



## Pagosa Springs CDC Board Meeting Minutes June 8, 2022

**In Attendance:** Justin Ramsey (Zoom), Warren Brown, Chelle Keplinger, Jeff Posey, Rosanna Dufour, Jenelle Syverson (Zoom), Dorothy Elder (Zoom), Mont McAllister (Zoom), Laura Lewis Marchino – Region 9, Emily Lashbrooke – Executive Director, Kathleen McFadden – Administrative Manager, Beth Lamberson, Community Grant Writer, Terri House – The Sun, Bruce Stuart

**Absent:** Sherry Waner, Jim Garrett

Vice President Justin Ramsey determined there was a quorum and called the meeting to order at 5:38 PM.

There were no conflicts of interest disclosed from the board in relation to the agenda items.

*Chelle moved to approve the April 13, 2022 Board Meeting minutes; Warren seconded. There was no discussion. The April minutes were accepted unanimously.*

*Warren moved to approve the May 11, 2022 Annual Meeting minutes; Chelle seconded. There was no discussion. The May minutes were accepted unanimously.*

### Financials

- P&L 5/2022
  - \$178K Total Balance
  - \$12.9K Government Contribution
  - \$48K Broadband Project Management Expenses
    - Had to use \$45,470.00 funds to purchase supplies in advance due to supply chain issues and anticipated price increases. This was budgeted and will be reimbursed with ARPA funds.
- Balance Sheet
- Financial Update & Expenses
  - See Expenses by Vendor
  - Met with Derek Farrah, CPA last week and we are in the process of cleaning up the books, reorganizing, setting up for payroll. Also got our company file to Derek for annual tax return and authorized him to renew our 501c3 status.
- Jeff Posey: Do we feel any financial distress in any portion? No if we can start bringing in membership income from dues. We get subsidized by the public/private partnership with the town, but we need to build the CDC to be sustainable.

*Jeff moved to approve the Financial Report; Warren seconded. There was no discussion. The Financials were accepted unanimously.*



### **Introduction of New Board Members**

- Jenelle Syverson, Owner and Operator of The Choke Cherry Tree.
  - Excited to share her business knowledge with the community and build connections.
- Rosanna Dufour, former Owner of Rosie's Pizzeria and currently Co-Owner of PJs Fine Bamboo Rods
  - Former owner of Rosie's Pizzeria for 20 years. Looking forward to contributing her knowledge and expertise as a former restaurant owner and new business owner.
- Jeff Posey, Town Representative replacing Matt DeGuise
  - Served on the Town Planning Commission for two years and was appointed to the vacant seat on the Town Council about 9 months ago. Fully employed, serves on five boards including Pagosa Innovation Center, Sewer System Board, Urban Renewal Authority, PSCDC, and Town Council

### **Election of Officers**

- Warren nominated to elect Sherry as President; Rosanna seconded. Discussion about the great job Sherry has done and would like to keep the continuity. All voted in favor to re-elect Sherry as Chair of the Board/President including those online.
- Vice President; Chelle nominated Justin for the Office of Vice President. Jenelle seconded. Discussion: Are you willing to do the job despite travel concerns? Yes. All voted unanimously including those online.
- Treasurer/Secretary; Chelle nominated Jim Garrett for the Office of Treasurer/Secretary; Jeff Posey seconded. No discussion. All voted unanimously including those online.

### **Executive Director Report – Emily Lashbrooke, Executive Director**

- Very busy month so let's celebrate success:
  - \$100k Department of Labor and Unemployment RUN Grant
  - 32 Students in Summer Work Program to place them in industry of their choice.
  - Employer will hire the student and submit invoice back to CDC for the hours worked and amount to be reimbursed, including up to \$200 in supplies.
    - Benefits: Learn skills, get paid, earn high school credit
    - The wage rate is set by the industry partner/employer and we can reimburse up to \$20/hour and up to 40 hours/week.
    - Students must complete 20 hours a week for 6 weeks to get high school credit.



- DOLA Presentation in Golden, CO for \$1.1M grant for broadband deployment to create a redundant loop in Archuleta County. If/when the line gets cut, we will have redundant backup to avoid blackouts. DOLA has awarded us this grant and will soon make a formal announcement.
- Introduction of Community Grant Writer, Beth Lamberson
  - Shared asset between the Town and County.
  - Previously general manager at KSUT.
- More accomplishments this month:
  - Boys & Girls Club
  - Partner with the Pagosa Arts Initiative Kids Program
  - DCI does a lot of crossover work with the Main Street Program, so we will leverage the Town's membership with DCI and our Main Street Program at this time.
  - Board Feedback from CDC Annual Meeting:
    - Great venue, fun entertainment, engaged audience, informative, lots of energy and enthusiasm, attendees were excited to learn what will happen next and that's not been present previously.
    - Any improvements other than a larger screen? There are many more community members who could benefit from the information presented, so we should broaden the audience in the future and perhaps start earlier to get the board work completed.
  - CDC took the lead for the Regional Broadband Coordination and have facilitated the regional approach to get Infrastructure funds that will be released in September. Conducted a regional Gap Analysis Meeting and created a final Broadband Map for the region and will finalize the Strategic Plan no later than August to apply for the funding as a region.
  - Emily has completed the steps to be inducted into the Noon Pagosa Springs Rotary Organization.
  - Met with new Food Truck Vendor to conduct a business strategy session.
  - Spoke to Vets for Vets
  - Region 10 Request for Four-Way Partnership to connect the state-wide broadband loop through Archuleta County and the SW CO region. We are the last part of the loop in the state and this will bring GB service into the area. The La Plata Electric, Southern Ute Indian Tribe, La Plata County, Archuleta County. County Commissioners voted unanimously to approve the matching \$500k required by each of the four partners.
  - Attended Mountain Connect Broadband Conference in Keystone, CO.
  - Black Hills Energy has agreed to joining the CDC as a Strategic Partner at the \$2500 level. We are working closely with them on projects such as sharing the dig with broadband to get natural gas out to Hatcher.
  - PJs Fine Bamboo Rods also signed up as a new member.



- We are now able to accept credit cards through QuickBooks for memberships. We are finalizing the last part of the invoice to include the Pay Now button.
- With everything on our staffs' plates, we need help from the board with membership. Staff will provide a document to help with this membership drive, including talking points explaining what is economic development, what that entails like broadband, workforce development, etc., and how does membership benefit members including a voice at the table in terms of CDC projects. We will also email a list of members so we don't duplicate effort.
  - Maybe add an individual contributor level for \$50? We did add a Senior Citizen option that can get \$100 for providing mentorship.
  - Add the application form to the back of the Membership Benefits for those who are not tech savvy or do not want to scan/fill out online.
  - Build Pagosa is discussing with their board to renew at a higher level.
- PCC tour of a facility and several meetings regarding credentialing current CTE instructors
- Contract with Chamber of Commerce to rent office space month-to-month including use of the meeting room and extra cost of printing. This would drop our rate to \$700 plus printing expense. Board received copy via email and should review and provide any feedback.
- Warren moved to approve the office space rental agreement with the Chamber effective June 1, 2022 through December 31, 2022. Jeff seconded. No discussion and approved unanimously.
- Target in next month
  - Establish an MOU with Chamber of Commerce
  - Meet with DOLA Main Street Program to schedule community input meetings including pop-up!
  - Continue efforts for BGCA and PCC
  - Continue Summer Work Program
- Action items
  - Reallocation of funding for the RUN Grant. It will not cover any promotional materials but will cover some administrative fees.
  - Board request to reallocate \$1500-\$2000 of the Administrative Manager Wages funds to the RUN grant to be used for printing, promotional materials, Spanish translation, and marketing, and use the RUN grant administrative funds to cover Administrative Manager Wages. These will be reallocated in the same fiscal year.
  - Jeff moved to reallocate funds for the RUN Grant; voted unanimously including votes online.



## **Administrative Manager Report – Kathleen McFadden, Admin Manager/Main Street Coordinator**

### **PSCDC Update**

- Provided administrative support and attended meetings for CDC projects, grant opportunities, and strategic initiatives:
  - May 11 Economic Development Day & CDC Annual Meeting
  - SW Colorado Regional Broadband Coordination
  - CDL Training & Certification Program with Pueblo Community College
  - CTE Credentialing Program with Pueblo Community College & Build Pagosa
  - RUN Grant Summer Work Program
  - Workforce Housing Investment Opportunities with Carlos Padiar & Bill Ball
  - Boys & Girls Club
    - Wrote initial draft for Needs Assessment RFP
- Attended website training and managed CDC website and social media channels.
  - Updated website to include new board members and added a staff section.
  - Published events and announcements.
- Performed CDC accounting responsibilities for accounts receivable, accounts payable, and reconciliation.
  - Attended meeting with Derek Farrah, CPA, to discuss appropriate Quickbooks changes to reflect CDC organizational changes with payroll and grant administration.

### **Main Street Program Update**

- Attended Department of Local Affairs (DOLA) Main Street meetings and monthly training.
- Continued outreach to raise awareness about the Main Street Program with businesses, town officials, and potential partners/collaborators.
- Presented Main Street Update to Town Council on 5/19.
- Organized, presented, and facilitated Main Street Program Kickoff Meeting on 6/1 at the Tennyson Events Center:
  - Purpose of the meeting was to introduce the Main Street Program and benefits to the community, identify potential Advisory Board members, present roadmap and next steps, and facilitate community interest and input.
  - Attendees: 32 (35 including CDC staff)
  - Presentation: [https://pagosaspringscdc.org/wp-content/uploads/2022/06/Pagosa-Springs-Main-Street-Program-Kickoff-Meeting-June-1\\_Final.pdf](https://pagosaspringscdc.org/wp-content/uploads/2022/06/Pagosa-Springs-Main-Street-Program-Kickoff-Meeting-June-1_Final.pdf).

### **PSCDC & Main Street Program Next Steps**

- Continue administrative, accounting, website, and social media support for CDC projects, grant opportunities, and strategic initiatives.
- Set up individual meetings with potential Advisory Board members and create final recommendation to submit to Town Council for approval.



- Finalize Advisory Board with Town Council by end of June.
- Announce results with press release and social media updates.
- Schedule dates, times, and locations for Community Input and Visioning/Strategic Planning meetings with DOLA during June 9 meeting. DOLA will provide resources to help facilitate these meetings.
- Launch marketing blitz to continue generating awareness and gaining community support for, and involvement with, the Main Street Program:
  - Community Survey (Attached)
  - Weekly social media posts
  - Meeting announcements & invitations

### **Region 9 Report – Laura Lewis Marchino**

- 2 loan inquiries
- One resource/referral
- 8 Ez inquiries
- 2 data inquiries
- Posts for our ED groups during Eco Devo week
- Presented at Annual meeting
- Facilitating Town Board retreat
- Met with Kat about all things Region 9 (also met with Emily and Kat)
- Attended Mountain Connect with Emily and Eric
- Something about Build Pagosa? See audio.
- Release feasibility study to explore inpatient/residential treatment options
- SWCCOG integration/Andrea is the Chair
- Submitted letter of support for Archuleta Transportation multimodal project.

### **New Business**

- Bruce is concerned the Town is revoking the Senior Center from using the Community Center Space. Jeff assured him the Town Manager recently renewed the agreement.
- Reallocation discussed previously under Director Action Items.
- Grant update \$2000 Ballentine Grant awarded and will be used toward Experience Economy.
- Membership renewals previously discussed during Director's report.

With no further business to discuss, *Chelle moved to adjourn the meeting; Jeff seconded. The meeting was adjourned at 7:40 PM.*