



Town Hall 551 Hot Springs Blvd  
Pagosa Springs, CO 81147

**AGENDA**  
Main Street Advisory Meeting  
May 21, 2026 @ 4:00 PM

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**I. REMOTE PARTICIPATION**

- 1. The Pagosa Springs Main Street Heritage & Culture Committee will meet via ZOOM ONLY for the Heritage & Culture Committee Work Session on May 21. A Zoom link is available for this meeting. However, the Town of Pagosa Springs does not and cannot guarantee internet service or online broadcasting. Remote attendance is at the risk of the attendees.**

**Join Zoom Meeting**

**<https://us02web.zoom.us/j/89464054327?pwd=X6ywN2b6ZKYVDiwJE6SmGEUF0maRdO.1>**

**Meeting ID: 894 6405 4327**

**Passcode: 474504**

**II. DISCUSSION ITEMS**

- 1. Work Session Priorities**



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, and this work session is intended to help the committee make timely decisions, confirm next steps, and keep spring and summer projects moving forward.

### **Work Session Priorities**

The primary focus of this meeting will be to:

1. Decide how to move forward with **Color Pagosa's Past: Colorado 150 Commemorative Coloring Book**
2. Review the current status of the **Oral History Project** and identify what still needs to be assessed from Aztec Media's completed work
3. Discuss the draft proposal for the **history-themed scavenger hunt** and finalize the proposed hunt stops
4. Confirm next steps, assignments, and timing for each project

### **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 and decision phase.

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 formal 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 needs to decide how to move forward so the project can stay on track and result in a finished book that meets the quality standard and reflects our community's story, pride, and character.

Two paths are currently under consideration:

- **Hybrid Relaunch:** Simplify the Call for Artists and run a short Round 2 while also directly inviting a targeted list of artists. This could include 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.

The goal of this discussion is to select a preferred path, identify any needed adjustments, and confirm the next steps for implementation.

### **Oral History Project**

The oral history project 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, anniversary programming, and other local history projects.

The committee will discuss the current status of the project, what has been completed to date, and what still needs to be reviewed. Because Aztec Media's completed work will not be fully reviewed before or during this work session, the immediate goal is to assess where the project stands, clarify what needs follow-up, and determine how the committee wants to evaluate and use the completed materials once they have been reviewed.

### **History-Themed Scavenger Hunt**

The committee has made progress on the proposed history-themed scavenger hunt, including development of a draft proposal and coordination with Tourism regarding access to the Visit Pagosa app.

The scavenger hunt is intended to give families and visitors a hands-on, self-guided way to engage with local history during the July 4 celebration and beyond. It also supports the broader Colorado 150 and America 250 effort by connecting people to places, stories, and historic themes throughout Pagosa Springs.

The draft proposal is ready for committee discussion. The current stop list should be treated as a working draft, and the committee needs to discuss and finalize the nine proposed stops. The goal is to identify stops that are historically meaningful, accessible, easy to explain in a short format, and practical for use through the app.

Key discussion items include:

- Reviewing the draft proposal
- Finalizing or narrowing the nine stops
- Identifying any missing stories, themes, or locations
- Confirming what information is needed for each stop
- Determining "prizes" for completion
- Clarifying next steps with Tourism and the Visit Pagosa app

## **July 4 History Activity**

For July 4, Heritage & Culture will not staff a separate history tent or 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 the committee's effort aligned with the larger event schedule while still offering families a fun, self-guided way to engage with local history throughout the day.

## **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.

This item may not require a full discussion during this work session unless there are updates or decisions needed. It remains an important part of the committee's Colorado 150 and America 250 project calendar.

## **Current Schedule**

### **4th of July Parade**

10:00 AM

Hot Springs Boulevard

### **Party in the Park at Yamaguchi Park**

Begins at 10:00 AM

Includes historical stories, cultural performances, music, scavenger hunt, and other activities

### **Colorado Day / Seal the Vault Event**

August 1, 2026

10:00 AM



# Pagosa Time Trail: A Downtown History Scavenger Hunt America 250 / Colorado 150 Summer Activation

## Overview

Pagosa Springs Main Street Heritage & Culture Committee is partnering with Visit Pagosa to create a self-guided, app-based history scavenger hunt in downtown Pagosa Springs for summer 2026 in celebration of America 250 and Colorado 150.

The concept is a fun, walkable “history hunt” that invites visitors and locals to explore downtown, learn short pieces of local history, answer simple clue-based questions, and complete the route through the Visit Pagosa app.

## Working Title

**Pagosa Time Trail: A Downtown History Hunt**

## Purpose

This project would support several shared goals:

- Create a family-friendly downtown activity for summer visitors and locals
- Celebrate Pagosa’s local history as part of America 250 and Colorado 150
- Encourage foot traffic through the downtown district during construction
- Connect visitors with historic buildings, the river, hot springs, the History Museum, and local businesses
- Add an interactive, low-cost experience to the Visit Pagosa app

## Proposed Format

The scavenger hunt would include approximately **9 core stops** in downtown Pagosa Springs, with a few optional bonus stops for people who want to explore further.

Each stop would include:

- A short historical story or fact
- A simple clue or question
- A letter, number, or “token” that helps unlock a final code
- A photo prompt or optional challenge at select stops
- Current and/or historic photos, depending on availability and permissions

- Safety/access notes where needed

## **Proposed Downtown Pagosa History Hunt Route (Needs Committee Review, Approval)**

### **Recommended 9-Stop Walking Route | Estimated Time: 45–75 Minutes**

This proposed route is designed as a downtown walking scavenger hunt that introduces families, visitors, and residents to some of Pagosa Springs' most meaningful historic places. The route balances major origin stories, civic history, downtown business history, geothermal identity, and kid-friendly points of interest.

#### **1. Pagosa Springs History Museum**

**Why It Belongs:** The History Museum is the best place to introduce participants to Pagosa's broader story. It connects many of the themes represented throughout the hunt, including early community life, ranching, logging, schools, local businesses, transportation, and memorable people who helped shape the area.

**Why It Works for Families:** The museum gives families something visual and hands-on to connect with. Kids can see objects, photos, tools, and everyday items from the past, which makes history feel more real than simply reading about it.

#### **2. Pagosa Springs Middle School**

**Why It Belongs:** The Middle School is one of the strongest family-friendly history stops because it connects directly to children and education. The story of Pagosa's earlier school burning down and students attending classes in churches, businesses, and other buildings before the new school was built gives this stop a clear and memorable local history angle.

**Why It Works for Families:** Kids can easily imagine what it would be like if their own school burned down and classes had to move all over town. That makes the history personal, relatable, and easy to understand.

#### **3. Archuleta County Courthouse**

**Why It Belongs:** The Courthouse adds civic history to the route. It represents local government, public records, community decision-making, and the long-term role of downtown as the center of public life in Archuleta County.

**Why It Works for Families:** This stop helps kids understand that history is not only about old buildings or famous people. It is also about how a community organizes itself, makes decisions, and keeps important records over time.

#### **4. Citizens Bank**

**Why It Belongs:** Citizens Bank helps tell the story of downtown commerce, early banking, financial trust, and local business leadership. It also adds variety to the hunt by showing how money, business, and community development were connected in early Pagosa Springs.

**Why It Works for Families:** Banks, vaults, and safes make naturally interesting scavenger hunt clues. Kids can imagine what people needed to protect before debit cards, online banking, and phones.

## **5. Goodman's Department Store**

**Why It Belongs:** Goodman's is one of the best Main Street business-history stops. It represents the role downtown stores played in everyday life and shows how Main Street served as the place where people shopped, gathered, and found what they needed.

**Why It Works for Families:** This stop is easy to connect to a "then and now" question. Families can think about what people bought downtown 100 years ago and compare it to what they buy today.

## **6. Metropolitan Hotel / Liberty Theatre**

**Why It Belongs:** This stop adds tourism, entertainment, rebuilding, and downtown culture to the route. The hotel and theatre story helps show that downtown was not only a place for business and government, but also a place where people gathered, stayed, relaxed, and enjoyed entertainment.

**Why It Works for Families:** The Liberty Theatre is highly relatable because movies are familiar to kids and adults. Families can imagine what it would have been like to see a movie downtown before television, streaming, or cell phones.

## **7. Hatcher Hardware / Geothermal Well Area**

**Why It Belongs:** Hatcher Hardware adds an important "hidden history" element by connecting downtown business history with geothermal energy. This stop helps show that Pagosa's hot water story is not limited to the springs. Geothermal resources also helped shape how downtown buildings were used and heated.

**Why It Works for Families:** The idea that heat from underground helped warm downtown buildings is surprising and fun. It gives kids a reason to think about what is happening beneath their feet.

## **8. Mother Spring / Healing Waters**

**Why It Belongs:** The Mother Spring is the essential Pagosa Springs origin story. The hot springs explain why people came here, why the town developed here, and why healing waters remain central to Pagosa's identity.

**Why It Works for Families:** This is one of the most sensory and memorable stops. Families can see steam, smell the minerals, and connect local history to something physical, unusual, and unforgettable.

## **9. San Juan River / Riverwalk**

**Why It Belongs:** The San Juan River helps tie the route together by connecting natural history, settlement, movement, recreation, and downtown's sense of place. The river has shaped how people experience Pagosa Springs and remains one of downtown's most important public spaces.

**Why It Works for Families:** The Riverwalk gives the hunt a natural, active ending. Families can look for bridges, river features, wildlife, water movement, or clues tied to how people have used and enjoyed the river over time.

## **Suggested Walking-Hunt Story Arc**

**Start With the Big Picture:** Begin at the Pagosa Springs History Museum so participants have an introduction to local history before they start looking for it throughout downtown.

**Move Into Community Life:** Continue to the Pagosa Springs Middle School, Archuleta County Courthouse, and Citizens Bank. These stops show how Pagosa educated children, governed itself, kept records, handled money, and built civic life.

**Move Into Downtown Business and Entertainment:** Next, move through Goodman's Department Store, Metropolitan Hotel / Liberty Theatre, and Hatcher Hardware / Geothermal Well Area. These stops show how downtown served residents, visitors, shoppers, moviegoers, and workers.

**End With Pagosa's Natural Identity:** Finish with the Mother Spring / Healing Waters and the San Juan River / Riverwalk. These final stops bring the hunt back to the natural features that shaped Pagosa Springs from the beginning and continue to define the town today.

## **Game Concept**

Participants would "unlock" Pagosa's past by collecting a clue or token at each stop. The final completion code could be something simple and thematic, such as: **PAGOSA150**

## **Prize / Completion Ideas**

We are open to what is realistic within the app and budget. Possible options include:

- A digital completion badge in the app
- A small commemorative sticker, postcard, or button
- A summer drawing for a downtown business gift card
- A tie-in with the upcoming Color Pagosa's Past coloring book, if timing and funding allow
- A hybrid option, such as a digital badge plus drawing entry

A downtown gift card drawing would support local businesses, though we may need to consider how tourists would redeem it. A small commemorative item could be a strong alternative if funding allows.

## **Main Street Can Provide**

- Draft stop list and route concept
- Historical content and clue copy
- Coordination with the History Museum and local historians for review

- Current photos and assistance gathering historic photos
- Business/building owner outreach, as needed
- Promotion through Main Street, PSCDC, Chamber of Commerce, social media, newsletters, and downtown partners

## **Visit Pagosa Support Requested**

- Confirm whether the current Visit Pagosa app subscription supports this type of scavenger hunt/tour
- Identify the right staff person to help build or manage the app content
- Advise on app capabilities and limitations, including check-ins, clue questions, completion screens, rewards, QR codes, and analytics
- Help determine the best structure within the existing app
- Coordinate final launch and promotion through Visit Pagosa channels

## **Key Questions to Confirm**

- Can the app support clue-based stops or check-ins?
- Can users collect answers or unlock a final completion message?
- Can the stops be completed in order, or in any order?
- Can a digital badge, completion screen, or prize entry be included?
- Can we track starts, completions, and drop-off points?
- What format does Visit Pagosa need for stop content, images, GPS points, and route details?

## **Proposed Next Step**

Continue coordination with Visit Pagosa to confirm app capabilities and the required information needed to build the hunt in the Visit Pagosa app. Initial coordination is already underway, and Visit Pagosa is reviewing what the app can support. The goal is to launch the history-themed scavenger hunt by July 4 holiday week. To meet that timeline, the committee will need to finalize the stops, create short historical content and clues for each location, gather any required photos or supporting materials, and provide accurate coordinates and stop details for app setup.