



Zoom Only  
Pagosa Spring, CO 81147

**AGENDA**  
Main Street Advisory Meeting  
January 15, 2026 @ 5:00 PM

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**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 for this meeting. However, the Town of Pagosa Springs 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.

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**I. CALL MEETING TO ORDER**

**II. ROLL CALL**

**III. DISCLOSURES AND/OR CONFLICT OF INTEREST**

**IV. PUBLIC COMMENT**

Please sign in to make public comment

**V. APPROVAL OF MINUTES**

**1. Approval of November 2025 Minutes**

**VI. REPORTS TO BOARD**

**1. Main Street Coordinator Report**

**VII. UNFINISHED BUSINESS**

**1. AARP Sponsorship - Senior Center Staircase Project**

**VIII. NEW BUSINESS**

**1. Tourism Letter of Support**

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

**2. Main Street Art Walk**

**IX. NEXT MEETINGS**

- 1. Main Street Advisory Board Meeting - February 19, 2026 at 5:00 PM**  
**Cone Zone Committee Meeting - TBD**  
**Heritage & Culture Committee Meeting - TBD**

**X. ADJOURNMENT**

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



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

**MINUTES**

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

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

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

**BOARD ABSENT:** Board Member Brown

- 1. REMOTE PARTICIPATION – A Zoom link is available for virtual attendance. However, the Town of Pagosa Springs does not and cannot guarantee internet service or online broadcasting. Remote attendance is at the risk of the attendee as the public meeting will continue in person regardless of the Town's broadcast capability.

Join Zoom Meeting  
<https://us02web.zoom.us/j/88911254195?pwd=xgVXCpLss8Pl1nailFolf86r6iW6lz.1>

Meeting ID: 889 1125 4195  
Passcode: 866287

- I. CALL MEETING TO ORDER
- II. ROLL CALL
- III. DISCLOSURES AND/OR CONFLICT OF INTEREST
- IV. PUBLIC COMMENT – *Please sign in to make public comment*
- V. APPROVAL OF MINUTES
  - 1. Approval of the September 11, 2025 Meeting Minutes

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

**Carried.**

- VI. REPORTS TO BOARD
  - 1. Main Street Coordinator Report

**Colorado Main Street Awards:** This last month, Coordinator McFadden continued promoting Pagosa Springs' recognition as Colorado Main Street Community of the Year, along with the Main Street Manager of the Year award, through social media and a press release. These communications help reinforce the value of our Main Street program in coordinating resources, supporting local businesses, and strengthening the economic vitality of the downtown district.

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**Cone Zone Care & Small Business Saturday:** In collaboration with the Chamber, we are coordinating promotional efforts to support Small Business Saturday and the holiday shopping season. Downtown businesses are being encouraged to share their holiday specials and participate in free video promotions. Ten businesses will receive professionally produced promotional videos by Justin Treptow, which will be highlighted throughout the holiday season and provided to the businesses for ongoing use. The Chamber and Main Street will also produce short-form videos for remaining participating businesses to ensure broad visibility and support.

Additionally, we are working with M2 to create a “Pagosa is Open” video campaign to address ongoing misconceptions that downtown remains affected by prior flood impacts. This messaging will be shared in regional markets to support winter visitation.

The next Cone Zone Update is scheduled for December 2 with the PIOs. We will summarize completed work, outline winter construction expectations, and provide preliminary information regarding the anticipated 2026 project phase and completion.

We continue coordinating regularly with the PIOs, Town, County, Tourism, and the Chamber to ensure that construction updates, business support messaging, and promotional campaigns remain aligned across public communication channels.

**Heritage & Culture:** The committee continues advancing multiple initiatives. Last month, Coordinator McFadden drafted and submitted an application for grant funding to support *Color Pagosa’s Past: A Colorado 150 Commemorative Coloring Book*, with notification expected in approximately four weeks. The project envisions a 28-page illustrated coloring book featuring historic buildings, cultural landmarks, local stories, and regional heritage elements, accompanied by short, accessible captions appropriate for children and general audiences. The planned initial print run includes 5,000 free copies with crayons, to be distributed in August 2026 through schools, the library, the museum, community partners, and participating downtown businesses. The goal is to celebrate Pagosa Springs’ history in a format that is educational, engaging, and widely accessible, particularly during Colorado 150 and America 250 observances.

Oral history interviews are ongoing, and we have now recorded more than 24 hours of stories. Coordinator McFadden is working with volunteer Kelli Ford to determine the editing and transcription process needed to prepare the audio files for archival use and future interpretation. The DAR continues to assist with the expansion of the Historical Walking Tour. The committee has finalized the list of items to purchase for the History Vault and will proceed with purchases up to the \$2,000 allocation previously authorized by the board.

**Marketing / Main Street Website:** Work on the Main Street website continues to move forward. The new downtown business directory has now been fully built, with listings for the 40 businesses that submitted their information through our online form. Final content checks and formatting adjustments are underway, and we expect to go live next week. Once launched, the directory will serve as a centralized, easy-to-use resource for residents and visitors to discover shops, restaurants, services, and experiences in the Main Street district. It will also support upcoming holiday and Small Business

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Saturday promotions and provide a foundation for expanded digital marketing efforts.

**AARP Sponsorship Proposal:** In September, Main Street was awarded a \$4,000 AARP Livability sponsorship through the Colorado Main Street program. This funding opportunity was only available to officially designated Colorado Main Street communities. The sponsorship supports the Town's long-planned replacement of the deteriorating footpath path between the Archuleta Senior Center parking lot and the Riverwalk with a permanent concrete staircase and handrail. The new stairs will provide a safer and more accessible connection for residents, visitors, and especially older adults who regularly use the Riverwalk.

Surveying for the project was completed last week, and construction began this week. (Photos attached). Once complete, the improvements will enhance accessibility, safety, and walkability for all who use the Riverwalk corridor.

## 2. Heritage & Culture Committee Report

The committee continues advancing multiple initiatives. Last month, Coordinator McFadden drafted and submitted a grant application for **Color Pagosa's Past: A Colorado 150 Commemorative Coloring Book**, with notification expected in about four weeks. The project envisions a 28-page illustrated book with short, accessible captions highlighting historic buildings, cultural landmarks, local stories, and regional heritage. If funded, we plan an initial print run of 5,000 free copies with crayons for August 2026 distribution through schools, the library, the museum, community partners, and participating downtown businesses, aligning with Colorado 150 and America 250.

Oral history interviews are ongoing, with more than 24 hours of recordings to date. Coordinator McFadden is working with volunteer Kelli Ford to define the editing and transcription workflow to prepare audio files for archival use and future interpretation. The local DAR chapter continues to assist with the expansion of the Historical Walking Tour.

The committee has finalized the purchase list for the History Vault and will proceed with acquisitions up to the board-authorized \$2,000. This effort is supported by additional funding secured by Mayor Pierce through the Pagosa History Museum for a fireproof gun safe, ensuring artifacts and recordings are preserved safely. Growing volunteer engagement and strong partnerships continue to strengthen our capacity to share and celebrate Pagosa Springs' heritage.

We are also working with Town staff to renew our Certified Local Government (CLG) status and reinstate an official Historical Preservation Board. These actions will expand our eligibility for state and federal preservation grants, provide access to technical assistance and training, and establish a clear local review framework that strengthens standards and long-term stewardship of historic resources.

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

## VII. UNFINISHED BUSINESS

### 1. Main Street Business Assistance Grant Fund

Community generosity has helped Main Street build our Business Assistance Grant Fund to \$12,500. These dollars, raised from The Springs Resort & Spa's expansion open house and Wednesday Wine Walk proceeds, are held in a restricted PSCDC account to directly assist downtown businesses impacted by CDOT US Highway 160 Reconstruction project. Board direction is needed on how to deploy these funds this calendar year.

#### County Program Update

Participation has been lower than anticipated. In October, the County reopened its grant program to prior applicants, with approximately \$32,000 available at that time.

#### Options

- LPEA utility credit (one month): Exploring whether there's a mechanism to apply a one-time utility credit for businesses in the impact zone. Feasibility TBD.
- Direct distribution: Evenly split the available funds and distribute directly to eligible impacted businesses.

#### Direction Requested

- Confirm whether to continue pursuing the LPEA option and set a cutoff date (e.g., Nov 30) to pivot if no mechanism is available given year-end timing.
- If pivoting, confirm the direct-distribution approach (eligibility list, equal split, administrator).

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

## VIII. NEW BUSINESS

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

#### Purpose & Value

Support immediate business-recovery and holiday-season outreach to counter recent slowdowns and reinforce that Pagosa is open for business, while deferring larger signage investments until construction details and winter operations are finalized.

#### Background

- In September, the Board allocated \$5,000 for downtown signage based on business needs.
- Following significant flooding, near-term priorities shifted to FEMA funding, cleanup, and

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- repairs.
- Final construction-zone layout and snow-removal strategy remain pending, both materially affect temporary signage decisions.
- Tourism is leading a permanent wayfinding plan for after construction.

#### Scope

Reallocate up to \$2,500 of the \$5,000 allocated to signage for targeted, time-sensitive holiday promotions that drive local spending and visitation.

#### Use of Funds

- Paid digital promotion for the “Pagosa is Open” campaign
- Old-Fashioned Christmas promotional materials, giveaways
- Temporary “Free Public Parking” banner for the old courthouse lot

#### Budget & Funding Plan

- Reallocate up to \$2,500 from the previously allocated \$5,000 signage line item.

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

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

**Carried.**

## 2. Oral History Project Audio Editing & Transcription

#### Purpose & Value

The Heritage & Culture Committee's Oral History project preserves first-person stories of Pagosa Springs for public access, education, exhibits, and future interpretation. Professional editing and transcription are essential to transform raw recordings into listenable, searchable, archival-quality assets that residents, visitors, and researchers will actually use. This work will also supply content for the expanded Historical Walking Tour and other Colorado 150/America 250 activities.

#### Scope

- Anticipated total: 30–40 hours of recorded audio.
- Tasks: professional content editing (remove long pauses, filler words, and non-essential tangents; balance levels; reduce noise) and transcription (time-coded, speaker-labeled).
- Deliverables: edited MP3/WAV listening files, archival WAV masters, and transcripts (Word/PDF).

#### Provider Quote & Terms

- **Vendor:** Aztec Media (vetted by volunteer lead Kelli Ford, with positive prior experience).
- **Quote:**
  - **\$3,120** for 1,382 minutes (~23.0 hours) of existing recordings (editing, cleaning, transcription).
  - **\$4,500** total including +10 additional hours (~33 hours overall).
  - Implied rate ≈ \$135–\$136/hour.

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- **Timeline:** Can deliver some material by year-end and meet July/August completion deadlines for the remaining work.

#### **Market Check**

We will seek out any local providers and obtain at least one additional estimate for a 30–40 hour scope (editing + transcription) for comparison and best value.

#### **Matching Funds & Leveraging**

- Kelli will request a match from the Hott Fund and pursue one additional matching source.
- A board commitment now strengthens our case for matches and scheduling with the vendor.

#### **Public Access & Use Cases**

- **Town website:** streaming access for the public.
- **Historical Walking Tour:** curated audio clips via QR/app.
- **Museum, schools, future projects:** exhibits, lesson plans, and anniversary programming.

#### **Funding Plan (Board Direction Needed)**

1. **This year:** Allocate up to \$2,500 from the \$5,000 identified for reallocation.
2. **Next year's budget:** Program any balance needed after matches and final estimates.
3. **Leverage matches:** Target at least dollar-for-dollar support to reduce net cost.

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

### **3. Proposed 2026 Monthly Board Meeting Schedule**

Please review the following proposed schedule for 2026 monthly board meetings:

Thursday, January 15, 2026 — 5:00 PM

Thursday, February 19, 2026 — 5:00 PM

Thursday, March 12, 2026 — 5:00 PM

Thursday, April 9, 2026 — 5:00 PM

Thursday, May 14, 2026 — 5:00 PM

Thursday, June 11, 2026 — 5:00 PM

Thursday, July 9, 2026 — 5:00 PM

Thursday, August 13, 2026 — 5:00 PM

Thursday, September 10, 2026 — 5:00 PM

Thursday, October 8, 2026 — 5:00 PM

Thursday, November 12, 2026 — 5:00 PM

Thursday, December 10, 2026 — 5:00 PM

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

**Carried.**

- IX.** NEXT MEETINGS – Heritage & Culture Committee Meeting - November 20 at 4:00 PM, Town Hall Conference Room  
Cone Zone Update with CDOT - December 2 at 5:00 PM, Location TBD  
Main Street Advisory Board Monthly Meeting - December 11, Visitor Center Conference Room/Zoom

- X.** **ADJOURNMENT**



## AGENDA BRIEF

**MEETING:** Main Street Board Meeting - January 15, 2026

**FROM:** Kathleen McFadden

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**PROJECT:** Main Street Coordinator Report

**ACTION:** Discussion

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### **PURPOSE/BACKGROUND:**

#### **Main Street Coordinator Report**

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

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

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

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

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

**Old Fashioned Christmas:** During Old Fashioned Christmas on Saturday, December 20, Main

Street hosted an outreach and “shop/eat local” activation from our regular Riverwalk location near the Hot Springs Blvd bridge. This effort also continued our Small Business Saturday momentum on socials by extending business spotlights and holiday messaging throughout the season. At the event, we distributed 300 handwarmers with promotional cards encouraging residents and visitors to shop and dine downtown, along with nearly 600 glow bracelets to help build festive energy and increase visibility. Attendees were highly appreciative of the giveaways, and we had multiple conversations that generated interest and questions about the Main Street program and our ongoing work to support downtown.

**DOLA Virtual Visit:** On December 11, Main Street participated in a DOLA Virtual Visit to provide program updates, confirm progress and priorities, and maintain alignment with state partners. The visit supported ongoing accountability and helped position our program well for continued collaboration and future opportunities.

**Heritage & Culture:** The committee continues advancing multiple initiatives aligned with Colorado 150 and America 250. In October, I drafted and submitted a grant application to support *Color Pagosa’s Past: A Colorado 150 Commemorative Coloring Book*. In December, I received notice that the project made the first cut and advanced through the initial grant gate. Final award notifications are expected this month. During the community 250/150 meeting last week, among attendees, Main Street was the only group to report advancing through the initial grant review stage.

The commemorative project would produce a 28-page illustrated coloring book featuring historic buildings, cultural landmarks, local stories, and regional heritage elements with short, accessible captions for children and general audiences. The planned initial print run includes 5,000 free copies to be distributed beginning in August 2026 through schools, the library, the museum, community partners, and participating downtown businesses.

Oral history interviews are ongoing, with almost 30 hours of stories recorded to date. This project preserves first-person stories of Pagosa Springs for public access, education, exhibits, and future interpretation, and will also provide content for the expanded Historical Walking Tour and other anniversary programming. The committee vetted and engaged Aztec Media for professional editing, cleanup, and transcription. Work is underway for cleanup/editing and time-coded transcriptions for approximately 1,380 minutes (about 24 hours) of existing recordings for \$3,120.00, plus an \$880.00 allowance for additional audio and unforeseen production needs, for a total of \$4,000. Additional recordings beyond the initial 24 hours will be queued for a future phase as interviews continue.

The committee also finalized the purchase list for the History Vault, and I purchased all designated publications on the content list. Mayor Pierce received funding from a generous donor through the History Museum and is in the process of purchasing the fireproof gun safe to ensure artifacts and recordings are preserved safely. To build community awareness and create a meaningful milestone around the project, we are planning a special event to “seal the vault” on Colorado Day (August 1, 2026), marking a celebratory moment to honor local stories and preserve these materials for future generations.

**January 13, 2026 Town Council Work Session:** I attended the Town Council work session and provided Main Street input on the best ways to help support businesses through the US Highway 160 Reconstruction project. My comments were based on my review and assessment of the Chamber’s December business survey results, Main Street’s business input survey conducted last spring, and our on-the-ground experience and feedback from businesses throughout the construction year. I focused on practical, low-burden approaches that can help

strengthen foot traffic and sales by reducing visitor friction and improving clarity around parking, access, and navigation. A copy of my handout is attached for reference.

**Program Administration & Reporting (In Progress):** Work is underway on the Q4 2025 Main Street Quarterly Report, along with preparation of the Main Street America Re-Accreditation application and the Colorado Main Street “Excelling” application (the next designation level for accredited programs). These efforts focus on documenting outcomes, capacity, and required program elements to maintain strong standing and advance the program’s competitiveness for recognition and funding.

**Business Assistance Grant Fund (In Process):** Main Street currently holds \$13,408.62 in the Business Assistance Grant Fund restricted account. I have drafted a distribution process that includes identifying eligible businesses in the impact zone and offering a simple opt-in/opt-out process so that business owners can decide whether to participate. Next step is to work with the Cone Zone Committee to review and approve the final process, confirm the eligible-business list (based on a defined Impact Zone), and approve rollout steps before the opt-in period launches and funds are distributed.

**ATTACHMENTS:**

1. Main Street Business Support Through Construction\_Town Council Meeting 1.13.26



## Business Support Through Construction – Handout

*Main Street perspective | January 13, 2026*

Based on: Chamber business survey (Dec 2025), Main Street business input survey (Spring 2025), and on-the-ground business outreach.

### Purpose

Over the past year of construction, Main Street and partners have gathered more business feedback and real-world observations about what is and isn't working. This handout summarizes the primary drivers of decreased foot traffic and identifies three practical, low-burden actions that can help increase walk-ins and sales without adding cost or administrative burden to small businesses.

### Goal

Increase foot traffic and actual sales revenue during the US Highway 160 Reconstruction project without adding cost or administrative burden to small businesses.

### What we're seeing

Businesses are reporting decreased foot traffic and fewer walk-ins. The following factors are the primary drivers we can influence right now:

- **Access friction suppresses stops and walk-ins:** unclear parking, confusing pedestrian routes, insufficient crossing guidance, and blocked or unsafe access during active work.
- **Perception gap suppresses demand:** visitor confusion/misperception of flooding impact, plus uncertainty about how to navigate downtown during construction and moving forward, snowpack.
- **Tourism softening increases urgency:** CPR reports Colorado mountain towns are planning for fewer visitors and less spending compared to the pandemic peak. CPR also cites DestiMetrics reporting lodging booking pace down roughly 25% year over year (Jan 13, 2026).
- **Capacity limits:** many businesses are owner-operated with limited staffing. Strategies should not depend on owners taking on new programs or admin-heavy tasks.

### Important local reality - The map exists; distribution is the gap.

Main Street spearheaded the creation of a parking map. Tourism funded printed copies, and it is also available online. Printed maps help when they reach visitors, but they assume visitors already arrived at the Visitor Center or a business, or thought to look up a map before traveling. A practical refinement is strengthening last-mile access so visitors can quickly find parking and walking routes while navigating the corridor, using clear, highly visible signage and QR links at decision points.

## **Recommended actions (3)**

These actions are designed to reduce visitor friction, increase confidence, and create reasons to visit/stop downtown, which is how we rebuild foot traffic and support sales.

### **Action 1 – Reduce access friction now**

- Deploy temporary, highly visible wayfinding at decision points (east and west gateways plus key turns): “Downtown Businesses” (preferred phrase) with parking arrows and “Park here. Walk this way.”
- Place big, obvious QR codes on signage that link directly to the existing parking map and a simple “How to Get Here Now” page.
- Improve pedestrian crossing and walk-route marking so visitors feel safe and confident walking from parking to storefronts, especially as barricades and traffic patterns shift during construction.

### **Action 2 – Unified visitor messaging (clear guidance + access link)**

- Lead with a value message + simple guidance, for example: “Winter is on in Pagosa.” “Visit with confidence.” “Scan. Park. Stroll.”
- Make access information unavoidable: include the same parking and walking map link/QR code in every message.
- Coordinate messaging through partners (Town, Tourism, Chamber, Main Street) so businesses aren’t asked to buy ads or manage admin-heavy programs.

### **Action 3 – Monthly foot-traffic activations/events (low burden)**

- Hold monthly activation events during normal hours or early evening with partner-led logistics (music/performance plus a small public-space draw and a clear walk route).
- Rotate locations over time so benefits extend beyond one barricaded section.
- Avoid clunky mechanics (receipts, uploads, program admin). If alcohol is used, solve licensing and containment structurally and reduce fees where possible.

### **Suggested next steps (for consideration)**

- Confirm shared objectives and assign a small partner workgroup to refine implementation for Actions 1–3.
- Identify decision points for signage/QR placement and a process for updating wayfinding as conditions change.
- Agree on a shared message toolkit and a single, consistent access link/QR to use across partner channels.
- Outline a simple monthly activation calendar and confirm responsibilities (logistics, promotion, safety/permits as needed).

## **Reference**

Colorado Public Radio (CPR), “Mountain towns tighten their belts as pandemic-fueled tourism high starts declining,” Jan 13, 2026.



## AGENDA BRIEF

**MEETING:** Main Street Board Meeting - January 15, 2026

**FROM:** Kathleen McFadden

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**PROJECT:** AARP Sponsorship - Senior Center Staircase Project

**ACTION:** Discussion and Action

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**PURPOSE/BACKGROUND:**

In September 2025, Main Street was awarded a \$4,000 AARP Livability sponsorship through the Colorado Main Street program, a funding opportunity available only to officially designated Colorado Main Street communities. This award brought \$4,000 to the Town to support the long-planned replacement of the deteriorating footpath between the Senior Center parking lot and the Riverwalk with a permanent concrete staircase and handrail. The project is now complete and looks wonderful, providing a safer and more accessible connection for residents, visitors, and especially older adults who regularly use the Riverwalk.

In late December, Coordinator McFadden completed the required sponsorship documentation and payment processing, so the Town received the full \$4,000 award, and we met the requirement to complete the project within 2025. Next steps include finalizing the dedication sign style and text and ordering the sign, selecting a ribbon cutting date, and issuing a press release.

**FISCAL IMPACT:** Up to \$500

**RECOMMENDATIONS:** Motion to approve the purchase of the AARP Livability sponsorship dedication sign for the Senior Center Staircase project, in an amount not to exceed \$500, and to authorize Coordinator McFadden to finalize the sign text and place the order.



## AGENDA BRIEF

**MEETING:** Main Street Board Meeting - January 15, 2026

**FROM:** Kathleen McFadden

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**PROJECT:** Tourism Letter of Support

**ACTION:** Discussion and Action

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### **PURPOSE/BACKGROUND:**

The purpose of this agenda item is for the Main Street Advisory Board to approve a letter of support for the Pagosa Springs Area Tourism Board's Colorado Tourism Office Tourism Management Grant application to develop and install downtown wayfinding and river access signage following completion of the US Highway 160 Reconstruction project. This project supports long-term downtown recovery and visitor experience by making it easier for residents and visitors to navigate to parking, businesses, river access points, and key amenities once the corridor reopens in its final configuration. Approval authorizes Coordinator McFadden to submit the attached letter on behalf of the Main Street Advisory Board.

### **ATTACHMENTS:**

1. Letter of Support for Tourism Grant\_Board Packet



January 15, 2026

To Whom It May Concern,

The Pagosa Springs Main Street Advisory Board is pleased to offer strong support for the Pagosa Springs Area Tourism Board (Visit Pagosa Springs) application for the Tourism Management Grant program through the Colorado Tourism Office for the development and installation of community wayfinding and river access signage.

The Main Street Advisory Board works closely with downtown businesses and has been directly involved throughout the ongoing downtown reconstruction project. Now in its second year, construction has had a significant and sustained impact on downtown merchants, including reduced visibility, altered access routes, shifting parking patterns, and visitor confusion. Business owners have consistently expressed the need for clearer signage to help visitors find downtown businesses, public parking, river access points, and amenities during and after construction.

As downtown reconstruction nears completion in late fall 2026, there is a shared understanding among downtown stakeholders that wayfinding will be critical to economic recovery. Clear, consistent signage will help reestablish intuitive circulation patterns, encourage visitors to explore downtown on foot, and reconnect visitors with businesses that may have been difficult to locate during construction.

The Main Street Advisory Board values that this project builds upon a previously developed wayfinding design and aligns with existing downtown signage standards. This consistency is important to business owners, who want signage that enhances the character of downtown while improving visibility and navigation.

We fully support Visit Pagosa Springs' request for \$20,000 in Colorado Tourism Office funding, with a \$5,000 local match provided by the Pagosa Springs Area Tourism Board. We believe this project directly responds to the needs expressed by downtown businesses and will play an important role in revitalizing downtown activity following an extended period of disruption.

Thank you for your consideration and for supporting projects that help downtown communities recover, adapt, and thrive.

Sincerely,

Rick Holter, Chair  
Pagosa Springs Main Street Advisory Board



## AGENDA BRIEF

**MEETING:** Main Street Board Meeting - January 15, 2026

**FROM:**

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**PROJECT:** Main Street Art Walk

**ACTION:** Discussion

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### **PURPOSE/BACKGROUND:**

Main Street Art Walk is a potential new event that would showcase local artists and give residents and visitors another reason to spend time downtown. Several artists have asked about participating, and the board will discuss how this concept aligns with Main Street's goals and current work plan. If the board supports moving forward, the board will identify next steps and assign a small working group to explore feasibility, partners, and a simple pilot approach.