



Visitor Center Conference Room 105 Hot
Springs Blvd
Pagosa Spring, CO 81147

AGENDA
Main Street Advisory Meeting
May 14, 2026 @ 5:00 PM

REMOTE PARTICIPATION

Join Zoom Meeting By Computer -

<https://us02web.zoom.us/j/81624739242?pwd=SQkzqMEw6ayHxazRQf7ldCEWj4icTs.1>

Meeting ID: 816 2473 9242 Passcode: 433373

A Zoom link is available. The Town cannot guarantee internet service or online broadcasting. Remote participation is at the risk of attendees. The meeting will continue in person regardless of the broadcast capability.

I. CALL MEETING TO ORDER

II. ROLL CALL

III. DISCLOSURES AND/OR CONFLICT OF INTEREST

IV. PUBLIC COMMENT

V. APPROVAL OF MINUTES

Recommended Action: Move approval of the meeting minutes to the next regular meeting.

VI. REPORTS TO BOARD

- 1. Main Street Coordinator Report**
- 2. Art Walk Committee Report**
- 3. Heritage & Culture Committee Report**

VII. UNFINISHED BUSINESS

- 1. Main Street Business Assistance Grant Fund & Business Contact Update**

VIII. NEW BUSINESS

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

- 1. Business Request for Main Street Support**
- 2. Main Street Art Walk Request to Waive Vendor Permit Fees**

IX. NEXT MEETINGS

Main Street Advisory Board Meeting June 11, 2026, 5:00 PM, Visitor Center/Zoom

X. ADJOURNMENT



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - May 14, 2026

FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report
ACTION: Information Only
Discussion

PURPOSE/BACKGROUND:

Highlights

- Cone Zone Care recognized statewide as a Downtown Colorado Inc. Downtown Excellence Award finalist; Coordinator received the Vicki Mattox Downtowner of the Year Award
- Construction support and wayfinding now in active season mode, including Free Public Parking signage improvements and new Lewis Street directional signage
- DOLA-supported Communications Plan workshop completed with Blakely + Company; final plan expected no later than June
- National Main Street Now Conference (Tulsa) attended; key lessons learned and how they apply to Pagosa included in the packet
- Beyond the Bottom Line Business Success Forum (April 29) supported and hosted; Main Street update delivered during the Local Power Hour and Matt Gordon (DOLA) presented AI plenary + deep-dive breakout
- Q1 2026 Main Street report submitted and 2026 Main Street America Accredited Program status confirmed (certificate attached)
- Main Street update delivered at the PSCDC Annual Meeting (May 6), highlighting 2026 as a pivot year and reinforcing Main Street's role in construction support, activation, heritage, and post-construction relaunch planning (presentation attached)

Downtown Colorado Inc. Recognition

Cone Zone Care was recognized by Downtown Colorado Inc. as a finalist for a Downtown Excellence Award, which was a meaningful acknowledgment of the work we are doing to support downtown businesses through the US Hwy 160 reconstruction. Board Member Dufour and I attended the awards ceremony in Grand Junction on April 2 to represent Pagosa Springs Main Street and connect with downtown champions from across Colorado. While Cone Zone Care did not take home the Project award, it was an honor to be a finalist alongside so many strong community efforts. I was genuinely

surprised and humbled when my name was called to receive the Vicki Mattox Downtowner of the Year Award. Sincere thanks to the Colorado Main Street team for the encouragement, support, and steady resources that help our program keep improving and make a bigger impact.

Main Street Now Conference (Tulsa)

In April, I attended the National Main Street Now Conference in Tulsa, OK. The conference provided valuable perspective and practical ideas related to sustainable program management, downtown activation, and strengthening sense of place. I will include a short “Lessons Learned” summary in the packet so board members can see the key takeaways and how they translate to Pagosa Springs.

Cone Zone Care and Construction Support

Cone Zone Care is now fully in active season mode, and we continue focusing on practical “reduce confusion” wayfinding to help visitors and pass-through traffic navigate downtown during construction. Since March, that work included adding additional Free Public Parking signage at the old courthouse lot, repairing the sign at the library lot, and creating new orange wayfinding signs to help direct traffic to Lewis Street businesses around the closure at Highway 160. Special thanks to James Dickhoff at the Town for jumping in and helping get the new signs hung. We continue coordinating regularly with CDOT PIOs and local partners to keep construction updates, access information, and business support messaging aligned.

Communications Plan (DOLA Consulting Support)

Main Street completed the DOLA-supported communications plan workshop on March 16, facilitated by Blakely + Company. The session helped us identify priority audiences, tighten messaging, and improve partner coordination in a way that is realistic for our capacity. We anticipate receiving the final communications plan product no later than June. This is a great example of the valuable resources and technical support available through our Main Street accreditation and partnership with the Colorado Main Street Program. Special thanks to board members for taking four hours out of their busy schedules to participate and contribute thoughtful input.

Beyond the Bottom Line Business Success Forum

Since February, I’ve worked with PSCDC and the Chamber to help organize and then host the Beyond the Bottom Line Business Success Forum on April 29. The forum was a great success and designed to give local businesses practical tools, relevant resources, and fresh ideas to support resilience and long-term success. I provided a Main Street update during the Local Power Hour and provided event coordination and logistics throughout the day-long event. I also invited Matt Gordon from DOLA to present both a plenary session on AI and a deep-dive breakout session, which added real value for our local business community and is another strong example of the support and resources available through our Colorado Main Street network.

Program Reporting & Accreditation

In April, I completed and submitted the Q1 2026 Main Street quarterly report, keeping us on track with reporting requirements and ongoing efforts related to the Excelling application. We also received confirmation of our 2026 Main Street America Accredited Program status for meeting standards of performance in 2025 (certificate attached).

PSCDC Annual Meeting Main Street Update

During the PSCDC Annual Meeting on May 6, I provided a Main Street update focusing on where the program is right now and how we are balancing immediate construction support with momentum-building for what comes next. The update framed 2026 as a pivot year, with an emphasis on reducing friction during construction through clear communications, parking and access messaging, practical wayfinding tools, and business support resources. It also highlighted key activation and sense-of-place efforts that give people reasons to stop downtown, including the upcoming Main Street Art Walk, Colorado 150/America 250 heritage projects, and planning for a post-construction relaunch phase. A copy of the slides is included in the board packet.

ATTACHMENTS:

1. Kathleen McFadden Main Street Now 2026 Lessons Learned
2. 2026 Main Street Now Accredited Certificate-33
3. 2026 PSCDC Annual Meeting Main Street Update_Final



**Kathleen McFadden,
Main Street Coordinator**

Conference Reflections & Lessons Learned

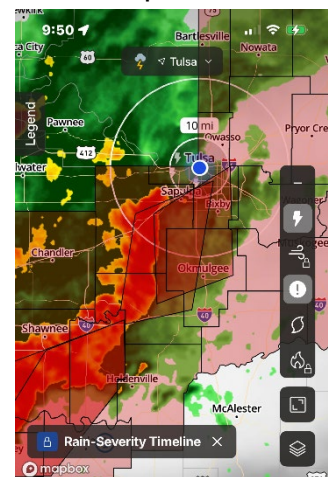
Attending the 2026 National Main Street Conference provided a valuable opportunity to step back and look at downtown revitalization through a broader lens. What stood out most to me was not any single project or presentation, but a consistent theme across communities of all sizes: successful downtowns are intentional. They create experiences, embrace their identity, and make it easy for people to engage, linger, and return.

Across sessions, site visits, and conversations, I noticed a clear emphasis on three core ideas: activation, authenticity, and adaptability. Communities are finding success by activating underutilized spaces, leaning into what makes them unique, and testing flexible, lower-risk approaches to development and programming.

There was also a strong focus on creating layered experiences. The goal is to give people more than one reason to be downtown and to encourage them to stay longer, explore more, and feel connected to the place.

One of the most valuable takeaways for me was a shift in how I evaluate ideas. It is easy to look at examples from other communities and immediately think, “We can’t do that in Pagosa.” What I found more useful was reframing that instinct into a different question: *what is the idea behind this, and how could it translate in Pagosa?* That simple shift opens the door to possibilities that are more realistic, more scalable, and ultimately more aligned with who we are as a community.

Even outside of sessions, these ideas played out in real time. That included navigating a classic Oklahoma evening with tornado sirens sending everyone to the hotel’s designated safe area. I was confident the building would hold, but I will admit my primary concern was the fate of my Bronco in severe thunderstorm with baseball-sized hail.



Observations from Downtown Districts

The Global District offered a powerful example of how culture and identity can shape a place. This area intentionally reflects the diversity of the community through food, art, and small businesses. It feels authentic rather than manufactured, creating both a sense of discovery and a sense of belonging while supporting local entrepreneurs in a meaningful way.



In Tulsa's Blue Dome District, historic preservation and storytelling are central to the area's identity. The district embraces its Route 66 history and architectural character in a way that feels cohesive and intentional. It is not overly polished. That authenticity is part of its appeal.



The Route 66 corridor takes a more playful and highly visible approach. Large-scale murals, bold signage, and oversized statues create memorable, photo-friendly moments that naturally draw people in. These elements are simple in concept but highly effective in encouraging people to stop, explore, and share their experience.



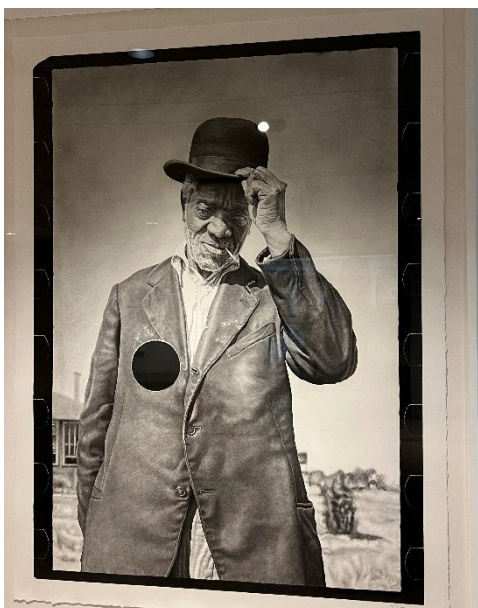
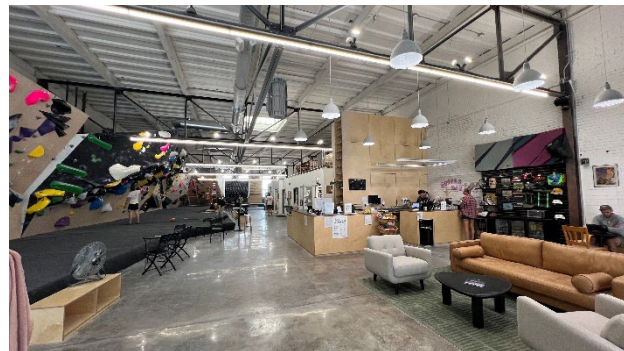
Murals in particular were a consistent and impactful tool across multiple areas. They add color, tell stories, and transform otherwise ordinary walls into destinations. In many cases, they reflect local culture, history, or community identity, reinforcing a stronger sense of place.



The Boxyard was a standout example of adaptive reuse and incremental development. By using shipping containers for retail and dining, it lowers the barrier to entry for small businesses while creating a flexible environment for gathering. The layout supports both everyday use and events, with shared seating and multiple levels that encourage movement and interaction.



Another notable concept was the Gravity Bear Bouldering Gym and Coffee Shop. This space combines recreation and social gathering in a single building, creating natural energy and repeat visitation. It is a simple but effective example of how blending uses can strengthen both businesses and overall activity.



A visit to the Philbrook Museum added another layer to my Tulsa experience. Beyond the beauty of the historic home, gardens, and museum, one exhibition stood out.

Killing the Negative: A Conversation in Art & Verse explores the Depression-era Farm Security Administration photo archives and the role of Roy Stryker, who determined which images were preserved and which were “killed” by punching holes in the original negatives.

Artist Joel Daniel Phillips and poet Quraysh Ali Lansana built a collaborative exhibition pairing large-scale drawings inspired by these altered images with ekphrastic poetry written specifically for each piece. The result is a powerful intersection of representation, truth, and power, and a reminder that creative expression does not have to be traditional to be impactful.



Quraysh Ali Lansana
American, b. 1964
early in late spring, 2021

mama vines my hair like fickle fruit
fightin for air in this ashy dirt. when
livin, leaves are stinky feathers

if worms leave them be. tied to stakes
in a jesus way, root and crown growin
up and out. past april unkind to rebirth

see it in daddy's eyes, half empty
baskets. my eyes heavy as ample
harvest, this easter dress my room.

sun just now awake, i water
and water, praying salt from skin
don't kill our supper table. mama

hammers morning hymns. the soil
hard-headed from time to time. she
asks zion to tend our garden plump.

***What Is
Ekphrastic
Poetry?***

The poems in this exhibition are ekphrastic, meaning that they vividly describe a work of art. The poem might place us directly in the artwork, imagining the context, thoughts, and feelings of the subject—helping us consider both poem and image with more weight.



Relevance to Pagosa Springs

Each of these examples reinforces ideas that are highly applicable to Pagosa Springs Main Street:

- Continue strengthening our sense of place by leaning into our history, culture, and natural environment in visible and engaging ways
- Use murals, art, and creative installations to add energy, tell our story, create photo-worthy moments, and increase foot traffic
- Explore opportunities for small-scale, flexible development that supports entrepreneurs and activates underutilized spaces
- Encourage mixed-use and complementary businesses that create natural gathering spaces and extend length of stay

These observations align well with the direction we are already heading and provide additional inspiration as we continue to support downtown businesses through construction and position Pagosa Springs for long-term vibrancy and economic resilience.

The opportunity ahead is not to replicate what I observed, but to apply these ideas in a way that is distinctly Pagosa, creating a downtown that is resilient, engaging, and unmistakably our own.



Main Street America

and

Colorado Main Street

certify that

Town of Pagosa Springs

has been recognized as a

2026 Accredited Program

for meeting the standards of performance in 2025

A handwritten signature in black ink, appearing to read 'Erin Barnes', with a horizontal line underneath.

Erin Barnes
President & CEO
Main Street America

A handwritten signature in black ink, appearing to read 'Matt Wagner', with a horizontal line underneath.

Matt Wagner, Ph.D.
Chief Innovation Officer
Main Street America

Pagosa Springs Main Street Update

Kathleen McFadden

**Main Street Coordinator &
PSCDC Administrative Manager**

PSCDC Annual Meeting | May 6, 2026



A Pivot Year for Main Street

Supporting Downtown Today, Building Momentum for What Comes Next

Support now.

Keep businesses visible, accessible, and connected during construction.



Activate momentum.

Use art, events, wayfinding, and storytelling to give people reasons to stop.



Position next.

Prepare for a stronger post-construction district and relaunch phase.

The focus is clear: Reduce friction today, create reasons to visit tomorrow.

Reducing Friction During Construction

Clear information, visible access, and practical business support.

- Cone Zone Updates with CDOT, direct Q&A
- Consistent, reliable communications, alerts through newsletter, social media
- Parking banners, maps, access signs
- Business assistance, marketing, promotions, free online directory



If people can find parking, understand access, and trust that businesses are open, they are more likely to stop.

Turning Reasons to Visit Downtown Into Reasons to Buy



Activations help people choose downtown instead of avoiding it.

Wednesday Wine Walk
AUGUST 27 • SEPTEMBER 24
400 BLOCK OF PAGOSA STREET • 4:30 - 7:30 PM
FREE Admission - \$10 for Three Glasses of Wine
WIN Gift Cards! Downtown Shops Will Be OPEN!

A promotional graphic for the Wednesday Wine Walk. It features a cartoon character of a wine bottle with sunglasses and a gold chain, holding a glass of red wine and a shopping bag. The text includes the event name, dates, location, time, admission details, and a QR code.

Concept



Main Street Art Walk
June 26 + July 24 | 4-7 PM
APPLICATIONS NOW OPEN!

A promotional graphic for the Main Street Art Walk. It features the same cartoon wine bottle character, now holding a paintbrush and standing next to an easel with a painting. The text includes the event name, dates, time, and a call to action.


Momentum

Building Sense of Place Through Heritage & Culture



History, culture, and storytelling help people connect with downtown and care about its future.

- Color Pagosa's Past Commemorative Coloring Book: \$7,500 project grant
- 30+ hours of oral histories being edited, transcribed
- Historical Walking Tour expansion with DAR support
- July 4th Historical Scavenger Hunt on Visit Pagosa app
- History Vault and Colorado Day "Seal the Vault" event



A poster for a call for artists. On the left is a vertical strip of colorful, abstract watercolor art in shades of pink, purple, blue, and yellow. To the right, the text reads: "CALL FOR ARTISTS", "Color Pagosa's Past: A Colorado 150 Commemorative Coloring Book", "Pagosa Springs has a story worth coloring.", and "Initial Submissions Due April 16". At the bottom right is a QR code and the Pagosa Springs Main Street logo.

CALL FOR ARTISTS

Color Pagosa's Past:
A Colorado 150 Commemorative
Coloring Book

Pagosa Springs has a story worth
coloring.

Initial Submissions Due April 16

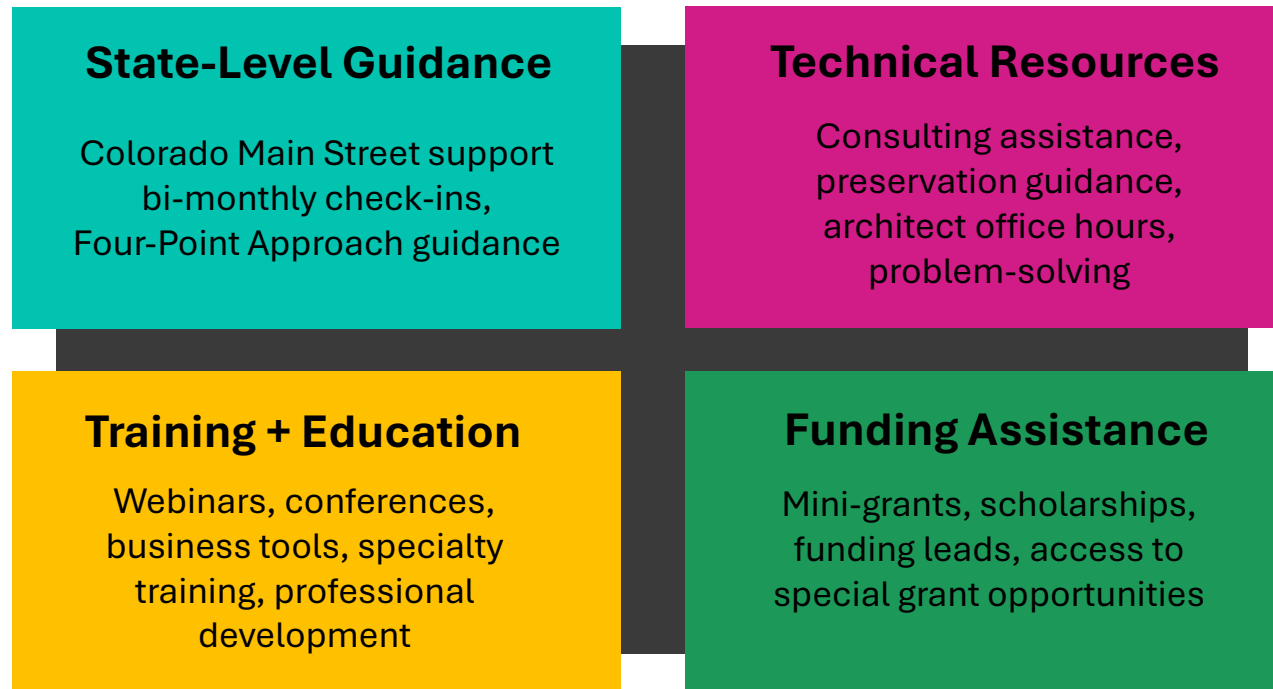


These are not just history projects. They are reasons to explore, remember, share, and return.

Bringing Main Street Resources Home

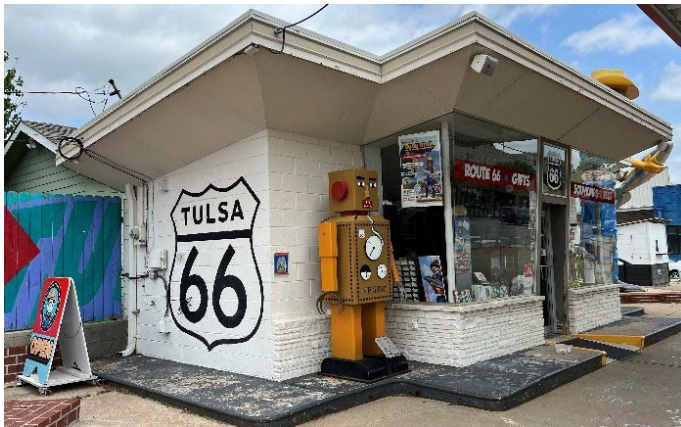


The value is leverage: Main Street connects local priorities with statewide expertise, practical tools, and funding opportunities.



Creating Momentum with Intention

Successful downtowns do not happen by accident. They create experiences, embrace identity, and make engagement easy.



Activation



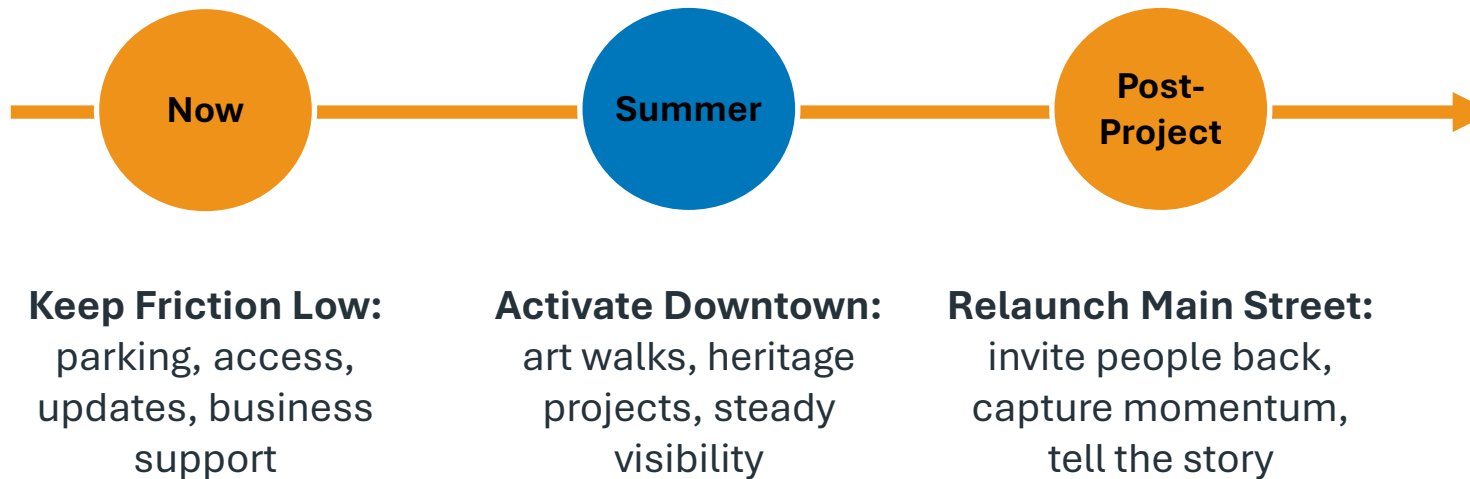
Authenticity



Adaptability

The goal is not to copy another community but to translate the idea in a way that is distinctly Pagosa.

Preparing for Post-Construction Relaunch



Opportunity: Make downtown easier to use, more memorable to visit, and stronger after the construction project is complete.

Connecting the Dots, Building Momentum

The value of Main Street is connection.



- Businesses with resources
- Local projects with state support
- History with economic vitality
- Short-term challenges with long-term opportunity

Goal: Help downtown businesses through this season, keep people connected to Main Street, and continue building momentum for a stronger post-construction future.



DCI Cone Zone Care Project Nomination + Downtowner of the Year Excellence Award



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - May 14, 2026

FROM: Kathleen McFadden, Rosanna Dufour

PROJECT: Art Walk Committee Report
ACTION: Information Only
Discussion

PURPOSE/BACKGROUND:

Reporting Period: March–May 2026 (since last Main Street Advisory Board meeting)

Event Dates: Friday, June 26, 2026 and Friday, July 24, 2026 | 4:00–7:00 PM

Purpose and Background

The Main Street Art Walk is a two-event pilot designed first and foremost as a downtown business support strategy during the US Hwy 160 reconstruction. The goal is to increase foot traffic, dwell time, and customer activity for downtown retailers and restaurants while also showcasing local artists and strengthening downtown’s sense of place. The event will pair artists with host businesses to create a walkable, indoor-first “pop-up gallery” experience that encourages people to browse, shop, dine, and spend time downtown.

District Activation Approach

Because the Main Street district is long and participation clusters naturally into different areas, the event plan uses a “three connected experiences” model to help attendees move through the full district without forcing a rigid route:

- **West End / 400 Block: Shop & Discover** (highest retail concentration)
- **Mid-Point / Picasso & Vino Area: Create & Engage** (hands-on engagement point)
- **East End / RiverWalk Inn: Taste & Gather** (a stronger anchor stop rather than spreading limited participation too thin)

The goal is not to make every block equal. The goal is to make each participating area feel intentional, connected, and worthwhile.

Current Status

Planning is now in active rollout mode. Business and artist interest forms have been launched and participation is being confirmed. At this stage, the primary focus is completing artist–business pairings

and confirming logistics so we can transition into heavy marketing by the end of May.

Host Businesses (signed up to host artists):

Picasso & Vino; Dublin Crust & Brew; San Juan Lifestyle; PJ's Fine Bamboo Rods; P.S. Chocolates; RiverWalk Inn; Happy Trails Ladies Boutique; Mountain & Meadow Real Estate; Bliss Scoops & Sweets; Pagosa Mountain Sports; Lace and Lariat; Sherpa Real Estate; Gallery Summer; Lantern Dancer; Bloom Boutique; Reynolds Ash & Associates.

Participating Artists:

Michell Stefany Montano; Samantha Wisener; Layne Eliese Mills; Beth Been; Teresa Foster; Michele Turney; Chellie Panzera; Cynde Jackson; Nadia Waski; Longinos Gonzalez Jr; Brett Kilburg; Sally High; Selena Anne; Lisa Saunders; Michele White; Mike McCrann; Carolyn and Andy Arnold; Adrian Sanchez; Laura Lee Drumwright; Lise Neer.

Matches: Most pairings are confirmed. Three artists signed up late; one has been placed and two are still pending placement. The goal is to finalize remaining matches no later than the end of this week.

Funding and Support

A Tourism event funding request was submitted for \$5,000 and the project was awarded \$2,700. We are grateful for this support, which will strengthen promotion and visitor navigation tools as we build a sustainable model for the Art Walk moving forward.

Next Steps (May)

Once matches are finalized, the next phase is finalizing and distributing a complete marketing and participant "press kit," including:

- Event brand graphics and templates for businesses/artists
- Printed passport and map (for navigation + participation tracking)
- On-site wayfinding (window flags/markers, directional signage, anchor identifiers)
- Press release, calendar listings, and partner toolkits
- Coordinated promotional schedule with businesses, artists, Tourism, and lodging partners
-

Goal: Begin the heavy marketing push by late May so visitors and locals have plenty of lead time to plan around the June 26 and July 24 dates.

ATTACHMENTS:

1. Main Street Art Walk Images



Artists Wanted

Turn Downtown Shops
Into Your Gallery

Main Street Art Walk
June 26 + July 24 | 4-7 PM

Showcase + Sell Your Work
Inside Downtown Businesses

Painters • Potters • Photographers • Makers + More

APPLY NOW: bit.ly/MainStreetArtists
DEADLINE: April 24, 2026





Downtown Businesses Wanted

Host an Artist
in Your Shop

Main Street Art Walk
June 26 + July 24 | 4-7 PM

Drive Foot Traffic + In-Store Shopping

APPLY NOW: bit.ly/MainStreetShops
DEADLINE: April 24, 2026






AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - May 14, 2026

FROM: Kathleen McFadden, Mayor Pierce

PROJECT: Heritage & Culture Committee Report
ACTION: Information Only
Discussion

PURPOSE/BACKGROUND:

The Heritage & Culture Committee continues advancing projects aligned with Colorado 150 and America 250, with a focus on preserving and sharing local history in ways that are public-facing, family-friendly, and tied to long-term downtown sense of place and economic vitality. Several initiatives are now in active implementation, with key milestones underway for spring and summer.

Color Pagosa's Past: Colorado 150 Commemorative Coloring Book

The committee launched the Call for Artists in late March and promoted it throughout April, supported by a full submission packet, press release, and outreach campaign materials. The \$7,500 printing grant is secured, and the project has moved into the submissions review phase.

Submission Response and Process Adjustment

Submission volume was lower than needed for a 28-page book, with four submissions received through the form and one additional submission sent by email outside of the process. That response level suggests the submission workflow may have been too complicated, which likely limited participation and reduced the range of artist fit available for selection.

The committee is currently evaluating options and plans to decide quickly so the project can move forward in a timely manner. Two paths are under consideration to ensure the finished book meets the quality standard and reflects our community's story, pride, and character:

- **Hybrid relaunch:** Simplify the Call for Artists and run a short Round 2 while also directly inviting a targeted list of artists, followed by a one-page test using an approved historic reference image.
- **RFP for a lead illustrator:** Issue a small RFP to identify one lead illustrator (or small team) to produce most pages in a consistent style, with the option to include a few community feature pages if desired.

Oral History Project

Oral history work continues to move forward, with 30+ hours recorded to date. Aztec Media has been engaged for professional editing and time-coded transcription so these stories can be preserved and used in future public-facing heritage interpretation, including walking tour expansion and other anniversary programming.

History Vault and Colorado Day Planning

The committee finalized the History Vault content purchase list and the designated publications have been purchased. Planning continues for the community “Seal the Vault” event on Colorado Day (August 1, 2026).

July 4 History Activity

For July 4, Heritage & Culture will not staff a separate history tent/table this year. The day’s programming already includes history-based storytelling and cultural content on stage as part of Pagosa’s Sesquicentennial “Party in the Park” at Yamaguchi Park, with a ceremony hosted by the American Legion featuring historical stories, cultural performances, and local musicians. Festivities are listed as beginning at 10:00 AM.

Main Street’s Heritage & Culture contribution will focus on the history-themed scavenger hunt through the Visit Pagosa app, which is also listed as part of the Party in the Park activities. This approach keeps our effort aligned with the larger event schedule while still giving families a hands-on, self-guided way to engage with local history throughout the day.

Schedule

- **4th of July Parade:** 10:00 AM (Hot Springs Blvd)
- **Party in the Park @ Yamaguchi Park:** begins 10:00 AM (includes historical stories/cultural performances/music + scavenger hunt, among other activities)

ATTACHMENTS:

1. Color Pagosa's Past Call for Artists & Submission Packet_Final3.25.26
2. Color Pagosa's Past Call for Artists Press Release_Final Submitted
3. Coloring Book Call for Artists Outreach



Pagosa Springs Main Street Program Heritage & Culture Committee

Call for Artists & Submission Packet

Color Pagosa's Past:

A Colorado 150 Commemorative Coloring Book

Pagosa Springs has a story worth coloring.

Pagosa Springs Main Street invites local artists to help create *Color Pagosa's Past: A Colorado 150 Commemorative Coloring Book*, a community celebration of Colorado's 150th anniversary of statehood and America's 250th anniversary in 2026.

This 28-page keepsake coloring book will showcase historic buildings, cultural heritage, iconic landscapes, and local symbols of Pagosa Springs and Archuleta County. Each page will include short, kid-friendly captions that are educational and accessible. Main Street will print 5,000 copies for free distribution in August 2026 through schools, Ruby M. Sisson Memorial Library, Pagosa Springs History Museum, community partners, and participating downtown businesses.

Questions?

Kathleen McFadden
Pagosa Springs Main Street
Kat@PagosaSpringsCDC.org
970.264.3023

Prizes & Recognition

Main Street will award cash prizes for:

- 1st Place—\$300
- 2nd Place—\$200
- People's Choice Award—\$200

Selected artists will be credited in the book.

The 1st Place award also includes the opportunity to have the artwork featured on the full-size (8.5" x 11") color cover. A color version of the artwork must be submitted to be eligible for cover consideration.

Voting details will be shared in the official award announcement materials.

Timeline

- Call opens: Thursday, March 26
- Submissions due: Thursday, April 16 (11:59 PM)
- Selections announced: Wednesday, April 22
- Final artwork due: Friday, May 29

What Selected Artists Will Create

Each selected artist will submit:

Required: One black-and-white coloring page interpretation (bold, clean line art designed for coloring).

Optional (Cover Consideration Only): One full-color illustration of the same composition. The color version is required only for artists wishing to be considered for the cover feature.

Subject Selection Process

Artists will select from the published Subject List included in this packet.

Artists may also suggest one additional subject that fits the project theme of Pagosa Springs history, heritage, and sense of place. Suggested subjects will be considered based on relevance, space, and feasibility.

Artists will rank up to six preferred subjects in the submission form. The Heritage & Culture Committee will confirm final assignments to ensure balance, variety, and representation across the book. This is not a first-come, first-served process.

Selected artists may be invited to illustrate additional pages if needed to complete the book.

Eligibility

- Open to Archuleta County residents only
- Age 18+
- Judges, committee members, and immediate household members are not eligible

Artist Guidelines & Content Standards

This section outlines expectations for subject matter, artistic approach, and community representation.

All artwork must:

- Be family-friendly and appropriate for general audiences
- Be historically respectful and locally relevant
- Avoid business logos and trademarks when possible
- Simplify human figures and avoid identifiable faces

Indigenous cultural elements (Southern Ute, Jicarilla Apache Nation, Navajo Nation) may require permission or cultural review where applicable. The project team will advise if review is needed.

Representation of Hispanic heritage and other cultural contributions within Archuleta County is encouraged where appropriate.

Reference images may be used for guidance only. Final artwork must be original 2D artwork created by the artist. Photographs and photo-based conversions are not eligible as final book pages.

AI tools may be used for brainstorming or reference purposes only. **Final submitted artwork must be created by the artist and may not be AI-generated.**

Technical Specifications & Production Requirements

This section provides required layout dimensions and file specifications for submitted artwork.

The **Artist Template** pages included after this section are visual references for dimensional guidance only. Artists must create artwork independently and ensure it conforms to the required size and proportion specifications described below.

Artists may use traditional or standard digital illustration tools.

Interior Page Specifications (Required Submission)

Participation in the coloring book requires submission of one black-and-white line art version. This line art version is mandatory for inclusion in the book and eligibility for interior placement and awards.

All artists must submit a black-and-white coloring page interpretation that meets the layout and technical requirements outlined below.

Final Printed Page Size

8.5" x 11" (portrait orientation)

Interior Layout Structure

Each interior page includes:

- 0.75" outer margins
- A 7" wide x 7.5" tall, boxed artwork area
- A 2" caption area below the artwork

The caption area is reserved for title, educational description, and artist credit and will be written and formatted by Main Street.

Artists are responsible for creating only the artwork portion.

Required Interior Artwork (Line Art)

The line art must:

- Be original 2D artwork created by the artist
- Be hand-drawn or digitally illustrated using standard tools
- Be solid black line art on white background
- Be bold, clean, and designed for coloring
- Include enclosed shapes suitable for coloring
- Avoid gray shading, gradients, pencil texture, or faint scans

Artwork must:

- Fit proportionally within a 7" x 7.5" vertical format
- Keep important elements at least 0.25" inside the artwork boundary

Main Street will place approved artwork into the final page template.

Optional Full-Color Submission (Cover Consideration Only)

Submission of a full-color version is optional. However, artists must submit a color version of the same composition to be eligible for the 1st Place award and cover feature.

Artists who submit only the required black-and-white version remain fully eligible for interior placement and 2nd Place or People's Choice awards but will not be considered for the cover feature.

The cover will be printed in full color at 8.5" x 11" portrait orientation.

Cover artwork must:

- Be original 2D artwork created by the artist
- Allow sufficient open space for book title and design elements
- Not include added typography

File & Submission Requirements

All artwork must be submitted through the official **Artist Signup Form**.

Preferred formats:

- Vector PDF
- SVG

Accepted raster formats:

- PNG
- TIFF

Resolution:

- 600 dpi recommended
- 300 dpi minimum

Files must be high resolution, clean, and print-ready.

Physical Artwork Submission (Limited Accommodation)

Digital submission is preferred. Artists unable to upload digital files may request physical submission assistance in advance of the deadline.

Artists must:

- Complete the Artist Signup Form
- Indicate physical submission assistance is needed
- Contact Main Street prior to the deadline

Physical artwork must:

- Be original 2D black ink line art
- Be solid black ink on bright white paper
- Be clean, high contrast
- Be flat (not folded, rolled, or mounted)
- Fit proportionally within the required 7" x 7.5" artwork area

Main Street may scan physical artwork. Main Street is not responsible for damage during handling. Final print quality depends on clarity of the original piece.

Submission Platform Notice

The official **Artist Submission Form** requires Google sign-in to upload files. Artists must have a free Google account (Gmail) to complete the submission and upload artwork.

Artist Template (Visual Reference)

The following pages provide a scaled visual reference of the interior page layout, including:

- 0.75" page margins
- 7" x 7.5" artwork box
- 2" caption area
- Safe boundary indicators

These pages demonstrate how artwork will be placed within the final printed page. Artists must ensure their artwork conforms to the required dimensions described above.



Subject Name

This is where Main Street will write and print two sentences that describe the subject in a fun and educational way. This will tie the subject to the overall theme of celebrating Pagosa’s history, heritage, and sense of place.

by Artist Name

#

Artwork Box Size 7" Wide x 7.5" Tall

0.75"

0.75"

Artwork Box Size 7" Wide x 7.5" Tall



0.75"

0.75"

Subject Name

This is where Main Street will write and print two sentences that describe the subject in a fun and educational way. This will tie the subject to the overall theme of celebrating Pagosa's history, heritage, and sense of place.

by Artist Name

2" Caption

#

0.75"

Subject List

The following subject list is included in the official **Artist Submission Form**, where artists will rank up to six preferred subjects. This list is provided here for advance review to help artists consider their selections before completing the form.

Artists may also suggest one additional subject that aligns with the project theme of Pagosa Springs history, heritage, and sense of place. Suggested subjects will be reviewed by the Heritage & Culture Committee for relevance and feasibility.

Historic Buildings & Sites (HB)

- HB01 – Pagosa Hot Springs Bathhouse / Mother Spring
- HB02 – Pagosa Springs History Museum
- HB03 – Liberty Theatre
- HB04 – Any historic home in Archuleta County
- HB05 – Immaculate Heart of Mary Catholic Church
- HB06 – Historic railroad depot site
- HB07 – Gomez Store
- HB08 – Any historic business building
- HB09 – Pagosa Springs Middle School building
- HB10 – Chimney Rock National Monument

Cultural Heritage & Stories (CH)

- CH01 – Indigenous heritage (Southern Ute, Jicarilla Apache Nation, Navajo Nation; review may be required)
- CH02 – Shepherds and sheep wagons
- CH03 – Stagecoach / early travel
- CH04 – Log cabin homestead
- CH05 – Cowboys and ranching heritage
- CH06 – Hispanic cultural heritage in Archuleta County

Natural Wonders & Outdoor Life (NW)

- NW01 – San Juan River with hot springs steam
- NW02 – Wildlife of Archuleta County
- NW03 – Flora & trees of Pagosa
- NW04 – Trout fishing on the San Juan River
- NW05 – Dinosaurs & fossils of the San Juan Basin

Local Symbols & Community Life (LS)

- LS01 – Downtown Pagosa Springs streetscape
- LS02 – Barn with San Juan Mountains backdrop
- LS03 – Rodeo scene
- LS04 – Ice skating, ice cutting, fishing, or horseback riding scene
- LS05 – Historic quilt

Questions & Contact Information

Thank you for participating in *Color Pagosa's Past: A Colorado 150 Commemorative Coloring Book*. Your creativity will help preserve and share the history and stories that shape Pagosa Springs and Archuleta County.

We look forward to seeing Pagosa through your artistic lens.

For questions regarding eligibility, subject selection, technical specifications, or submission requirements, please contact:

Kathleen McFadden
Pagosa Springs Main Street
Kat@PagosaSpringsCDC.org
970.264.3023

Pagosa Springs Main Street invites artists to help “Color Pagosa’s Past” for Colorado 150 Celebration

In a town known for its healing waters, mountain horizons and deep-rooted history, Pagosa Springs Main Street is inviting local artists to help tell the community’s story one page at a time.

The Main Street Heritage & Culture Committee has launched a call for artists for *Color Pagosa’s Past: A Colorado 150 Commemorative Coloring Book*, a community art project celebrating Colorado’s 150th anniversary of statehood and America’s 250th anniversary in 2026.

The 28-page keepsake coloring book will feature original artwork inspired by historic buildings, Indigenous heritage, ranching and Hispanic cultural traditions, natural landscapes and scenes of everyday life in Pagosa Springs and Archuleta County.

“We believe Pagosa Springs has a story worth coloring,” said Kathleen McFadden, Main Street coordinator. “This project honors our past while inviting the next generation to connect with our shared history in creative and meaningful ways.”

Five thousand copies of the commemorative coloring book will be printed and distributed free throughout the community beginning in August 2026 through local schools, the Ruby M. Sisson Memorial Library, the Pagosa Springs History Museum, community partners and participating downtown businesses.

Archuleta County residents age 18 and older are eligible to apply. Artists of all experience levels are encouraged to participate.

Selected artists will create bold black-and-white line art pages designed for coloring and printing. A full-color version of the artwork is optional and required only for artists who wish to be considered for the cover feature.

Cash prizes will be awarded: first place, \$300 and cover feature; second place, \$200; and People’s Choice Award, \$200.

Initial artist submissions are due by 11:59 p.m. April 16. Selected artists will be announced April 22, with final artwork due May 29.

Artists may choose from a curated list of subjects, including the Pagosa Hot Springs bathhouse, Chimney Rock National Monument, ranching heritage, river scenes and historic downtown storefronts. Applicants may also suggest an additional Pagosa Springs-themed subject for consideration.

The project is part of the statewide Colorado 150 initiative, which encourages communities to reflect on their history and the stories that shape their future.

“We are excited to involve our arts community in creating this commemorative keepsake in celebration of the unique history of our place,” related Mayor Shari Pierce, chairman of the Heritage and Culture committee of Pagosa Springs Main Street. “Through this project, we hope to help children understand the community around them and what makes it special.”

“This is more than a coloring book,” McFadden said. “It is a snapshot of who we are, our places, our traditions and our landscapes, captured through the creative lens of local artists.”

Full application details and submission information are available at <https://bit.ly/ColorPacket>.

The artist submission form is available at <https://bit.ly/ColorPagosa>.

For more information, contact McFadden at Kat@PagosaSpringsCDC.org or (970) 264-3023.



CALL FOR ARTISTS

Color Pagosa's Past:
A Colorado 150 Commemorative
Coloring Book

Pagosa Springs has a story worth
coloring.

Initial Submissions Due April 16



Pagosa Springs has a story worth coloring.

Pagosa Springs Main Street invites Archuleta County artists (18+) to help create *Color Pagosa's Past*, a 28-page commemorative coloring book celebrating Colorado's 150th anniversary of statehood and America's 250th anniversary in 2026.

This keepsake book will feature historic buildings, cultural heritage, iconic landscapes, and local symbols that reflect the history and spirit of Pagosa Springs and Archuleta County.

5,000 copies will be printed and distributed free throughout the community in August 2026.

Prizes

- **1st Place — \$300 + Cover Feature**
- **2nd Place — \$200**
- **People's Choice — \$200**

Artists selected for 1st Place must submit a full-color version of their artwork to be eligible for the cover feature. All artists must submit a black-and-white line art version for interior pages.

Important Dates

- **Initial Submissions (Interest + Subject Selection) Due:** April 16 at 11:59 PM
- **Selections Announced:** April 22
- **Final Artwork Due:** May 29

What Artists Will Create

Selected artists will illustrate a bold, clean black-and-white coloring page designed for printing and coloring.

A full-color version is optional and required only for those wishing to be considered for the cover.

Artists will rank subject preferences from an approved list (historic buildings, Indigenous heritage, ranching culture, natural landscapes, downtown scenes, and more). One additional subject suggestion may also be submitted.

Who Can Apply

- Archuleta County residents
- Age 18+

This is a community project celebrating local history, heritage, and sense of place. Artists of all experience levels are encouraged to apply.

👉 **Review the full Call for Artists & Submission Packet here:**

<https://bit.ly/ColorPacket>

👉 **Submit your initial application here:**

<https://bit.ly/ColorPagosa>

Questions?

Kathleen McFadden

Kat@PagosaSpringsCDC.org

970.264.3023

We look forward to seeing Pagosa Springs through your artistic lens.



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - May 14, 2026

FROM: Kathleen McFadden

PROJECT: Main Street Business Assistance Grant Fund & Business Contact Update
ACTION: Discussion and Action

PURPOSE/BACKGROUND:

Purpose

This effort has two connected goals:

- **Business Assistance Grant Fund (Impact Zone only):** complete the board-approved opt-in/opt-out distribution process for eligible storefront businesses experiencing direct construction disruption.
- **Business Contact Update (district-wide):** build an accurate owner/manager contact list to strengthen outreach, program support, and fairness going forward.

Background

The **\$13,408.62** Business Assistance Grant Fund (restricted account) is intended for eligible storefront businesses operating in the board-approved Impact Zone, defined as “construction at your front door” along Pagosa Street/US Hwy 160 from the 1st Street Bridge to Patria, plus Lewis Street. The distribution model is opt-in/opt-out with equitable sharing among eligible opt-ins. Eligibility is limited to storefront businesses operating in the Impact Zone and does not apply to property owners/landlords who do not operate an eligible business at that location.

Status

- **25 businesses** have completed the combined form (contact update + fund opt-in/out where applicable).
- **Impact Zone opt-in/out responses:** 23 total
 - **Opt In:** 82.6% (19 businesses)
 - **Opt Out:** 17.4% (4 businesses)
- Business lists across sources are inconsistent; combined estimates suggest roughly **188**

downtown businesses. A refreshed list has been requested from the Town.

The current response level reinforces what we anticipated in the board-approved process: business license lists and billing contacts are inconsistent, email outreach often lands with the wrong person or gets missed entirely, and social media/newspaper articles have limited reach. The practical takeaway is that the fund process needs targeted verification in the Impact Zone so eligible businesses do not miss the opportunity due to contact gaps.

Recommendation (Pivot)

To move forward quickly, I recommend separating the two efforts and completing them in the right order. The pace of the fund closeout work will depend on whether the board is able to identify a volunteer Impact Zone Champion or distribute field verification by section.

Phase 1: Complete the Business Assistance Fund (Impact Zone only)

Focus all follow-through on confirming that every eligible Impact Zone storefront business has received the link and had a chance to opt in or opt out.

- 1. Create an Impact Zone “Master List” by storefront verification (not by licenses).**
Do a quick Impact Zone walk to confirm storefront operators and correct owner/manager contacts. Where helpful, use printed maps and assign sections to make verification simple and organized.
- 2. Run a short follow-up sprint to close gaps.**
Use direct outreach (text/call/in-person drop) for non-responders using the same simple script and the existing form.
- 3. Close the opt-in window based on completion criteria, not a fixed date.**
Close once storefront verification and targeted follow-up to non-responders in the Impact Zone are complete, so eligible businesses are not missed due to contact gaps and the process is well-documented and consistent.
- 4. Verify eligibility and calculate equitable shares once the window closes, then bring the distribution summary to the board.**
After verification, equitable shares will be calculated based on eligible opt-ins and a summary will be prepared for board review.

Phase 2: Continue the District-Wide Contact Update

The “188 businesses” issue is real, but it is also bigger than the fund. Once Phase 1 closes, keep the contact update form open and make it a standing, ongoing project through summer (events, Art Walk, website directory outreach, etc.). This avoids holding the fund distribution hostage to the bigger “no master list” problem.

Board Direction Requested

To support timely completion of the Business Assistance Grant Fund process, board direction is requested on how to complete the Impact Zone storefront verification and targeted follow-up needed to close Phase 1. The pace of the fund closeout work will depend on whether the board is able to

identify a volunteer Impact Zone Champion or distribute field verification by section.

- **Option A: Identify a volunteer Impact Zone Champion (preferred).**

A board member (or committee volunteer) agrees to help coordinate the Impact Zone verification sprint by encouraging section sign-ups and helping ensure coverage. The Coordinator will provide printed maps/packets, scripts, and tracking tools, and will handle final eligibility review, equitable share calculation, and the distribution summary.

- **Option B: Section-based field verification.**

If no single champion is available, the Coordinator will provide printed Impact Zone maps and section packets so board members and/or volunteers can sign up for a manageable section and return results in a consistent format.

Once the board selects an option, the Coordinator will provide the printed map packets and tracking tools, volunteers will complete storefront verification and return results, and the Coordinator will finalize the opt-in count, calculate equitable shares, and prepare the distribution summary for board review.

ATTACHMENTS:

1. Business Assistance Grant Fund & Business Contact Update Google Form

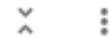


Pagosa Springs Main Street Business Contact Update & Impact Fund Opt In/Out



Section 1 of 6

Main Street Business Contact Update & Impact Fund Opt In/Out



Hello downtown Pagosa Springs business owners and managers: Please take a few minutes to complete this form for **two reasons**.

- 1. Update your primary business contact (all Main Street businesses):** This helps us reach the right person so you don't miss free marketing and promotions, opportunities to be featured, and accurate listing in our online business directory.
- 2. Business Assistance Fund (Impact Zone) opt in or opt out:** If your storefront business is located in the construction Impact Zone (construction at your front door), please use this form to opt in or opt out of the Business Assistance Fund. *If you're doing okay right now, opting out helps this small fund go further for neighbors who need it most.*

Impact Zone: Includes storefront businesses located and operating on US Highway 160/Pagosa Street from the 1st Street bridge to Patria, plus Lewis Street. If you are not sure whether you're in the Impact Zone, submit the form and we will confirm.

DEADLINE FOR IMPACT ZONE OPT IN/OUT: April 30, 2026 at 11:59 PM

Questions or trouble with the form? Contact Kathleen McFadden, Main Street Coordinator | Kat@PagosaSpringsCDC.org | 970.264.3023

Important eligibility note: This fund is limited to eligible storefront businesses operating in the Impact Zone that are directly affected by construction. Property owners, landlords, or building owners who do not operate an eligible storefront business in the zone are not eligible for this fund.

Businesses outside the Impact Zone should still submit this form to update your contact information. Please select "No – Outside the Impact Zone" for the eligibility question.

Thank you!

Email *

Valid email

This form is collecting emails. [Change settings](#)

Business Contact Information



Description (optional)

Business Name *

Short answer text

Storefront Address/Physical Business Location *

Short answer text

Best Contact Name & Title (Owner/Manager) *

Short answer text

Best Contact Email Address *

Short answer text

Best Contact Phone Number (10 digits) *

Short answer text

Business Website & Social Media Accounts (Optional)

Website/social links help us tag and link to you in promotions and keep our online business directory accurate.

Long answer text

Which best describes you? *

- I operate a business at the location provided above (owner/manager).
- I own/represent the property but do not operate a business in the Main Street district.
- Not sure / please email me.

After section 2 Continue to next section

Section 3 of 6

Business Assistance Fund (Impact Zone)



Important eligibility note: This fund is limited to eligible storefront businesses operating in the Impact Zone that are directly affected by construction. Property owners, landlords, or building owners who do not operate an eligible storefront business in the zone are not eligible for this fund.

Impact Zone Confirmation



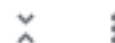
Is your business located in the Impact Zone (Pagosa St/US 160: 1st Street Bridge → Patria, or Lewis Street)?

- Yes – Pagosa St/US Highway 160 (1st Street Bridge → Patria)
- Yes – Lewis Street
- Not sure
- No – Outside the Impact Zone (I understand this round is limited to the Impact Zone)

After section 3 Continue to next section

Section 4 of 6

Impact Fund Option



Description (optional)

Business Assistance Fund (Impact Zone businesses only)



Please select one (opt-in lets us include you in the disbursement; opt-out helps prioritize others). Note: Funds will be shared equitably among eligible businesses that opt-in.

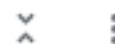
- OPT IN** – Please include my business
- OPT OUT** – We do not need support; please prioritize other businesses
- QUESTIONS** – I have questions about eligibility/participation (please email me)

After section 4 Continue to next section



Section 5 of 6

Impact Fund Next Steps



Description (optional)

If you opted IN, is the email you provided above the best email to contact you for next steps?



- Yes
- No

If No, please provide the best email for next steps.

Short answer text

.....

Acknowledgement & Authorization



Description (optional)

By submitting this form, I confirm I am authorized to submit this response on behalf of this business. I understand that submitting this form confirms contact information and indicates our opt-in/opt-out response, and that eligibility will be confirmed based on Impact Zone location. *

I have read and agree to the above Acknowledgement & Authorization.

Consent to Contact *

I understand the Main Street Coordinator may contact me by email regarding this submission.

Signature (type Full Name) *

Short answer text

Enter Today's Date *

Month, day, year





AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - May 14, 2026

FROM: Kathleen McFadden

PROJECT: Business Request for Main Street Support

ACTION: Discussion and Action

PURPOSE/BACKGROUND:

The Main Street Advisory Board received a written request from Kirk and Audrey Bliss, owners of Bliss Scoops & Sweets (470 Main Street), asking for board support related to a proposed gelato cart that is expected to be considered at the Town Council meeting on Tuesday, May 19.

In their letter, the Blisses express concern that allowing a vendor to operate on Town property at the Overlook parking lot could create direct competition for brick-and-mortar Main Street businesses, especially during the ongoing US Hwy 160 reconstruction impacts. They note that the Town approved an ice cream cart last year (Lionheart) and are concerned that continued approvals could set a precedent for additional “pop-up” style food carts operating on Town property without the same overhead costs as storefront businesses.

The business owners are requesting that the Main Street Advisory Board discuss the issue and, if appropriate, provide a “not in favor” recommendation regarding this type of ongoing cart/vendor operation on Town property.

This request also raises a broader question for board discussion: whether the Main Street Advisory Board wishes to take a position on Town-permitted vendor activity on Town property when it may directly compete with brick-and-mortar Main Street businesses, or whether the Board prefers to remain neutral and limit involvement to sharing information.

ATTACHMENTS:

1. Bliss Scoops Main Street Support Request Letter



To The Main Street Board Memebers;

I am writing this letter to ask for your assistance as a current multi year main street business. My wife and I own Bliss Scoops & Sweets at 470 Main Street. In Janurary 2024 we completely remodeled our space in this historic building to make it a fun and inviting space to come into adding to main streets charm. We employe around 10 part time high school students during the summer months making this a truly locally run business.

It has been brought to my attention that at the next Town Council meeting on Tuesday May 19th there will be a request to the town council to approve a gelato cart in the Overlook parking lot.

The reason I am asking for Main Street involvement is pretty straight forward. The town last year approved Lionheart to operate his ice cream cart at Town Parks, unlimited. The town doesn't typically allow businesses to operate like this carte blanche. Usually the town rents the parks for a private event for a minimal time frame in which vendors set up and sell goods. This brings tourists and locals to downtown and the vendors at these events only dip into the revenue of any main street business for a very short amount of time. But, allowing businesses to set up year round or as much as they like is very detrimental to a competing main street business. These vendors are doing this on Town property for free and literally taking money directly from the main street business that have been dealing with the construction for the last few years. It just so happens to be direct competition to us AGAIN. If it was an espresso cart you wouldn't be hearing from me but I guarantee you would be hearing from Root House.

Part of Main Streets guiding principles is this: "The Main Street program brings our vibrant downtown to life by uplifting locally owned businesses and honoring our rich heritage and culture." At Bliss Scoops we have had a partially torn up sidewalk and road 10 feet from our door for now 14 months straight. Now more than ever not only Scoops but all main street businesses need to be uplifted by all.

I would not even be asking this if this potential gelato cart was on or in private property. But to swoop in an use Town property at will I think is over stepping on the Towns part to even consider it. It will open the door to anyone and everyone just opening up a cart to sell goods and take away from the current businesses that exist on beautiful main street.

All I ask is that the Main Street board gives a "not in favor" recommendation to this type of "pop up" business at the Town Council meeting on May 19th. We appreciate all that The Main Street program has done for us and all of main street businesses in general.

Sincerely,

Kirk & Audrey Bliss



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - May 14, 2026
FROM: Kathleen McFadden

PROJECT: Main Street Art Walk Request to Waive Vendor Permit Fees
ACTION: Discussion and Action

PURPOSE/BACKGROUND:

Purpose/Background

The Downtown Art Walk is a two-event pilot designed as a free, low-barrier downtown activation to support Main Street businesses during the US Hwy 160 reconstruction. The event model is intentionally indoor-first (artists paired inside participating downtown businesses), with no ticketing and no planned road closures, to keep the footprint low and make participation easy for businesses, artists, and the public.

During event planning, it became clear that the usual order of business for an Art Walk requires participating artists to be permitted as vendors, at a cost of \$20 per artist. Main Street can apply for the umbrella permit and collect the fee from each artist. However, the core intent of this pilot is to keep participation free and accessible, and this fee was not known early enough to communicate to artists during recruitment. Collecting the fee now introduces a barrier that runs counter to the event's purpose.

Main Street is prepared to cover the fees if necessary to keep participation free. That said, because the Main Street program operates as a Town initiative and this event is a direct response to downtown business support needs during construction, the Main Street Art Walk Committee recommends formally requesting that the Town waive the vendor permit fees for artists participating in the 2026 Art Walk pilot.

Discussion

The Board will discuss whether to request a waiver of the artist vendor permit fees to preserve the event's free-participation intent. Key considerations include the Art Walk's purpose as a construction-response activation, the importance of minimizing barriers for artists and host businesses, and the event's low-impact structure (indoor-first, no ticketing, no road closures).

Recommendation

Approve the attached draft letter to David Harris, Town Manager, requesting a waiver of the \$20 vendor

permit fees for participating artists for the two-event Main Street Art Walk pilot. If approved (or approved with edits), the Board Chair will sign the letter and the Coordinator will submit it on Friday.

Next Steps

If the waiver is approved by the Town, Main Street will proceed with the umbrella permit process without collecting fees from participating artists. If the waiver is not approved, Main Street will proceed by covering the artist permit fees so the event remains free to participate for artists, consistent with the original intent of the pilot.

ATTACHMENTS:

1. Main Street Request for Permit Fee Waiver



May 14, 2026

RE: Request to Waive Vendor Permit Fees for 2026 Main Street Art Walk

Dear Mr. Harris,

On behalf of the Pagosa Springs Main Street Advisory Board, we respectfully request that the Town waive the vendor permit fees for participating artists for the 2026 Main Street Art Walk two-event pilot, scheduled for Friday, June 26, 2026 and Friday, July 24, 2026 (4:00–7:00 PM).

The Downtown Art Walk was developed as a construction-response business support strategy during the US Hwy 160 reconstruction period. The event is designed to increase downtown foot traffic, encourage shopping and dining, and create a positive “reason to come downtown” while access and visibility challenges continue to affect Main Street businesses.

The Art Walk is intentionally structured as a low-impact, indoor-first event. Artists are paired inside participating downtown businesses (retailers, restaurants, and galleries), there is no ticketing, and no road closures are planned. This approach reduces operational burden while still activating the full district and supporting local businesses and artists.

We understand that under the Town’s normal event process, participating artists are treated as vendors and are subject to a \$20 per vendor permit fee. That fee was not known early enough to communicate during initial artist recruitment, and it creates an unplanned participation barrier for artists in an event that is intended to be free and accessible. Main Street can cover these fees if necessary, but we believe a targeted waiver for this pilot would better align with the Town’s partnership goals and the purpose of this event as a construction-era business support initiative.

For these reasons, we respectfully request that the Town waive the vendor permit fees for artists participating in the 2026 Downtown Art Walk pilot. We appreciate your consideration and the Town’s continued partnership in supporting downtown vitality during this season of change. Please let us know the appropriate next step or any additional information needed to review this request.

Sincerely,

Rick Holter, Chair
Pagosa Springs Main Street Advisory Board