



Pagosa Springs CDC Monthly Board Meeting Minutes
July 9, 2025 | 5:00 PM | Ross Aragon Community Center

In Attendance: Rosanna Dufour, Jenelle Syverson, Chelle Keplinger, Sherry Waner, Warren Brown, Todd Mees, Anne-Marie Sukcik, Laura Lewis Marchino, Emily Lashbrooke, Kathleen McFadden, Jeff Sams, and The Pagosa Sun

Absent: Mont McAllister

Chair Sherry Waner determined there was a quorum and called the meeting to order at 5:01 PM. There were no conflicts of interest disclosed.

Warren Brown moved to approve the PSCDC June 2025 Monthly Meeting Minutes as presented. Mario Garcia seconded. Carried.

Financial Update – Chelle Keplinger

Treasurer Chelle Keplinger provided a review of June financial reports, noting there is nothing out of the ordinary but did note one reporting issue to resolve. More Housing Now Grant funding of \$476,547 was incorrectly recorded and reported last year. The board discussed resolving this error by deferring the revenue and restating the 990 tax form. This change will restate the financials to reflect accurate revenue and expenses for both years. Emily also noted the need for a line item for the CNL monthly electric charges. Chelle and Emily will work together to get these items resolved.

Jenelle Syverson moved to defer approval of the June financials until August. Warren seconded. Carried.

The board reviewed the proposed draft for Policy No. 4, which creates a write-off policy for unfulfilled membership pledges. Sherry noted the process follows GAP accounting.

Chelle moved to accept and adopt Policy No. 4 as written to establish a debt write-off policy for PSCDC. Mario seconded. Carried

Executive Director Report – Emily Lashbrooke

Housing Update

- Currently, we have sold four homes with 1 more closing on July 17. We have 4 buyers actively in the process.
- Our new AMI process is working well and has a very quick turnaround.
- We continue working with Homes Fund for down payment assistance. They assisted the current contracted buyer and have made it possible for homebuyers to own their home. One of the active buyers has approval for the homes fund also.

- We are getting ready to release BWD retainage tomorrow and phase one will not expense the remaining 25K that was unused.
- We have placed an ad in the paper for the workforce housing units left.
- Starting a Facebook campaign and meeting PAAR to talk about an MLS listing.
- Toured Clayton Homes and the Fading West project in Ignacio to investigate options.
- Grant report submitted and met with Asset Manager about retainage release.
- EZ Credit for real estate assistance for realtors. Chelle noted we need to record the in-kind donations in QuickBooks.
- PLPOA noted there is a perception that the application and qualification process is too hard. We've refined the process and made it easier. The new ad campaign will reflect this message.

Phase 2 Update

- The pre-development loan has been approved. They funded the first draw for BWD for engineering and funding to pay property taxes on all properties. Total 55K
- Grant Report Due on progress of Phase 2 for IDF and Prop 123
- Submitted a 2nd draw request for Builders Risk insurance and PLPOA fees. Money has come in and ready to pay upon approval
- Jeff and I have met with a couple of modular home builders to gather information on an affordable option.
- Bank of San Juans is not interested in turning the loan into convertible notes, and the bank is not in favor of renting the unsold homes because the lots were used as collateral. RG Bank is interested in working together on a new loan for Phase 2.

CBDO Certification Recommendation from Attorney

- Submitted Pay request for investment into the feasibility of becoming CBDO. Will receive funding next week.
- At the end of the month, we will notify the CBDO office of our decision to decline. Spoke with Commissioners and they agree on our decision.

Workforce Development

- Opened enrollment for the summer work program 15 Jobs and 2 volunteer positions were open enrollments from businesses. We opened the student portal and had 19 students enrolled. We are in the process of getting all students placed.
- We are still placing students

More Housing Now grant, Electric extension/ road perfection

- LPEA has finished engineering and has broken the project up into 4 phases
- Worked with the County for the grant pass-through for payment. All payments have been made, and trenching is underway.
- Trenching has been completed on Travelers Circle, and LPEA has completed electric lines to all CDC and Habitat Lots.
- The Bid for road perfection was awarded to Neils Excavation. They have started the roadwork on Eldorado and Bonita due to LPEA work on Travelers.
- An agreement with Visionary has been made to share the Trench for electricity and to serve the current houses within the development.

Broadband

The Main Street Reconstruction project is receiving Conduit.

Working on one more Broadband 101 training for SW Colorado.

Highway 151 work continues. Visionary is adding fiber to our four homes in the Lancer Court cul-de-sac. Two people who took the Broadband 101 class are now employed with M&M Construction and working on this installation.

Admin Manager/Main Street Coordinator Report – Kathleen McFadden

PSCDC

2025 Summer Work Program: We launched this year's Summer Work Program in April to connect high school students with real-world job experience and support our local workforce pipeline. Although statewide funding changes prevented us from offering wage reimbursement, community support remained strong. We received interest from 14 businesses offering paid positions and 2 offering volunteer roles. A total of 19 students applied, and we've successfully placed students in paid positions with Habitat for Humanity, Wings Early Childhood Center, Riff Raff Brewing, Foot Prints, and Bootjack Ranch.

RUN Grant Audit: We successfully passed the financial audit for the RUN Grant, demonstrating our commitment to transparency and effective grant management. The grant funded our first summer work program starting in 2022, and we laid the groundwork for what has become a highly successful ongoing program.

Main Street Program

Cone Zone Care Committee: On June 17, the Cone Zone Care Committee hosted a highly successful community update event at the Liberty Theatre, welcoming 64 attendees for an evening of collaboration, celebration, and support for downtown businesses during construction.

We are grateful to the Liberty Theatre for hosting, to Hart Construction for donating popcorn, and to the Rotary Club of Pagosa Springs for providing custom Cone Zone Cookies from Pagosa Baking.

The program followed a clear, engaging agenda that included:

- An overview of community collaboration by Main Street Board Member Rosanna Dufour
- A creative launch of the new "Pagosa Is Open" passport campaign, introduced by local speaker and Sherpa Real Estate associate broker Chris Mott
- Highlights of the Tourism Ambassador Program and the weekly Wednesday Wine Walk, shared by Chamber Executive Director Mary Jo Coulehan
- An Economic Snapshot presented by PSCDC Executive Director Emily Lashbrooke, featuring Q1 data from national, state, regional, and local sources
- A detailed update on the Business Assistance Program and official launch of the [Cone Zone Challenge](https://pagosaspringscdc.org/cone-zone-challenge/) (https://pagosaspringscdc.org/cone-zone-challenge/), led by Main Street Coordinator Kathleen McFadden
- A closing video montage and debut of the [3D flyover rendering](#), giving the public a preview of the updated downtown corridor

The event was very well received, and the video materials have continued to gain traction through social media, expanding public awareness and engagement. The update not only informed but also reinforced the community-wide effort underway to keep downtown vibrant, visible, and supported throughout construction. The next Cone Zone Update will be combined with the Wednesday Wine Walk

on July 30 from 4:30 PM to 7:30 PM.

CDOT Rendering: The 3D rendering project for the CDOT US Highway 160 Reconstruction is complete. Funded by Colorado Main Street (DOLA) and developed by Ayres Associates, the project includes:

- [A digital 3D fly-through video of the Historic 400 Block](https://youtu.be/h-gsLg8TBGI?si=M5mxLH4U3rW-EZej) (https://youtu.be/h-gsLg8TBGI?si=M5mxLH4U3rW-EZej)
- [A hand-drawn aerial illustration of the full reconstruction corridor](https://drive.google.com/file/d/1nnligbT1cZa0CSQ-ON3r98OQIx-FDiSk/view?usp=sharing) (https://drive.google.com/file/d/1nnligbT1cZa0CSQ-ON3r98OQIx-FDiSk/view?usp=sharing)

These tools were officially debuted to the public during the June 17 Cone Zone Update at the Liberty Theatre. Designed to help the community visualize the long-term benefits of a more walkable, accessible, and connected downtown, the rendering continues to gain positive traction.

We've already begun distribution across digital platforms, and we're actively working to place the materials at key physical locations, including the Visitor Center and participating local businesses. The Liberty Theatre has added the video to its regular on-screen rotation, accompanied by a community message from owner Evelyn Tennyson shown before movie previews.

We are also finalizing the design of window clings featuring a QR code that will link directly to the flyover video and illustration landing page, providing an easy way for passersby to get a glimpse of what's coming.

These outreach tools play an important role in keeping the community engaged and informed throughout construction, reminding us all to look forward, stay positive, and support local.

Cone Zone Care Challenge: As part of our broader Cone Zone Care efforts to support downtown businesses during the reconstruction, Main Street officially launched the Cone Zone Challenge during the June 17 Community Update at the Liberty Theatre.

This multi-part initiative is designed to drive local spending, build community momentum, and keep foot traffic flowing in the heart of downtown during construction. We began previewing the program earlier in June, and community excitement has continued to grow.

The Cone Zone Challenge includes two key components:

- A **receipt-based drawing** where shoppers can submit proof of local purchases for a chance to win monthly \$100 gift cards
- The **"I Commit!" pledge**, which invites individuals to commit to supporting downtown in any way they can—financially or through no-cost actions like volunteering, spreading the word, or writing positive reviews

While we are still in the early stages of participation, we're seeing encouraging **online engagement**, and continue to promote the challenge across multiple platforms, with tools like videos, social posts, and printable materials.

[Watch the Cone Zone Challenge Promo Video](https://youtu.be/sHuy7xvBUPw?si=MTrh9CI4FhkWr8lj) (https://youtu.be/sHuy7xvBUPw?si=MTrh9CI4FhkWr8lj)

Business Assistance Program: Both the low-cost loan program and the Archuleta County Grant program are available to businesses impacted by the construction project.

- **Low-Cost Loan Program:** Businesses impacted by construction can apply for loans ranging from \$1,000 to \$10,000, with favorable terms designed to ease financial strain during the project. To preview/download an application, [click here](https://pagosaspringscdc.org/wp-content/uploads/2025/06/Business-Disruption-Loan-Program-Complete_Fillable_Application_2025.pdf): https://pagosaspringscdc.org/wp-content/uploads/2025/06/Business-Disruption-Loan-Program-Complete_Fillable_Application_2025.pdf
- Archuleta County Grant Program: Archuleta County officially launched its program on June 1 to support downtown businesses. To preview an application, [click here](https://docs.google.com/forms/d/e/1FAIpQLSd6ckUcjAgDGpSUGO9xvuC7ky1IE7Q6zyoo2ltyAjU9HwB8SA/viewform): https://docs.google.com/forms/d/e/1FAIpQLSd6ckUcjAgDGpSUGO9xvuC7ky1IE7Q6zyoo2ltyAjU9HwB8SA/viewform

Main Street Website: Main Street Website: To get the website live as quickly as possible, I met with developer OMG in early May to establish a phased launch plan starting with a streamlined, functional version of the site and continuing to build out additional content over time. I've submitted all the content and files to OMG, and we are awaiting implementation of final changes and expect to launch the site no later than June 17 for the Cone Zone Update.

Main Street Video Project: Thanks to a grant secured by Colorado Main Street, Slate Communications produced a professional promotional video featuring Pagosa Springs as part of a statewide spotlight on Colorado Main Street communities. The video highlights the energy, character, and heart of our downtown district.

We **debuted the video during the June 17 Cone Zone Update** at the Liberty Theatre. Minor name corrections are currently being finalized, after which we'll **launch the video community-wide** through digital channels and social media as part of our continued efforts to promote local pride and economic vitality.

Heritage & Culture Projects: The Heritage & Culture Committee continues to meet monthly, advancing several key initiatives aligned with our work plan and the upcoming America 250/Colorado 150 commemorations.

- **Oral History Project:** The committee finalized a welcome letter and an interviewer packet that includes recording instructions, sample questions, release forms, and clear process guidelines. With the groundwork in place, the committee has now begun conducting interviews. The next exciting phase is to make these oral histories available to the public and expand their reach through projects like the downtown walking tour on the Visit Pagosa app.
- **National Historic Preservation Month:** In recognition of National Historic Preservation Month this May, we published three articles in *The Pagosa Springs Sun*. The pieces focused on raising awareness of local history, encouraging preservation efforts, and highlighting community involvement. Since publication, we've received two requests from community members interested in participating in future committee activities.
- **History Vault:** Early planning continues for the creation of a community history vault, which will be placed at the Pagosa Springs History Museum and opened in 50 years. This vault will safeguard important books, documents, and artifacts—items that might otherwise be forgotten—to ensure the preservation of local history for future generations.

The Main Street board approved funding for select items to include in the vault, and the committee will soon launch a community campaign to secure a donated gun vault to house it. Once in place, the vault will remain on exhibit at the museum until its official opening in 2075.

Public Parking Signs: Main Street has received an overwhelming number of requests for large public parking banners for the two main lots, which include the West End Lot by the library and The Springs lot on Hot Springs Blvd. To address this, we ordered two durable 4 by 8-foot banners and installed them last week to improve visibility and wayfinding for visitors.

Housing Coordinator Report – Jeff Sams

Housing Needs Assessment (HNA)

The Housing Needs Assessment was completed and adopted by both the Town and County. It showed a need for 362 Units to catch up with current demand and a total of 1316 units needed by 2035. This should help guide us in reviewing current projects. Our next step will be to create a Housing Action Plan. The county was approved for a grant to hire a consultant to complete the Housing Action Plan. Since as a community we are ahead of most of the state, the criteria for the Housing Action Plan will not be out until the end of June.

Phase 1 CDC Chris Mountain Work Force Ownership Housing

Continued contact with buyers that have applied to purchase. The first two houses closed on February 20th. We have sold an additional 2-bedroom home in May, and one 3-bedroom home was also sold in May. Currently we have 4 potential buyers that are working through the process of purchasing.

The Workforce Housing Guidelines with Jennifer Kermode of Kermode Consulting, LLC continue to progress. We completed our work sessions on March 17th and 19th. Key stakeholders attended those with representation from the Town and County. There was great progress made towards identifying key goals around workforce housing to guide the completion of this document. The Guidelines will be referenced by Town and County officials, Other Government Agencies (including state agencies and those working on Prop 123), Developers, those looking for housing, etc. The consultant has completed the final draft, and we are working towards scheduling a presentation at a joint work session to present to the Town Council and the Board of County Commissioners.

Our Land Banking application to purchase 11 lots currently owned by the county in Chris Mountain II was approved. Land Banking is designed to hold land to be build affordable housing, so we have 5 years to build on them. We have received application approval and are working on scheduling when to go under contract for the purchase and sale of the lots.

Potential Developments

- Pagosa Views is still working towards submitting subdivision applications for getting their project built.
- Town's Enclave property with a development agreement with Servitas has been working on a model for this property. I have connected them with a Modular Construction Company, [Vederra](#). They have been working on pricing for the project and reviewing options to build. Continued meetings with Servitas have produced a rough estimate of construction costs. They have continued to work on a model that would work and finalizing the financial structure. Servitas presented to the Town Council on May 20th to review the proposed build and financial structure. Town council planned to review and gather questions to be presented to Servitas. Their next presentation to the Town Council has not been given as they are still working on the financial model with Joey McLiney, the town's financial advisor.
- Colorado Outdoors, LLC is moving forward with a proposed middle income (60-140% of AMI) apartment rental project east of the Pagosa Springs Medical Center. Attended the planning commission meeting for sketch review. The Commission voted for a continuance to allow the Developer to make some changes and give additional time for review. The second presentation has not been scheduled. The Town received a \$2 million DOLA More Housing Now grant that will be used towards the costs of the public infrastructure needed to serve the housing project.
- Timberline Apartment LITCH project next to Walmart is making good progress on the 50 units. They are planning on submitting for a second project of 50 units as well. The projected rental range is broad, which helps us hit multiple income ratios in the lower income brackets, with units serving 30%-80% of AMI. The target is to have occupancy by late 2025 but could move into 2026.
- Looking at other construction options for Single Family homes in Chris Mountain. Meetings with Vederra Modular to review options and pricing to see how that would fit for a housing project. Working towards some final pricing to give a full review of the project and compare it to traditional construction. Search started for a general contractor to cover foundation and stitching on site. Also reviewing options with Clayton Homes for modular construction. Last week I toured the Clayton Homes Models in Durango and toured the Workforce Housing Modular build with Mark Garcia in Ignacio. The Ignacio project consisted of 2 story homes built by Fading West.

- Met with a new developer that owns property in Pagosa that they would like to build approximately 70 units. They have some preliminary drawings of a 10-building apartment complex with a mix of unit sizes. They are still in the initial design phase but working towards a final plan and identifying what grants to pursue.

Other Work in Progress

I have also been attending several meetings with Region 9, DOLA and other Prop 123 groups and updates. It helps to keep up with changes and helps me understand what is going on in the industry.

Continued attending C.A.S.T. (Colorado Area Ski Towns) Housing Task Force Meetings. This group has had a big focus on Workforce Housing.

Continue to review alternative construction methods, mostly focused on modular construction. Another company with a similar product out of Delta has also reached out. We have also had additional inquiries from other “innovative” Construction companies.

The CDC has been working towards Phase 2 of the Chris Mountain Workforce housing project. Many buyers that have inquired are looking at purchasing in 2025. Will be working to get them qualified. Grant approval was received for Phase 2 at the end of February. Continue to work on pricing for Phase 2 and reviewing potential start dates. We need additional sales from phase 1 to close before we can start construction on Phase 2.

Region 9 Report – Laura Lewis Marchino

Laura Lewis-Marchino provided a Region 9 update. Heather Otter is transitioning from Economic Development Project Manager to SCAPE Executive Director. Region 9 has interviewed 8 candidates for her replacement and narrowed to 4 finalists. They are also looking for a new office manager to replace Lizzie, who is moving to Austin.

They have not received any applications for the business disruption loan program, but they have received two loan inquiries (not related to business disruption), two data inquiries, and 22 Enterprise Zone inquiries.

Enterprise Zone boundaries will be redistricted in January. Archuleta County is getting an additional census tract. Businesses in affected areas can be grandfathered only if they’ve used tax credits before.

Other highlights include noting the availability of a self-paced grant training now available on their website. They also received the equipment for the Alpine Loop broadband project. They are waiting on grant contracts for semiconductor market study and broadband training. Finally, they have completed a detailed timber biomass business development report.

Discussion

All items included in the agenda under Discussion were addressed during the Executive Director update except for item 5. Board Seat even/odd number. The board agreed to add another seat for a total of 11, but that requires amending the bylaws. Sherry noted it’s time to review the bylaws anyway, so the board created a committee to review the bylaws and present any changes to the whole board for approval. The committee includes Sherry Waner, Mario Garcia, Warren Brown, and Emily Lashbrooke.

Regular Meeting adjourned at 6:14 PM.