



Town Hall 551 Hot Springs Blvd
Pagosa Springs, CO 81147

AGENDA
Main Street Advisory
August 13, 2026 @ 5:00 PM

REMOTE PARTICIPATION

Join Zoom Meeting By Computer - <https://zoom.us/j/>
Dial by Phone - 1-669-900-6833 US - Meeting ID:

A Zoom link is made 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

No minutes for approval.

VI. REPORTS TO BOARD

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

VII. UNFINISHED BUSINESS

- 1. Board Membership, Term Review & Bylaw Cleanup**

VIII. NEW BUSINESS

IX. NEXT MEETINGS

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

X. ADJOURNMENT

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



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - August 13, 2026
FROM: Kathleen McFadden

PROJECT: Main Street Coordinator Report
ACTION: Discussion
Information Only

PURPOSE/BACKGROUND:

Meeting/Board Update: As a reminder, we were unable to conduct an official Main Street Advisory Board meeting in June because we did not have a quorum. Those present used the scheduled time for informal discussion only, but no Board action was taken and no official minutes were prepared. The July meeting was then cancelled after polling members in advance showed that we again would not have a quorum.

Because quorum has been an ongoing challenge, I have been working on Board membership and appointments, which is included as a separate agenda item.

Main Street Board/Governance: I continued work on Board membership and governance, including confirming reappointment interest from two current members and recruiting one additional member as the Board expands from 10 to 11. Two applications have been received to date, with recruitment remaining open through August 16. The appointment process and next steps are included as a separate agenda item. Longer-term governance cleanup is still anticipated, including Board structure, representation, and related bylaw updates.

Cone Zone Care/Construction Support: Cone Zone Care remains in active construction-response mode, with continued focus on sharing timely updates, reducing confusion, and helping residents and visitors navigate downtown while businesses remain open and accessible.

Recent communications have focused on changing traffic patterns, paving activity, pedestrian access, the Lewis Street intersection, 3rd Street, South 7th Street, the Overlook parking lot, and work in the 100 block.

As construction moves into the second half of the year, the program focus is also beginning to shift from immediate construction support toward preparing downtown for the post-construction relaunch phase. This includes continued attention to wayfinding, business communication, downtown events, website content, and public-facing messaging that encourages people to come downtown, stay longer, and support local businesses.

Post-Construction Transformation Strategies/2027 Planning: With highway reconstruction moving closer to completion, it is almost time to revisit our Main Street Transformation Strategies for the post-

construction phase.

During my recent monthly one-on-one with Colorado Main Street/DOLA, we discussed the need to update the strategies, and DOLA noted that funding may be available to support the process and added Pagosa Springs to the list for potential assistance.

This process will also give us an opportunity to step back and look at the broader role we want Main Street to play going forward, while being realistic about available capacity and sustainability.

Looking ahead, anticipated October/November items include the 2027 Transformation Strategies and Work Plan, discussion of a possible Downtown Coordinated Hours pilot, the 2027 Board meeting schedule, and officer elections.

Business Assistance Grant Fund: Work on the Business Assistance Grant Fund remained on hold during this reporting period while time-sensitive Art Walk, Heritage & Culture, and construction-response priorities were completed.

The next step remains a final targeted outreach to eligible Impact Zone businesses, followed by verification of the opt-in list, calculation of equitable shares, and distribution. The broader business contact update and directory work will continue separately rather than delaying the fund closeout.

PSCDC/Town of Pagosa Springs Agreement for Services: The existing agreement between PSCDC and the Town no longer fully reflects how the Main Street partnership operates in practice, so I drafted a comprehensive update to improve clarity and alignment with current roles, responsibilities, funding, governance, and administrative processes. The revised draft is now with the Town for review and will ultimately require PSCDC Board review, Town legal review, and Town Council approval before it is finalized. No Board action is requested at this time.

Longer Table Community Event: CSU Extension–Archuleta County and the Pagosa Springs Chamber are planning a community Longer Table event for October 10 at the Fairgrounds. The Main Street Board has previously discussed interest in a community table-style event, but agreed to wait until after construction before taking on a larger Main Street-led effort. This event is a smaller-scale opportunity for Main Street to participate without assuming primary responsibility for planning or production.

Board Member Barbara Swindlehurst has expressed interest in representing Main Street in the planning process, and I will confirm her availability for the next planning meeting on August 25. Main Street's role is expected to be supportive, including promotion and appropriate participation, rather than event management. Organizers are seeking ideas and involvement rather than financial support.



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - August 13, 2026
FROM: Rosanna Dufour, Kathleen McFadden

PROJECT: Main Street Art Walk
ACTION: Information Only
Discussion

PURPOSE/BACKGROUND:

Because the Board has not had a formal meeting since May, this report summarizes the full June/July Main Street Art Walk pilot and closes the loop on work previously documented in written updates.

Planning and production for the pilot began in mid-May and continued through both the June 26 and July 24 events. The Art Walk was developed and carried out as a two-person working effort between Board Member Rosanna Dufour and Main Street Coordinator Kathleen McFadden. Together, we handled the event structure, artist and business coordination, maps and wayfinding, marketing and promotional materials, participant communications, event logistics, on-the-ground support, follow-up surveys, and post-event evaluation.

Rosanna's contribution was essential throughout the pilot. She devoted a significant amount of time, creativity, marketing expertise, and hands-on work to both events and to the evaluation that followed. This was truly a shared effort, and the pilot could not have been delivered at this level by one person working alone.

The first Art Walk was held June 26. Despite wind and heavy rain during much of the event, participant feedback was generally positive and interest in continuing to the July event remained strong. We used participant feedback from June to help identify what worked, what could be improved, and what adjustments should be made for the second event.

The July 24 Art Walk completed the two-event pilot. Following the event, we circulated another participant survey, and Rosanna compiled the survey results and Meta advertising data into the attached KPI report.

The two events produced an interesting contrast. June's paid Meta campaign was much more efficient online, generating 576 event responses compared with 203 in July, but heavy rain likely reduced June's actual attendance and sales. July's digital campaign was less efficient, while participant feedback shows that the live event itself was considerably stronger.

Average participant experience increased from 3.9 to 4.6 out of 5. In July, 94% of respondents rated the

event a 4 or 5, 53% reported more than 30 visitors at their location, 53% said financial results were better than expected, and 82% said they would definitely recommend participating to another artist or business.

The pilot also gave us useful information about what would be needed if the event continues. Key lessons include starting promotion earlier, developing a stronger and more varied library of photo and video content, continuing participant surveys, and improving how we estimate actual attendance. Meta event responses should be treated as a measure of awareness and interest rather than a direct attendance count.

Interest in continuing was encouraging. Nine July respondents said they would volunteer to help next year and another six said they might. June through September were the most requested months for future Art Walks.

The pilot also required a substantial share of available Main Street capacity from mid-May through the end of July. The level of planning, marketing, communication, coordination, and event support involved was considerably greater than originally anticipated, and several other Main Street priorities had to be delayed or sequenced around the pilot. That capacity requirement is an important part of evaluating whether and how the Art Walk should continue.

The full KPI report is attached for Board review. Art Walk financial results will be provided separately.

Rather than making a standalone decision about the Art Walk now, we recommend considering whether and how it should continue in 2027 as part of the broader Transformation Strategy refresh and 2027 work-planning process later this fall. This will allow the Board to weigh the event's results, community interest, staffing and volunteer requirements, and potential alongside other Main Street priorities and available capacity.

ATTACHMENTS:

1. Post July Main Street Art Walk Survey - Google Forms
2. Main_Street_Art_Walk_KPI_Report_June_July_2026_FIXED

FISCAL IMPACT: Final Art Walk financial results will be provided during the meeting.

GOALS & OBJECTIVES: Support downtown businesses and increase foot traffic during construction; showcase local artists and businesses; test new downtown activation strategies; and use participant and marketing data to guide future decisions.

Post Main Street Art Walk Survey

Thank you for participating in the July Main Street Art Walk! Your feedback will help us improve future events and continue building an event that benefits both our local artists and businesses.

* Indicates required question

1. Email *

2. Did you participate as a Business and/or Artist?

Mark only one oval.

☐ Business

☐ Artist

☐ Both

3. Business/Artist Name

4. Overall Experience

Mark only one oval.

1 2 3 4 5

1 = ☐ ☐ ☐ ☐ ☐ 5 = Very Satisfied

5. What most influenced your overall experience above? (Select up to two.)

Check all that apply.

- ☐ Event Turnout
- ☐ Event Marketing/Communication
- ☐ Sales/Business Activity
- ☐ Artist/Business Match
- ☐ Weather
- ☐ Other: _____

6. How did you independently market the event (mark all that apply)?

Check all that apply.

- ☐ Social Media
- ☐ Email Marketing
- ☐ Print Advertising
- ☐ Word of Mouth
- ☐ None
- ☐ Other: _____

7. Approximately how many visitors stopped at your location?

Mark only one oval.

- ☐ 0
- ☐ 1-10
- ☐ 10-20
- ☐ 21-30
- ☐ Over 30

8. How did the event perform financially compared to your expectations?

Mark only one oval.

- ☐ Below expectations
- ☐ About what I expected
- ☐ Better than expected
- ☐ Not applicable (I wasn't selling)

9. How did the event perform financially compared to the June event?

Mark only one oval.

- ☐ Below expectations
- ☐ About what I expected
- ☐ Better than expected
- ☐ Not applicable (I wasn't selling)

10. Would you recommend participating in the Main Street Art Walk to another artist or business?

Mark only one oval.

- ☐ Definitely
- ☐ Probably
- ☐ Not sure
- ☐ Probably not
- ☐ Definitely not

11. Would you be willing to donate your time to helping this event continue next year? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

12. Which Months would you like to see an Art Walk? (Mark all that Apply).

Check all that apply.

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

13. Any additional comments or suggestions?

This content is neither created nor endorsed by Google.

Google Forms



Main Street Art Walk KPI Report

Meta Event Ads Performance and Post-Event Survey Summary

June and July 2026

Prepared for the Main Street Advisory Board | Revised August 02, 2026

Executive Summary

- Both Meta campaigns spent essentially the same amount (about \$300 each), but June generated substantially more event responses than July.
- June delivered 576 Meta event responses at \$0.52 per response, while July delivered 203 responses at \$1.48 per response.
- The June campaign ran June 10-26. The July campaign ran July 12-24 because of limited time to produce promotional content.
- Limited video assets also required repeated use of similar July content, contributing to a higher ad frequency and a narrower effective audience.
- Participant feedback indicates July was the stronger on-the-ground event: higher experience ratings, stronger traffic at participating locations, and better financial results.
- Heavy rain during the June Art Walk was a major external factor and likely reduced attendance and sales despite strong ad performance.

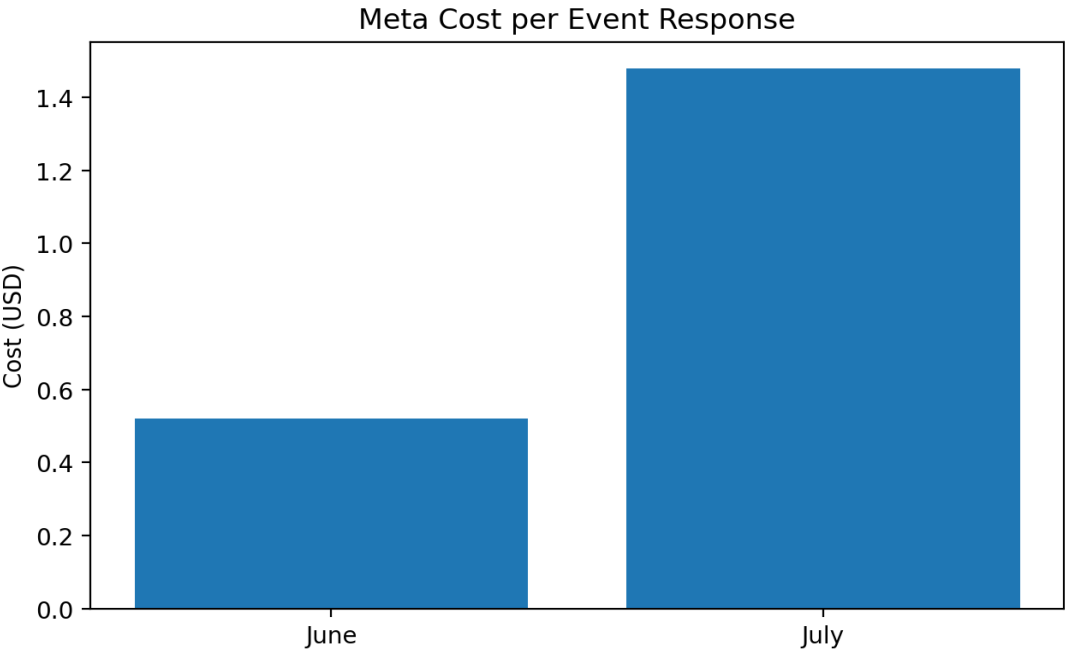
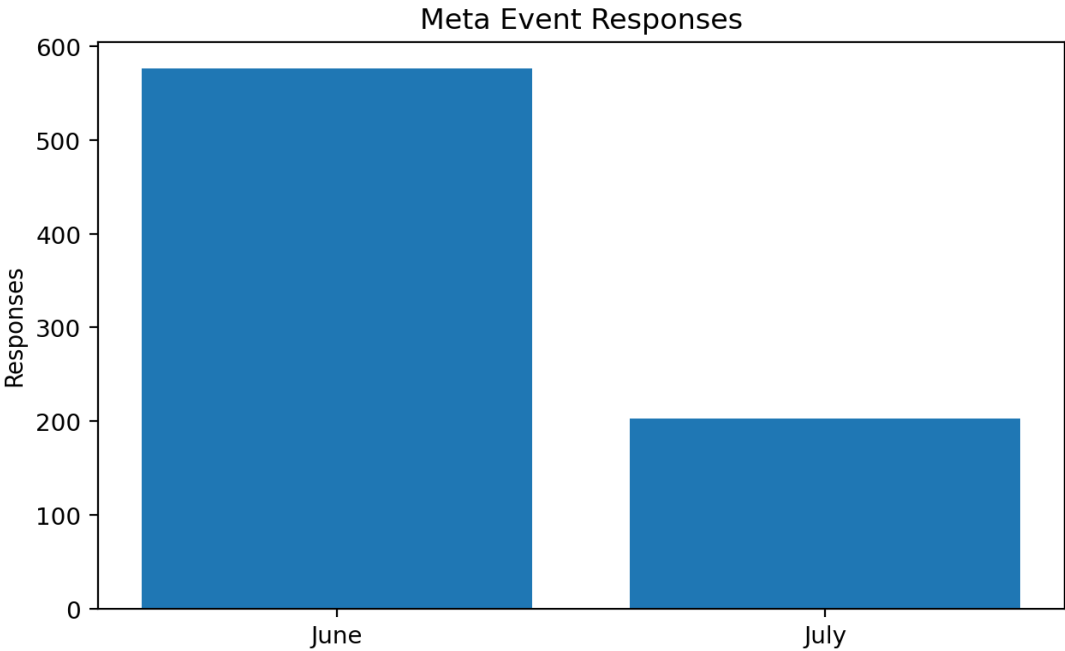
Important note: Meta "event responses" represent activity within the platform, not confirmed attendance. Survey visitor counts reflect stops at individual participating locations and should not be added together as a total attendance figure because attendees likely visited multiple businesses.

1. Meta Advertising Performance

Metric	June Art Walk	July Art Walk	Change (July vs. June)
Amount spent	\$299.73	\$300.00	+0.1%
Reach	18,474	12,173	-34.1%
Impressions	25,525	36,391	+42.6%

Frequency	1.38	2.99	+116.4%
Event responses	576	203	-64.8%
Cost per event response	\$0.52	\$1.48	+184.0%
Link clicks	165	89	-46.1%
Post engagements	6,876	8,076	+17.5%
Video plays	24,221	30,190	+24.6%

Interpretation: June was far more efficient at generating platform event responses. July generated more impressions, but those impressions were delivered repeatedly to a smaller audience. The July frequency of 2.99 reflects both the shorter campaign-development window and limited video assets, which made the creative mix more repetitive.



Top Audience Segments by Meta Event Responses

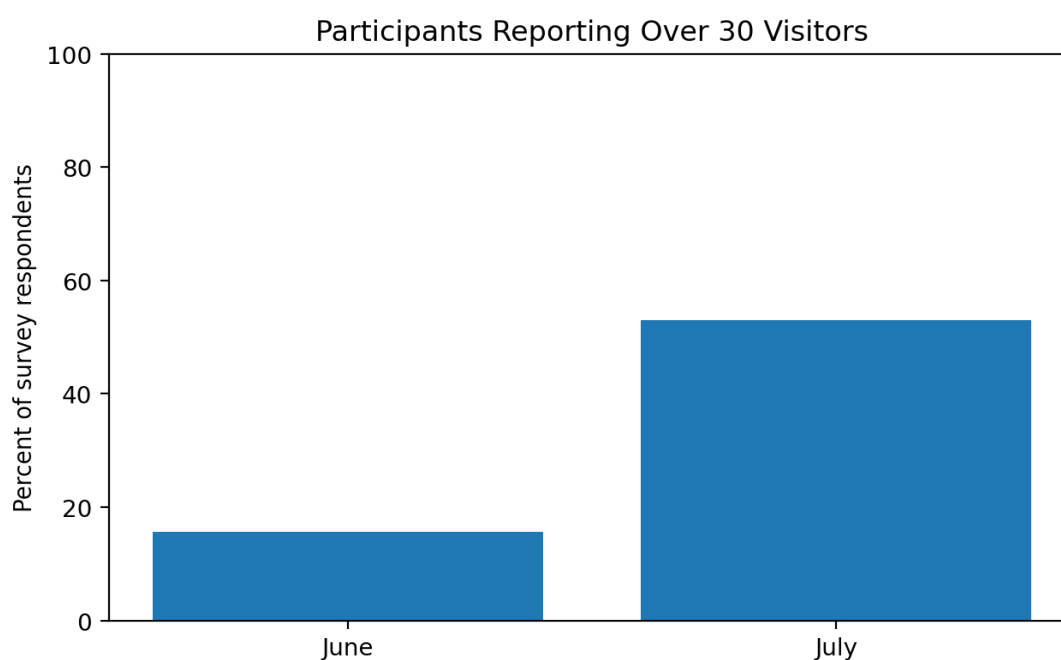
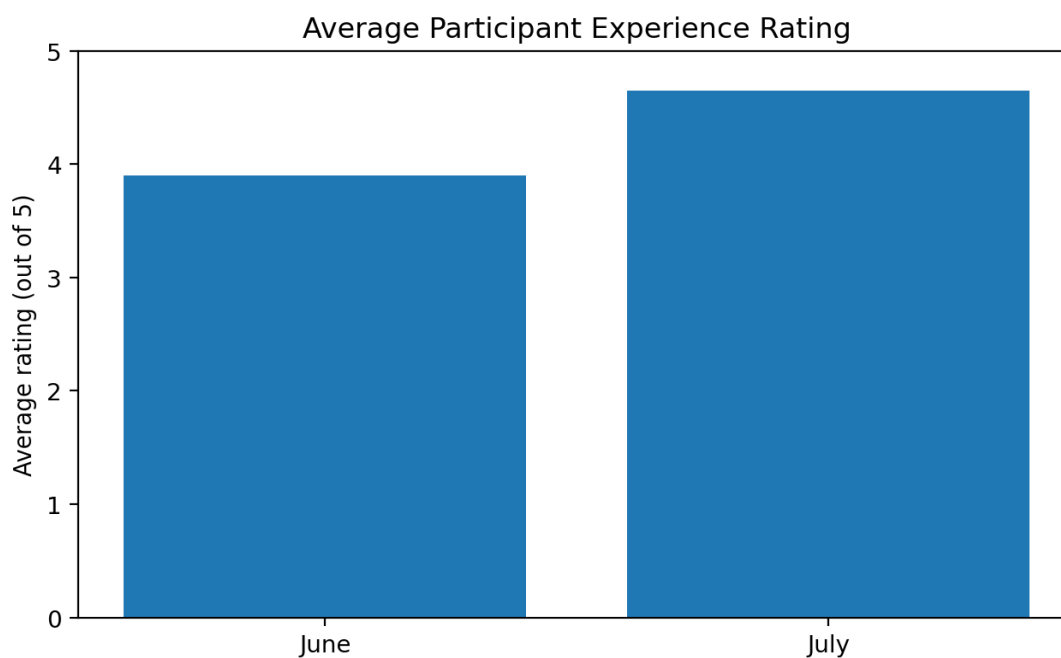
June age group	Event responses	Cost / response	July age group	Event responses	Cost / response
65+	201	\$0.54	65+	73	\$1.58
55-64	166	\$0.48	55-64	59	\$1.27
45-54	134	\$0.46	45-54	29	\$1.79

Older audiences were the strongest responders in both months, especially the 55+ demographic.

2. Post-Event Survey Results

Metric	June (n=32)	July (n=17)
Average overall experience	3.9 / 5	4.6 / 5
Rated event 4 or 5	68.8%	94.1%
Reported over 30 visitors at their location	15.6%	52.9%
Financial results better than expected	6.2%	52.9%
Would definitely recommend participating	46.9%	82.4%

Interpretation: July outperformed June on nearly every participant-reported outcome. The July event earned stronger experience ratings, higher visitor traffic at participating locations, better financial feedback, and a higher willingness to recommend participation to others.



Volunteer support for continuing the event next year was encouraging: 9 respondents said “Yes,” 6 said “Maybe,” and 2 said “No.”

Most requested future months from July survey respondents: July (13), June (13), August (12), September (12), May (9), October (8).

3. Key Findings

- June’s paid campaign was more efficient online, but its real-world performance was likely suppressed by heavy rain during the event window.
- July’s campaign was less efficient from a Meta KPI standpoint, yet the live event produced stronger participant sentiment and better reported business activity.
- The July campaign had only 13 days in market compared with 17 days for June, and limited video assets made the content more repetitive.
- Digital ad success and event success were not identical. The Board should evaluate both ad-platform metrics and in-person results together.
- The 55+ audience was the strongest Meta responder in both months, suggesting this segment is especially important for Art Walk promotion.
- The higher July frequency indicates a need for more varied creative assets and a longer production timeline before future campaigns launch.

4. Recommendations for Future Art Walk Campaigns

- Begin creative production earlier so each campaign can run for at least two full weeks with a varied mix of video, still images, and participant spotlights.
- Create a reusable content library during each Art Walk, including short vertical videos, crowd footage, artist demonstrations, business interiors, and attendee testimonials.
- Continue using Meta ads, but track them as an awareness and response tool—not as a direct attendance count.
- When campaign frequency rises above roughly 2.5, refresh creative, widen the audience, or adjust the delivery period to reduce repetition fatigue.
- Maintain post-event surveys and add a simple attendance-estimate method so future reports can compare digital results to on-the-ground turnout more directly.
- Build a weather contingency plan for outdoor-facing promotions, including same-day messaging that emphasizes indoor stops, covered areas, or rain-or-shine participation.
- Based on July survey preferences, prioritize future Art Walk scheduling in June, July, August, and September.



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - August 13, 2026

FROM: Mayor Pierce, Kathleen McFadden

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

PURPOSE/BACKGROUND:

Because the Board has not had a formal meeting since May, this report summarizes Heritage & Culture work completed or advanced during June and July and provides an update on projects now moving forward again.

The August 1 vault event remained on schedule during this period, but work on Color Pagosa's Past and the oral history project was tabled while the Art Walk pilot required substantial staff and volunteer capacity and I balanced those demands with PSCDC responsibilities. With the Art Walk complete and follow-up reporting substantially finished, I have been able to return more fully to the Time Trail and coloring book. Our next Heritage & Culture Committee meeting is August 20.

Into the Vault: Preserving Pagosa's Past: Heritage & Culture reached an important milestone on August 1 with the public sealing ceremony at the Pagosa Springs History Museum. Mayor Pierce brought her extensive knowledge of local history to identifying and curating materials for the collection, while the committee and museum worked together to assemble the project and prepare for the event. Coordinator McFadden developed the promotional content around the project, including social media outreach and an article submitted to and published by *The Pagosa Springs SUN* that explained the purpose of the vault, introduced the importance of the stories represented in the collection, and invited the public to join the sealing celebration on Colorado Day.

The event drew a strong community turnout, including family members connected to items being preserved and authors whose books were included in the vault. That participation helped reinforce that the collection is not simply a group of historical materials, but a record of real Pagosa families, organizations, people, and stories.

The event and follow-up posts have also received encouraging traction on social media. At the August 20 committee meeting, we will discuss a follow-up communications campaign highlighting selected vault contents and the people, families, and stories connected to them over time. Several items were added immediately before the sealing, so the complete inventory still needs to be finalized.

Pagosa Time Trail History Hunt: The history hunt has been developed collaboratively through the Heritage & Culture Committee. We reviewed the proposed locations, narrowed and finalized the route,

worked through the historical content, and shaped the overall visitor experience together.

With the route and Visit Pagosa app specifications established, I have spent the past week moving that committee work into a much more developed draft. I refined and fact-checked the content for all 13 stops, worked through differing historical dates and source information, strengthened the prompts and interactive elements, and polished the language so the experience feels engaging and discovery-oriented rather than simply informational.

Mayor Pierce, Committee Chair, provided the historical photographs courtesy of the Pagosa Springs History Museum. I am preparing those images in the appropriate size and format for the app and incorporating them into the working package. A substantially revised draft now brings together the finalized route, historical content, interactive prompts, photographs, and app requirements and is ready for the next round of committee review and finalization before moving forward with Tourism.

Color Pagosa's Past: Progress on the commemorative coloring book was tabled during the Art Walk pilot, but the project remains an active Colorado 150/America 250 grant commitment and now needs a revised path forward.

The initial Call for Artists did not produce enough usable submissions for the planned 28-page book. In response, the committee developed a second approach using assigned subjects, simplified contributor packets, drawing guidance, and permission forms. That approach also did not gain enough participation to move the book into production, with most prospective contributors declining to take on an assigned page.

We now need to determine a third approach that can realistically produce a cohesive, high-quality book while still meeting the intent of the grant and retaining meaningful community involvement. That will be an important discussion at the August 20 committee meeting.

Our earlier August completion goal was an internal target rather than the grant deadline. The grant requires the project to be completed by the end of the year, which gives us some flexibility to adjust the approach rather than forcing a format that has not worked.

Oral History Project: Work on the oral history project was also tabled during this period so available capacity could be focused on the Art Walk, vault event, and other immediate priorities. More than 30 hours of interviews have already been recorded, and Aztec Media has been engaged for professional editing and time-coded transcription. Once the Time Trail and coloring book are on a clear path forward, we can return attention to the oral history project, including reviewing and organizing the material and determining how best to make it accessible and share the stories with the community.



AGENDA BRIEF

MEETING: Main Street Advisory Board Meeting - August 13, 2026
FROM: Kathleen McFadden

PROJECT: Board Membership, Term Review & Bylaw Cleanup
ACTION: Information Only

PURPOSE/BACKGROUND:

Board membership and appointments were originally included on the June 11 agenda as *Board Membership, Term Review & Potential Bylaw Cleanup* in anticipation of two at-large member terms expiring in July. The purpose was to review upcoming terms, current Board composition, recurring quorum challenges, and provisions in the existing bylaws that allow additional members and govern the appointment process.

A quorum was not present on June 11. As a result, no official meeting was conducted, no Board action was taken, and no minutes were prepared. Those present used the scheduled time for informal discussion of the agenda topics. Notes from that discussion were retained only to guide follow-up and were not official meeting minutes.

Follow-Up Under Existing Bylaws: Following June 11, Coordinator McFadden proceeded with administrative follow-up consistent with the existing bylaws and the July term expirations. This work was not dependent upon or intended to represent Board action from the informal June discussion.

I first contacted the two at-large members whose terms were scheduled to expire in July to determine whether they wished to continue serving. Both confirmed that they would like to be considered for another term.

The bylaws also allow the Advisory Board to include additional members. In light of the Board's ongoing quorum challenges, and because the two expiring members wished to continue serving, I initiated recruitment for one additional member rather than recruiting to replace an existing member. The intent is to maintain continuity while expanding participation and bringing an additional perspective to the Board, particularly from the downtown business community. The recruitment and proposed expansion are consistent with the membership provisions already contained in the bylaws.

Recruitment: Recruitment has included a press release/article, email outreach, social media promotion, and an updated online application. Two completed applications have been received to date, with one additional prospective applicant expressing interest. Applications remain open through August 16. The

July Advisory Board meeting was cancelled after polling members in advance showed that a quorum would again not be available.

Town Process Review: On August 5, I met with Town Manager David Harris to review the steps taken to date and the anticipated appointment process. The purpose of that discussion was to confirm alignment with Town expectations before any recommendations are brought forward for formal Board or Town Council action. The written summary prepared for that meeting documented the June quorum issue, subsequent member follow-up and recruitment, and the proposed appointment sequence as defined in the bylaws.

Review Committee: Before applications are reviewed, we need to confirm Review Committee participation. The previous committee included Board Member Rick Holter, former Board Member Haz Said, and Coordinator McFadden. Because the committee composition has changed, participation should be confirmed before application review begins following the August 16 deadline.

Planned Appointment Process: Consistent with the current bylaws and application materials, the anticipated process is:

1. The Review Committee reviews applications and conducts interviews, as needed.
2. The Review Committee forwards a recommendation to the Main Street Advisory Board.
3. The Advisory Board considers and votes on the recommendation.
4. A complete Board roster, including the two current-member reappointments and any recommended additional member, is forwarded to Town Council.
5. Town Council considers the appointments/reappointments by resolution, consistent with past practice.

Future Bylaw Review: Separate from the current appointment process, some longer-term bylaw cleanup would be helpful. This includes clarifying standing representative positions such as the County/BOCC and Visit Pagosa seats and ensuring that the written Board structure accurately reflects how those representative positions operate today. That work does not need to delay the current appointment process, and I will circulate the bylaws for review and present Board and Town comments during the October or November meeting.

Future Board Recruitment/Term Coordination: During the August 5 discussion, Town Manager David Harris also raised a broader idea for future consideration: coordinating term expiration dates across Town boards and pairing recruitment with a community Volunteer Fair where boards and local organizations could connect with prospective board members and volunteers. No action or direction was established, but the concept may be worth exploring as part of a future review of Board terms, recruitment practices, and bylaws.

RECOMMENDATIONS: Confirm the planned review and appointment process and confirm Review Committee participation. Following the August 16 application deadline, the Review Committee will review the applications and bring a recommendation to the Advisory Board for formal action, together with the two current-member reappointments. Any Board-approved recommendations will then move

forward to Town Council for appointment/reappointment.