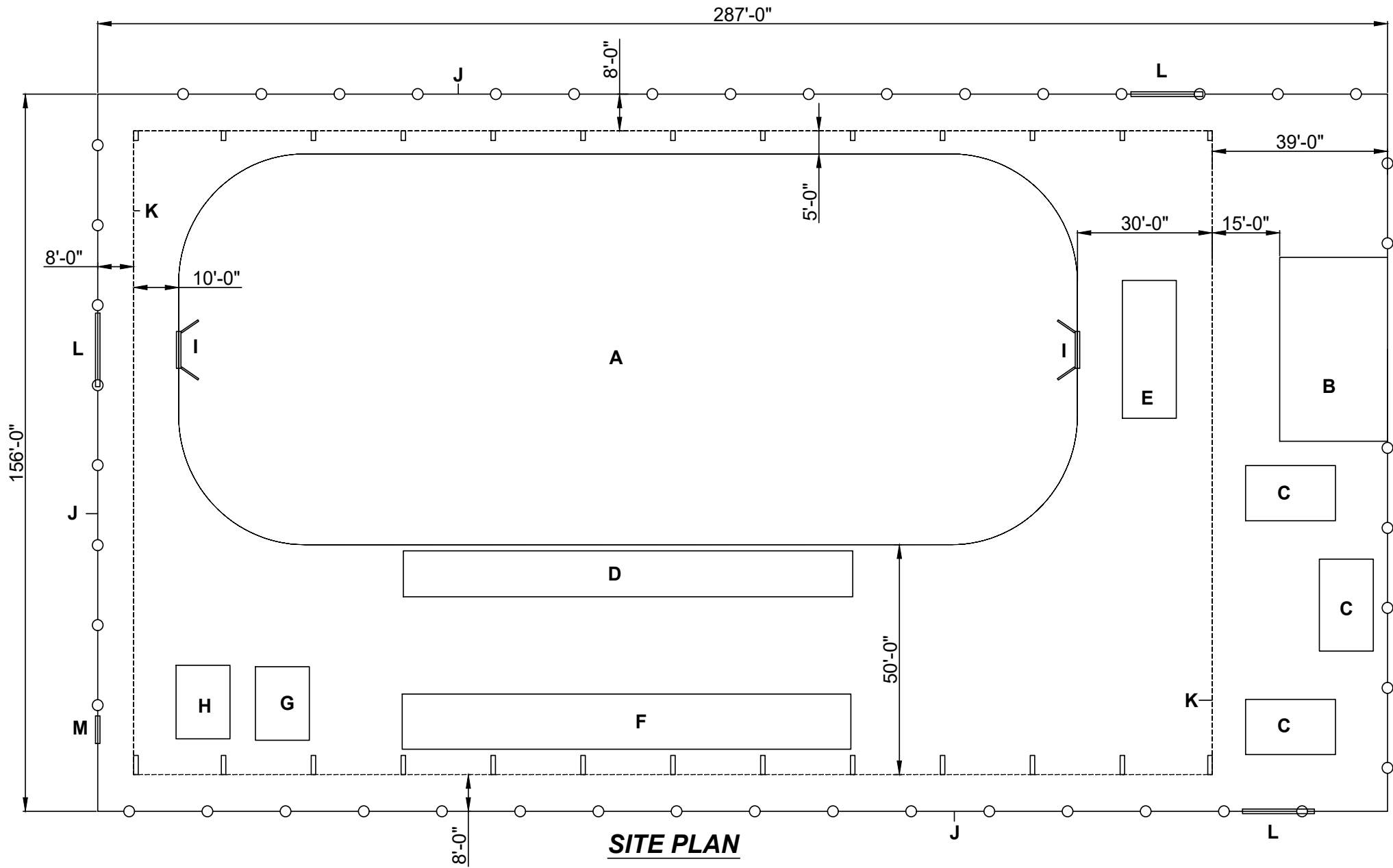
\_\_\_\_\_  
April Hessman, Town Clerk



**Pagosa Multi-Purpose Pavilion**

## Budget

| <b>EXPENSES</b>                   | <b>2024-2025</b>      |
|-----------------------------------|-----------------------|
| Roof & associated cost            | \$1,780,506.00        |
| Ice rink and refrigeration        | \$1,368,000.00        |
| Perimeter concrete                | \$80,000.00           |
| 12' perimeter fence               | \$47,000.00           |
| 3 phase electrical                | \$40,000.00           |
| Foundation for new Zamboni garage | \$25,000.00           |
| Move existing zam garage          | \$10,000.00           |
| Advertising                       | \$1500.00             |
| Insurance                         | \$695.00              |
| Web hosting                       | \$250.00              |
| Phone                             | \$300.00              |
| Office                            | \$500.00              |
| Grant writing                     | \$7000.00             |
|                                   |                       |
|                                   |                       |
| <b>TOTAL Expenses</b>             | <b>\$3,360,751.00</b> |
|                                   |                       |
| <b>Anticipated INCOME</b>         |                       |
| Pagosa Tourism Board              | \$500,000.00          |
| Goco                              | \$500,000.00          |
| Private donors                    | \$1,500,000.00        |
| Other grants                      | \$500,000.00          |
| Town of Pagosa Springs            | \$250,000.00          |
| Archuleta County                  | \$250,000.00          |
| <b>TOTAL Income</b>               | <b>\$3,500,000.00</b> |
|                                   |                       |



| KEY NOTES |                              |
|-----------|------------------------------|
| MARK      | DESCRIPTION                  |
| (A)       | ICE RINK [85x200']           |
| (B)       | ZAMBONI GARAGE [24x40']      |
| (C)       | EVENT FOOD TRUCK COURT       |
| (D)       | PLAYER BENCHES [10x100']     |
| (E)       | MOBILE STAGE [12x30']        |
| (F)       | BLEACHERS [12x100']          |
| (G)       | WARMING SHED [12x16']        |
| (H)       | SKATE SHACK [12x16']         |
| (I)       | 8' REMOVABLE ACCESS DOORS    |
| (J)       | 12' CHAIN LINK FENCE         |
| (K)       | MTL BUILDING [140x240']      |
| (L)       | DBL 8' FENCE GATE [16' OP'G] |
| (M)       | FENCE GATE [6' OP'G]         |

