



Pagosa Springs CDC Board Meeting Minutes July 11, 2022

In Attendance: Justin Ramsey, Warren Brown, Chelle Keplinger (Zoom), Jim Garrett, Jeff Posey, Jenelle Syverson (Zoom), Bruce Stuart, Emily Lashbrooke – Executive Director, Kathleen McFadden – Administrative Manager, Dorothy Elder (Zoom), Mary Jo Coulehan.

Absent: Sherry Waner, Rosanna Dufour, Mont McAllister

Vice President Justin Ramsey determined there was a quorum and called the meeting to order at 5:31 PM.

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

Warren motioned to amend the June 8 meeting minutes to include Bruce Stuart as being in attendance and motioned to approve the minutes as amended. Jeff seconded. There was no more discussion. The June minutes were accepted unanimously with the noted amendment.

Financials

- P&L 6/30/2022
 - Resolved a line item for a checking account adjustment for \$8900. Financials now reflect the items correctly as payroll taxes.
 - We have a -\$22,776.48 balance; \$100k of Broadband funding not collected this year.
 - Two new members signed up in June, Jeff Posey and Bruce Stuart.
 - Black Hills Energy and First Southwest Bank joining as Strategic Partners.
- Balance Sheet 6/30/2022
 - As of June 30, Bank of Colorado savings is \$37,863.69; Bank of San Juans checking is \$93,195.34; First Southwest Bank is \$9,543.41 for a total of \$140,602.44.
 - Still have three micro-loans on the books. Will connect with Mary Jo to update.
 - Bruce: Are there any loans? No we were carrying Covid relief and a few regular loans to businesses. Will work with Mary Jo to update.
- Financial Update & Expenses
 - See Expenses by Vendor
 - Nothing out of the ordinary except moving office locations. We received in-kind office furniture donations from First Southwest Bank for a portion of membership dues.
 - Paid LocalIntel, our data platform and two large checks for \$40k and \$82K for ARPA funds. We invoiced the County and have received the \$40k reimbursement in July.



- We paid accountant \$600 to complete our tax returns.
- We purchased office supplies including a printer and WiFi router to establish new office.
- Our new office is located at 46 Eaton Drive, Suite 4, directly behind City Market.
 - Working on getting ED regional organizations to share a third office in our space.
 - There is a small space that could have a board room and/or be used for office rental that is connected to our offices. Working on possible plans for possible future use.
 - Our lease includes everything except WiFi. The building is for sale and if it sells, the owner plans to sell with leases in place. Our lease is up for renewal in December but includes an option for another year.

Jim moved to approve the Financial Report; Bruce seconded. There was no discussion. The Financials were accepted unanimously.

Executive Director Report – Emily Lashbrooke, Executive Director

- Very busy 45 days:
 - Relocated to new office space.
 - Cleaned and straightened Quickbooks, all accounts balanced and new line titles; Completed payroll taxes.
 - Received first installment of RUN Grant for \$50k. We had 35 students sign up and we have 28 currently placed with an industry business partner.
 - Matched students with partners; students get paid, learn a skill or trade, and if they complete 120 hours they get HS credit.
 - PAWSD has 3 interns; 1 working in the plant and 2 in the field.
 - We have culinary, retail, Wings, PSMC, Growing Spaces, Visit Pagosa, PAWSD, Bridges, BWD Construction, Tim Brown Construction, and more.
 - Planning a RUN Grant Success Event August 24 with students, parents, business partners, and community stakeholders. We spent over \$8,900 and recorded ~360 hours.
 - Working with La Plata Family Services Advocate and placed an adult with a local automotive shop and he reported it will be life-changing for him.
 - Working with Mary Jo to get CDL class here.
 - Also working with local workforce office to place adult interns that office is unable to place and get them back into the workforce.
 - Continuing with SW CO Regional Broadband meetings and will hand off the regional collaboration to Shak tomorrow.



- Participate in interviewing 15 potential candidates for Main Street Advisory Board. We will present the list to Town Council on July 21 for appointment.
- Nominated as SW Region representative for the Economic Development Council of Colorado. Congratulations!
 - Continuing to collaborate with organizations and getting creative for things like putting fiber and natural gas underneath a bike path out to Hatcher. Piedra Road is not pedestrian-friendly and a bike path would be beneficial.
- Meeting with Modstreet and Town regarding Parklets and possible placement in Main Street.
- Met with Habitat for Humanity.
- Attended Colorado Broadband Letter of Intent Webinar. We will be submitting an LOI for Archuleta County and the Region will submit one as well. The regional 5-year plan should be complete by the time the funds open up in September for application. Anyone wanting to apply for those funds should submit an LOI. These funds do require at 25% match.
- Met with Community Grant Writer and County Staff to identify priorities and strategy, and we will meet with TOPS in the next week; Beth is doing the reporting for RUN, and working with DOLA on the \$1.1M broadband grant we were just awarded to create the redundant loop in Archuleta County.
- Our Broadband Office needs to secure supplies because of an 8-month delay in supply chain; meeting with the County on Tuesday and Town Council on Thursday.
 - Four Way Partnership: Southern Ute Indian tribe, La Plata County, La Plata Electric, and Archuleta County committed to provide equal funds for broadband, which DOLA will match. This effort is a great example of collaboration and working together for the greater good.
- Put out an RFP Needs Assessment for the Boys & Girls Club and received three proposals and have reached out to those companies. United Way has agreed to fund the Assessment.
 - Working with the Pagosa Arts Initiative After-School program and meeting with Board of Directors to see how we can work together.
 - Pitch to La Plata County for 3-year sponsorship.
- Worked with CPA and completed 990 and taxes are filed with no money due.
- Target in next month:
 - Meet with County regarding broadband funds.
 - Present to Town broadband update with PSCDC update.
 - Meet with DOLA Main Street Program to establish community meetings including pop-ups!
 - Continue efforts for BGCA and PCC. Dean Dr. Sam is leaving PCC and Dr. Kevin Aten, superintendent of Bayfield, is taking over August 1.



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

PSCDC

- Provided administrative support and attended meetings for CDC projects, grant opportunities, and strategic initiatives:
 - June 9: SW Colorado Regional Broadband Coordination
 - June 15: Meeting with Roger Zalneraitis of MODSTREET to discuss placemaking, revitalization, and re-envisioning of Main Streets and downtowns with customizable, modular parklets and bumpouts.
 - June 15: Summer Work Program meeting with intern and PAWSD.
 - June 15: Advisory Board interview with Robert Melun.
 - June 16: PSCDC Team meeting.
 - June 27: Advisory Board interviews with Barbara Swindlehurst, Jeremy Martin, and Sherry Phillips.
 - June 28: Advisory Board interviews with Rose Chavez, Loren Talley, and Haz Said.
 - June 28: Summer Work Program meeting with CT's Automotive.
 - June 29: Summer Work Program meeting with interns and Wings, PSMC.
 - June 29: Advisory Board interview with Rick Holter.
 - June 29: Farm to Spaceship meeting regarding experience economy, grants.
 - June 30: Summer Work Program meeting with intern and PSFroyo.
 - July 6: Summer Work Program meeting with intern and Visit Pagosa.
 - July 7: Summer Work Program meeting with intern and Wings.
- Documented and transcribed June 8 board meeting minutes.
- Drafted Ballentine Family Board of Trustees thank-you letter for \$2000 grant award.
- Managed CDC website and social media channels.
 - Published events and announcements.
- Performed CDC accounting responsibilities for accounts receivable, accounts payable, and reconciliation.
 - Reconciled accounts from 1/1/2022 through 6/30/2022 to cross-check account consolidation changes in June.
- Began processing monthly invoices and reimbursements for 30+ Summer Work Program interns.

Main Street Program

- Attended Department of Local Affairs (DOLA) Main Street meeting (June 9) and monthly training (June 30).
 - Provided an update of Kickoff Meeting results.
 - Determined next steps for selecting consultant to help facilitate Visioning & Strategic Planning meetings in September with the Advisory Board.
- Interviewed 13 candidates for seats on the Advisory Board. Will continue interviews through July 18 and then present candidates to Town Council on July 21.



- Jeff: Are we on our timeline for Main Street? Yes. DOLA is in the process of identifying their consultants via RFP process. We will select from this list of consultants to help us facilitate our visioning and strategic planning sessions in September. DOLA has Pagosa earmarked for September, and we will confirm the exact dates when DOLA sends us the consultant list.

Next Steps

PSCDC

- Continue administrative, accounting, website, and social media support for CDC projects, grant opportunities, and strategic initiatives.
- Continue facilitating Summer Work Program meetings and processing invoices and monthly reimbursements for 30+ interns.

Pagosa Springs Main Street Program

- Continue Advisory Board interviews through July 18 and then present candidates to Town Council on July 21.
 - Contact candidates with results.
 - Announce results with press release and social media updates.
- Announce/market and host three Community Input Meetings:
 - August 16: Two pop-up meetings on Main Street (one at the Overlook and one on the East End near the Malt Shoppe)
 - August 19: Booth at Comfest Evening Concert
 - September 10 (Tentative): TBD
- Schedule Visioning/Strategic Planning meetings with DOLA. DOLA has issued an RFP for professional facilitators/consultants. We will be able to select from the pool of consultants when that process is complete in July or August. DOLA has acknowledged that Pagosa is on the schedule for holding these meetings in September.
- Continue generating awareness and gaining community support for, and involvement with, the Main Street Program through marketing efforts.

Community Grant Writer Report – Beth Lamberson, Community Grant Writer Grants

- Emily provided an update in her Executive Director Report. Report included in packet follows:
- Administration of RUN grant award, including review of grant agreement, assistance in placing student interns and the first quarterly report submitted by the July 7, 2022, deadline.
- Tutorials and meetings on grants through the National Endowment of the Arts, DOLA and broadband, Community Economic Development through the Dept. of Health and Human Services, Colorado State Outdoor Recreation grant.



- Outreach to the US Forest Service regarding a Wood Innovations grant for a community partner in 2023.

CDC

- Composed narrative for Excellence in Economic Development Award (EDIE) for Region 9 to nominate the PSCDC for 2022.
- Developed grant calendar for PSCDC, and opportunities for local non-profits, Town and the County.
- Meeting with Black Hills Energy about business rebates.
- Meetings with Eric Hittle, staff, and others about the broadband grant
- Working with DOLA on the final broadband grant award documents.
- Moved to the new office.
- Meeting with County manager and staff, along with PSCDC Ex. Director about the role of the Community Grants Manager with the County.
- Meeting with Town and County to discuss a possible sales tax ballot issue.
- Attendance at the July 11, 2022, DOLA meeting in Glenwood Springs to learn about Federal Infrastructure Grants.

New Business

- PSCDC Work Sessions: Can we discuss the need for regular work sessions as scheduled now?
 - Board discussed option to schedule work sessions as needed.
 - Board will need to amend the official schedule.

Jim motioned to cancel the next work session, secondly to schedule future work sessions as needs arise, and to amend the PSCDC master schedule as needed. Warren seconded. There was no discussion. The motion passed unanimously.

- Kathleen will email all board members regarding the work session change and send a meeting cancellation notice.
- Professional Development Event November 2 for our Community to generate some revenue:
 - Goals: Provide training, tools for businesses; opportunity for Board to interact with membership; generate revenue; bring the business community together.
 - Half day, maybe include lunch.
 - Topic possibilities for break-out sessions:
 - Critical thinking
 - Communication skills
 - Delivering performance appraisals
 - Storytelling



- HUB Zone access
- Leadership
- Succession planning
- Chelle mentioned to talk about new workforce
- Jim agreed an event is a good idea to give the Board a chance to interact with the public. The drawback with this type of professional development event is that it takes a considerable amount of time and it will limit the number of attendees, so perhaps we do something more broad with keynote speaker as well as the professional development breakouts.
- More discussion about including a call to action, platform for presenting our successes.
 - Jeff: Pagosa Innovation Center is planning a similar event in November so perhaps we should partner as long as one of the topics is what constitutes innovation.
- Board thinks it is a great idea but timeline is tight; need to lock in a valuable speaker.
- Warren said it adds value to the members and helps bring new membership because it helps businesses make more money.
- Emily will schedule a meeting with Innovation Center next week to discuss partnering.
- Bruce: What three companies in town are innovators? Voormi, PJs, Cold Case, Root House/Root Design, Growing Spaces to name a few.
 - Ask these businesses what are their current challenges? Build an event based on their input, roadblocks.
 - Emily: This is a Business Retention and Expansion program in economic development.
 - Jeff: Innovation Makeover
- Did bringing in the Experience Economy team generate more business for them with our community? Yes it is developing opportunities for Farm to Spaceship as well as PSCDC. We continue to meet with FTS monthly.
- Membership Renewals and discussion was addressed earlier. We have two new members so far in July and we will report those in our next board meeting.

Justin: Where will this celebration event be and who will be attending? It will be held at the Ross Aragon Community Center on August 24 and will include the students, parents, business partners, hopefully our board, town officials, and key stakeholders. Did we move banks? No we still have accounts with First SW Bank, Bank of Colorado, and Bank of the San Juans.

With no further business to discuss, *Jeff moved to adjourn the meeting; Jim seconded. The meeting was adjourned at 6:46 PM.*