

## Council Goals

Envision a safe, flourishing downtown that provides a strong commercial tax base

Strive to be active stewards of existing aging infrastructure

Recognize importance of experience, well trained, and community minded staff

Ensure its electorate is well informed of on-going successes and future plans

Envision a safe, secure community for its families and youth

Promote redevelopment of existing businesses and neighborhoods and increase quality of life for all its residents



## AGENDA REGULAR MEETING LA JUNTA CITY COUNCIL La Junta, Colorado August 7, 2023 6:00 PM Council Chambers Municipal Building 601 Colorado Avenue

CALL TO ORDER (Mayor Ayala)

INVOCATION (MJ Romano)

PLEDGE OF ALLEGIANCE (Mayor Ayala)

ROLL CALL (City Clerk)

Council Members

Supervisors

Others

Ramirez

Velasquez

McIntyre

Ayala

Ochoa

Vela

Pantoya

MINUTES OF PREVIOUS MEETINGS (Mayor) (Action)  
Regular Meeting July 17, 2023

CITIZEN PARTICIPATION FOR NON-AGENDA ITEMS ONLY *(5-minute time limit per person)*

### REPORTS

- A. Andy Flemer – Hospital Update (Information)
- B. Sutherlands – Business Update (Information)
- C. Cynthia Nieb – Economic Development Update (Information)
- D. LJPd – Police in the Park Update (Information)

### NEW BUSINESS

- A. Street Closure Request, Zeke Ayala, The ART Project (Mayor) (Action)
- B. Set for Hearing/Application for a Transfer of Ownership of a Retail Liquor Store License by Daljit Nagra, d/b/a Big D's Liquor Mart, 26730 W US Hwy 50 (City Attorney) (Action)
- C. Application for a Special Event Permit by Colorado Preservation, Inc., Nicole Bopp, Event Manager. The event is an Historic Preservation Conference Dinner to be held August 25, 2023 from 5:00 p.m. to 11:00 p.m. at 422 Colorado Avenue (City Attorney) (Action)
- D. A Resolution Concerning the Petition for Annexation File by Peggy Valerio, Patricia Membreno, Diana Alcaraz, Irene Leyba and Ross Leyba – Tract 1 (City Attorney) (Action)
- E. A Resolution Concerning the Petition for Annexation Filed by Peggy Valerio, Patricia Membreno, Diana Alcaraz, Irene Leyba and Ross Leyba – Tract 2 (City Attorney) (Action)
- F. A Resolution Concerning the Petition for Annexation Filed by Bob Vigil (City Attorney) (Action)

- G. Appoint Erin Monroy to the Urban Renewal Authority Board – term to expire 12/31/2027 (Mayor) (Action)
- H. Recognition of La Junta High School Football Team (City Attorney)
- I. Committee/Board Reports
- J. City Manager's Comments
- K. Governing Body Comments
- L. ADJOURN

**Subject to approval at  
the August 7, 2023  
City Council Meeting**

STATE OF COLORADO )  
COUNTY OF OTERO ) SS  
CITY OF LA JUNTA )

**CALL TO ORDER:** A regular meeting of the City Council of the City of La Junta, Colorado, was called to order by Mayor Ayala on Monday, July 17, 2023, at 6:00 p.m. in the Council Chambers of the Municipal Building.

**INVOCATION:** Mayor Ayala gave the invocation.

**PLEDGE OF ALLEGIANCE:** Mayor Ayala led everyone in the Pledge of Allegiance.

**ROLL CALL:** The following Council Members were present:

Damon Ramirez, Ward 1  
Joe Ayala, Mayor  
Edward Vela, Ward 3  
Lisa Pantoya, Ward 3

Absent: Paul Velasquez, Ward 1  
Elaine McIntyre, Ward 2  
Chandra Ochoa, Ward 2

Also present: Rick Klein, City Manager  
Bill Jackson, Asst. City Manager  
Phil Malouff, Jr., City Attorney  
Debra Fraker, Admin. Asst.  
Paula Mahoney, Admin. Asst.  
Eugene Marez, La Junta  
Adrian Hart, SECO News  
Connie Shane, La Junta  
Cathy Hurd, La Junta  
Gary Cranson, Utility Board  
Zeke/Stacy Ayala, La Junta  
Molly Gearhart, La Junta  
Michael Hewitt, La Junta  
Bette McFarren, RF Gazette

**MINUTES OF PREVIOUS MEETING:** Mayor Ayala asked if there were any corrections or additions to the minutes of the Regular City Council Meeting of July 3, 2023. Council Member Vela believes there were several things that he said that were not included in the minutes that would be critical for the citizens to make a better decision. He believes that somebody is influencing what goes into the minutes. He isn't happy with them and believes changes should be made using the Facebook video. Hearing no corrections or additions, the mayor asked for a motion to approve the minutes as published.

**MOTION TO ACCEPT THE JULY 3, 2023 MINUTES AS PUBLISHED:** Ramirez

**SECOND:** Pantoya

**DISCUSSION:** There was no additional discussion

**VOTE:** Those voting YES: Ramirez, Ayala and Pantoya

Those voting NO: Vela

The motion carried 3-1 (Velasquez, McIntyre and Ochoa absent)

**CITY COUNCIL MEETING – July 17, 2023**

Mayor Ayala: Asked that those speaking during citizen participation think before making a statement. The council is only getting one side of the story. If further clarification is needed, research will be done to look into the items that are of concern. Then the council will come back with an answer either from the council, city management or the city attorney. We're here to listen to you but need time to look deeper into the issues that are brought to our attention.

**CITIZEN PARTICIPATION FOR NON-AGENDA ITEMS (5-minute time limit per person):**

1. Eugene Marez, 1121 Grace Avenue: 1) The other day there were two homeless people walking up the sidewalk on 2<sup>nd</sup> & 3<sup>rd</sup> Street on Bradish and there was a female cop standing there with her hand on her gun, intimidating these people. I went back and asked them why they were stopped and they said it was because they looked suspicious. Suspicion is not a crime. I told them the best thing to do if a policeman approaches them is to not say anything. The guy said he was scared because they called in another policeman. That's intimidation. The two homeless people was a lady and a male. They were Hispanics. There was some racial profiling. 2) They're still firing firecrackers up there in my neighborhood. Called the cops and what did they say? What's the address? How am I going to know the address if I hear a sound? I don't know where the address is where the sound is coming from. 3) I have heard that certain people in the council do not want to change the law of people walking on the streets. I intend to send a letter to the governor and a letter to the Department of Transportation that we are being put in jeopardy by people walking in the streets and we have to stop or go around them and they don't have to. Do I have the right to drive on the sidewalk? No. So why do they have the right to walk in the street and us being put in jeopardy of hitting them? That's not right. From what I see, you guys are set in your decisions. I'm set on mine.
2. Zeke Ayala, 702 Belleview Avenue: We are going to do the ART project again this year. It's going to be September 8<sup>th</sup>-10<sup>th</sup>. There's going to be some new walls available for the artists to paint as well this year. We're going to have new and returning artists. We have Tiger Trades, Goal Academy and some out-of-town schools involved this year. We're getting the youth involved. We'll have a kid's zone, bounce houses, face painting, along with some other surprises for the kids. There will be food and other vendors downtown, along with live entertainment. There will be a throwback street dance focusing on the youth this year. Art workshops are going to be available from some of the artists that come though. Autographed painting of the automobiles plus a special surprise with that. We will also have the porta potty experience, a photo booth and this year we will have 3-on-3 basketball tournament.

**UNFINISHED BUSINESS**

- A. Second Reading/AN ORDINANCE CALLING AN ELECTION ON NOVEMBER 7, 2023 TO AUTHORIZE THE IMPOSITION OF AN ADDITIONAL 1% SALES TAX ON RETAIL SALES WITHIN THE CITY OF LA JUNTA; SETTING THE TITLE AND CONTENT OF THE BALLOT ISSUE FOR THE ELECTION; PROVIDING OTHER MATTERS AND RATIFYING ACTIONS PREVIOUSLY TAKEN RELATING THERETO; AND PROVIDING THE EFFECTIVE DATE OF THIS ORDINANCE.** The ordinance was introduced by title only, there being copies available to those in attendance.

MOTION TO PASS THE ORDINANCE ON SECOND READING: Pantoya

SECOND: Ramirez

DISCUSSION: Council Member Vela feels that it's too early for this and we need to wait. There are a bunch of different avenues to look into. The language of the ordinance could be a little different. He is not in favor of it for next year. He believes there is sufficient funding avenues he'll discuss later. He will also have more data to support that. Council Member Pantoya will have a group that will put together information for the public on questions or concerns that citizens may have.

VOTE: Those voting YES: Ramirez, Ayala and Pantoya  
 Those voting NO: Vela  
 The motion carried 3-1 (Velasquez, McIntyre and Ochoa absent)

**CITY COUNCIL MEETING – July 17, 2023****NEW BUSINESS****A. Committee/Board Reports**

1. There were no committee/board reports.

**B. City Manager's Comments**

- The Brick and Tile playground is completed except for the last shelter. We will build the shelter in the next couple of weeks.
- We have sent the bid out for the trail.
- EPA has given us the ok to rebid the Brownfield grant.
- We had a sewer manhole that was replaced on 3<sup>rd</sup> Street and Highway 50.
- We have 275 kids in baseball.
- Level 1 water restrictions.
- The new scoreboard was placed at Veterans Field.
- We are patching and clearing weeds.
- There were 249 kids signed up for the Summer Reading program and 100 kids on Friday's programs.
- We have been monitoring the river.
- Phil Weiser, Attorney General, will be here on Thursday for two town hall meetings. The first one is about mental health priorities, challenges and opportunities in Southeastern Colorado at 3:45 p.m. in the council chambers. At 5:00 p.m., the second one will be about water, competition, the merger between Kroger and Albertsons and other timely priorities for the Ag producers.
- It's hot! Make sure you're taking care of your animals. Don't let your kids run around without their shoes on. The concrete can cause 3<sup>rd</sup> degree burns.
- Thank you to Mayor Ayala and his wife, Angela, and the Rotary people for painting the curbs and some intersections downtown this last Saturday. That's community involvement. (Also, First Church and La Junta High School football team participated.)

**ADDITIONAL DISCUSSION:**

- The weeds at 10<sup>th</sup> Street hill will be taken care of after the work on the drainage problems has been completed and a bit of patching gets taken care of.
- Warnings are being given out to residents about their weeds.
- CBI has released the house that is across from city hall so now we'll start taking action.

City Attorney Malouff: Very proud to say that a couple of city employees helped a citizen who had high water out over on 2<sup>nd</sup> and Harriet. They really went above and beyond. Pablo Bailon and Gilbert Leyba really showed their stuff and glad to publicly acknowledge that.

**C. Governing Body Comments**

1. Council Member Vela:

- CML is an organization of most cities in the State of Colorado. Wasn't able to attend the last couple of weeks but they did send me a municipal university plaque for a whole bunch of hours and congratulated me for having successfully gotten through the municipal university. They call it MUNiversity and I'm pretty proud of it because it took me seven years to get it.

2. Council Member Pantoya:

- At the recent Wet Parade, there were some water balloons that were being thrown. Don't believe it was by any of the participants in the parade but the people watching. We cannot have any water balloons thrown at the parade or we can't have the parade.

**CITY COUNCIL MEETING – July 17, 2023**

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There being no further business, the meeting adjourned at 6:30 p.m.

**ATTEST:**

**CITY OF LA JUNTA**

\_\_\_\_\_  
Melanie R. Scofield, City Clerk

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Joe Ayala, Mayor

**RESOLUTION NO. R-8-2023**

**A RESOLUTION CONCERNING THE PETITION FOR ANNEXATION  
FILED BY PEGGY VALERIO, PATRICIA MEMBRENO, DIANA ALCARAZ,  
IRENE LEYBA and ROSS LEYBA**

**WHEREAS**, a Petition for Annexation has been filed requesting an annexation of portions of the following described land:

A tract of land for annexation purposes lying in the NE/4SE/4 of Section 4, Township 24 South, Range 55 West of the 6<sup>th</sup> P.M., being more particularly described as follows:

Beginning at the Northeast corner of the N/2SE/4 of said Section 4 as monumented by a 3/4" rebar and 3-1/4" aluminum cap marked PLS 12103 and considering the North line of said N/2SE/4, (as monumented by a 2" brass cap in concrete marked LS 12103 at its West end bearing S.88°16'08"W., with all other bearings contained herein being relative thereto; thence S.88°16'08"W., along the North line of said N/2SE/4, a distance of 602.00 feet; thence S.1°45'36"E., 74.85 feet to the TRUE POINT OF BEGINNING; thence continuing S.1°45'36"E., 153.65 feet; thence N.89°40'48"W., 188.00 feet; thence N.6°10'30"W., 78.00 feet; thence S.89°11'13"E., 24.17 feet; thence N.2°29'20"E., 70.42 feet; thence N.88°16'08"E., 164.52 feet to the True Point of Beginning. County of Otero, State of Colorado. The Tract contains 27,018 Square Feet.

said Petition having been filed by PEGGY VALERIO, PATRICIA MEMBRENO, DIANA ALCARAZ, IRENE LEYBA and ROSS LEYBA; and

**BE IT THEREFORE RESOLVED** that the Petition for Annexation of land, filed by PEGGY VALERIO, PATRICIA MEMBRENO, DIANA ALCARAZ, IRENE LEYBA and ROSS LEYBA, is hereby received and that annexation proceedings are hereby authorized to be undertaken.

**ADOPTED** the 7<sup>th</sup> day of August, 2023.

**CITY OF LA JUNTA**

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Joseph Ayala, Mayor

**ATTEST:**

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Melanie R. Scofield, City Clerk

**RESOLUTION NO. R-9-2023**

**A RESOLUTION CONCERNING THE PETITION FOR ANNEXATION  
FILED BY PEGGY VALERIO, PATRICIA MEMBRENO, DIANA ALCARAZ,  
IRENE LEYBA and ROSS LEYBA**

**WHEREAS**, a Petition for Annexation has been filed requesting an annexation of portions of the following described land:

A tract of land for annexation purposes lying in the NE/4SE/4 of Section 4, Township 24 South, Range 55 West of the 6<sup>th</sup> P.M., being more particularly described as follows:

Beginning at the Northeast corner of the N/2SE/4 of said Section 4 as monumented by a 3/4" rebar and 3-1/4" aluminum cap marked PLS 12103 and considering the North line of said N/2SE/4, (as monumented by a 2" brass cap in concrete marked LS 12103 at its West end bearing S.88°16'08"W., with all other bearings contained herein being relative thereto; thence S.88°16'08"W., along the North line of said N/2SE/4, a distance of 602.00 feet; thence S.1°45'36"E., 228.50 feet to the TRUE POINT OF BEGINNING; thence S.88°16'08"W., 188.00 feet; thence S.1°45'36"E., 118.00 feet; thence S.88°16'08"W., 40.00 feet; thence S.1°16'08"E., 70.00 feet; thence N.88°16'08"E., 70.00 feet; thence S.1°31'52"E., 12.62 feet; thence S.89°14'20"W., 277.39 feet; thence N.1°45'36"W., 232.21 feet; thence N.88°16'18"E., 240.34 feet; thence N.0°21'14"E., 48.23 feet; thence S.6°10'30"E., 78.00 feet; thence S.89°40'48"E., 188.00 feet to the True Point of Beginning. County of Otero, State of Colorado. The Tract contains 56,387 Square Feet.

said Petition having been filed by PEGGY VALERIO, PATRICIA MEMBRENO, DIANA ALCARAZ, IRENE LEYBA and ROSS LEYBA; and

**BE IT THEREFORE RESOLVED** that the Petition for Annexation of land, filed by PEGGY VALERIO, PATRICIA MEMBRENO, DIANA ALCARAZ, IRENE LEYBA and ROSS LEYBA, is hereby received and that annexation proceedings are hereby authorized to be undertaken.



**ADOPTED** the 7<sup>th</sup> day of August, 2023.

**CITY OF LA JUNTA**

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Joseph Ayala, Mayor

**ATTEST:**

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Melanie R. Scofield, City Clerk

**RESOLUTION NO. R-10-2023**

**A RESOLUTION CONCERNING THE PETITION FOR  
ANNEXATION FILED BY BOB VIGIL**

**WHEREAS**, a Petition for Annexation has been filed requesting an annexation of portions of the following described land:

Lot 4, Block 2; Orchard Place except the East 338.7 Ft. thereof. County of Otero, State of Colorado.

said Petition having been filed by BOB VIGIL; and

**BE IT THEREFORE RESOLVED** that the Petition for Annexation of land, filed by BOB VIGIL, is hereby received and that annexation proceedings are hereby authorized to be undertaken.

**ADOPTED** the 7<sup>th</sup> day of August, 2023.

**CITY OF LA JUNTA**

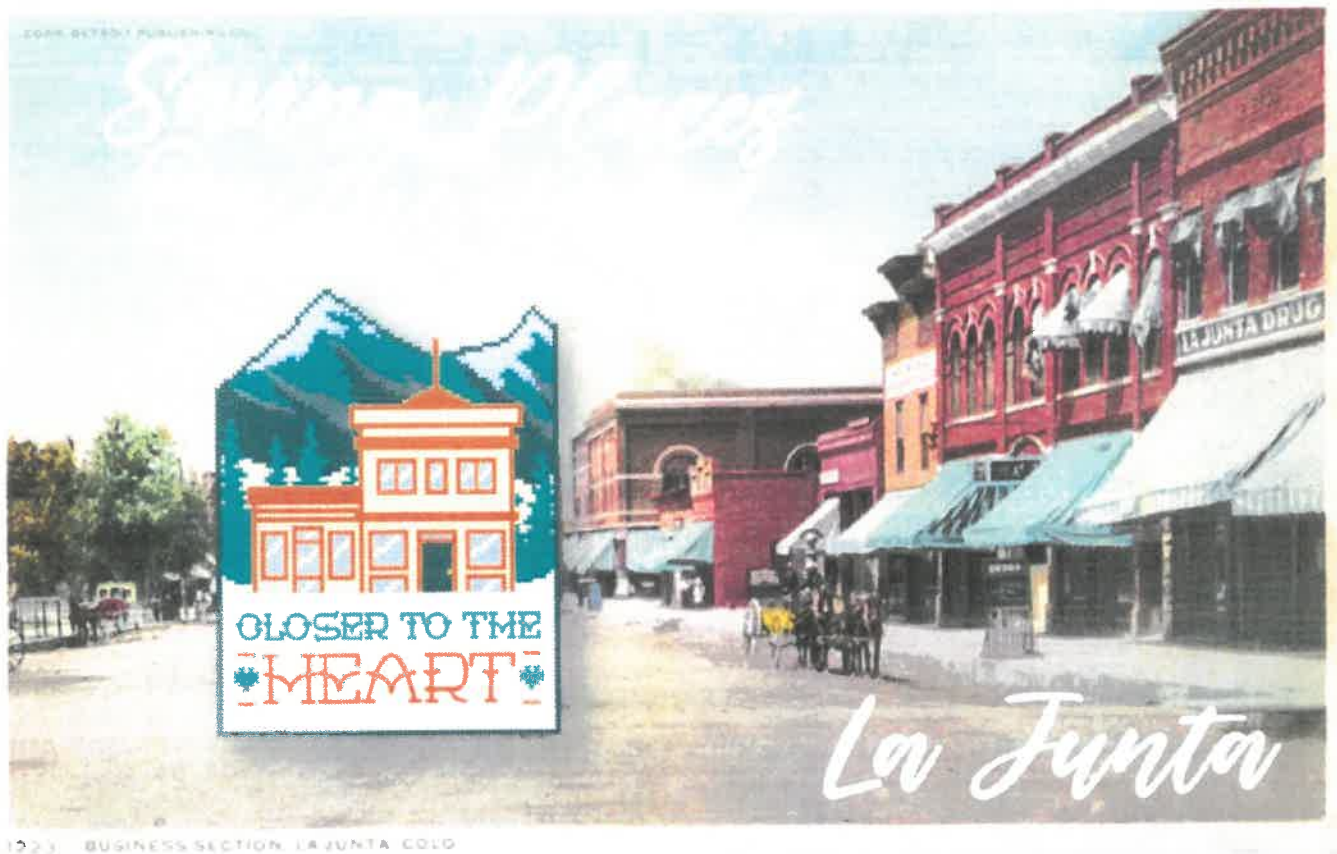
\_\_\_\_\_  
Joseph Ayala, Mayor

**ATTEST:**

\_\_\_\_\_  
Melanie R. Scofield, City Clerk

## **City Manager Comments**

- The Brick and Tile trail has been awarded to TLM Constructors.
- We have sent the bid out for the trail and had our pre-bid meeting with 5 contractors.
- We are interviewing the top 3 finalist for the brownfield grant.
- Level 1 water restrictions.
- Weeds!
- Working with consultants on federal funding to help with water mains, meters and valves.
- No senior dances until September.
- August are free rides on the La Junta Transit.
- We are patching on Thursdays.
- 360 kids finished the Summer Reading Program and 1,821 attended programs.
- Pool closed 6<sup>th</sup> of August, dog day August 12 from 11-1.
- Football registration ends August 11<sup>th</sup>, volley ball ends August 18<sup>th</sup>.
- Art Project/City of La Junta 3 on 3 basketball tournament (5 players per team).



## FRIDAY AUGUST 25<sup>th</sup> and SATURDAY AUGUST 26<sup>th</sup>, 2023

The On the Road Event is a two-day program focusing on the role of historic preservation planning and practice in creating healthy and vibrant communities. There are two primary audiences that attend this event, 1) locals seeking educational/vocational training in historic preservation, and 2) visitors interested in the region's history and treatment of historic resources. Throughout the program, CPI seeks participation from local stakeholders to share information about the area resources in order to understand the unique opportunities and challenges of historic preservation planning/practice.

In order to examine local preservation challenges and opportunities, CPI arranges 4-5 educational sessions and 3-4 tours to be presented to participants over two days. Join us for a conference that looks at the stories behind the preservation of place, the cultural heritage, and the context behind some of our most well-known, and overlooked communities!

For more information on becoming a sponsor, please contact Nicole Bopp,  
[nbopp@coloradopreservation.org](mailto:nbopp@coloradopreservation.org)  
[SavingPlacesConference.org](http://SavingPlacesConference.org) | [ColoradoPreservation.org](http://ColoradoPreservation.org)

*This project is paid for in part by a History Colorado State Historical Fund grant.*



# Sponsor Levels

## On-the-Road Sponsor – \$2,000

- Five (5) complimentary conference registrations
- Sponsor page on the Virtual Conference Platform
- Sponsor marketing materials included in Conference Packet (higher levels receive larger logo placement on CPI materials)
- Opportunity for sponsor to address attendees during welcome session
- Sponsor offers and promotions advertised to attendees

## Taste of La Junta Sponsor – \$1,500

- Five (5) complimentary conference registrations
- Sponsor page on the Virtual Conference Platform
- Sponsor marketing materials included in Conference Packet (higher levels receive larger logo placement on CPI materials)
- Opportunity for sponsor to address attendees during Taste of La Junta
- Sponsor offers and promotions advertised to attendees
- Sponsor signs at food tables

## Lanyard / Bag Sponsor – \$1,000 (Must be confirmed by July 15, 2023)(Two available)

- Four (4) complimentary conference registrations
- Sponsor page on the Virtual Conference Platform
- Sponsor marketing materials included in Conference Packet (higher levels receive larger logo placement on CPI materials)
- Logo used on conference lanyards or bags
- Sponsor offers and promotions advertised to attendees

## Partner Sponsor – \$800

- Four (4) complimentary conference registrations
- Sponsor page on the Virtual Conference Platform
- Sponsor marketing materials included in Conference Packet (higher levels receive larger logo placement on CPI materials)
- Sponsor offers and promotions advertised to attendees

## Supporter Sponsor – \$500

- Four (4) complimentary conference registrations
- Sponsor page on the Virtual Conference Platform
- Sponsor marketing materials included in Conference



## AGENDA

August 25, 2023

Rediscovered La Junta—The Fox Theatre, 11 E. 3<sup>rd</sup>

9:00 AM-10:00 AM

All of us think we know the history of our community until someone digs more deeply into the facts with fresh eyes and innovative approaches. That's what happened in La Junta in 2022 during a routine downtown historic survey performed by Clerestory Preservation and Pine Street Preservation. The results were anything but routine. Come hear about a new standard for historic survey and how it's done!

Erika Warzel  
Owner  
Clerestory Preservation

Amy Unger  
Owner  
Pine Street Preservation

Creative Utilization of Historic Survey Results, The Fox Theatre, 11 E. 3<sup>rd</sup>

10:15 AM-11:15 AM

La Juntans are not known for staying in their "lanes." They've done it again by finding innovative applications for the historic materials found in their new downtown historic survey. Learn about how historic preservation's typical nemesis, urban renewal, is using historic preservation to make informed decisions. Artists, economic developers, historians, and inclusive visionaries will also be covered.

Cynthia Nieb  
Director  
City of La Junta CLG

Trevor Herasingh  
Vice President  
La Junta CLG

Unlocking the Secrets to Successful Historic Preservation Projects, Fox Theatre, 11 E 3rd  
(LUNCH SERVED DURING SESSION)

11:30 AM-12:45 PM

Do you have an idea for a historic preservation project, but you don't know where to start? Are you involved in a historic preservation effort but stuck on how to put together the funding? Then this conference session is tailor-made for you! Join us for an invaluable opportunity to connect with the experts and industry leaders who provide practical advice on how you might advance your project.

*What to Expect*

**One-to-One Meetings** - Get personal attention and guidance from seasoned historic preservation grant writers, project managers, and representatives from granting organizations. Discover the secrets to crafting winning grant proposals and learn how to navigate the intricacies of preservation planning, construction planning, and financial feasibility.

**Funding Opportunities** - Explore a diverse range of funding opportunities available for historic preservation projects. Our experts will help you identify potential sources of funding and guide you through the grant application process, maximizing your chances of securing the financial support you need.

**Resource Identification** - Gain insights into the vast array of resources and services available to support your preservation projects. From specialized contractors and suppliers to archival research materials, we'll help you uncover the essential tools and connections that can drive your project's success.

Jeff Owsley  
Outreach Specialist  
Colorado Housing and Finance Authority

Rebecca Goodwin  
Preservation Officer  
Otero County Historic Preservation Board (CLG)

The Story Behind the Facades: A Downtown Walking Tour—SE Corner of the Courthouse

1:00 PM-3:00 PM

Utilizing the newly garnered information from the downtown historic survey, a local historian and the City Manager, will provide a tour of La Junta's rich and varied history.

Rick Klein  
City Manager and Local Historian  
City of La Junta

Bob Fowler  
Otero County Coroner and Local Historian  
Otero County

Oh, My Stars! Phenomenal Skies & Weather Events, Rizzuto Ballroom, Otero College

3:00 PM-4:30 PM

Professor Mark will introduce us to Stellarium, a powerful open-source planetarium software that brings the wonders of the night sky to life. With its immersive visualizations and accurate representations of celestial bodies, Stellarium provides a unique opportunity to explore distant galaxies, constellations, and planets right from the comfort of your own home.

Moreover, Mark will shed light on the relationship between weather events, climate change, and stargazing. Learn how atmospheric conditions and light pollution affect our ability to observe the stars and understand the broader implications of climate change on astronomy. Gain insights into how we can mitigate these challenges and ensure a future where stargazing remains a cherished activity for generations to come.

Note: Participants are encouraged to bring their smartphones or laptops to engage with Stellarium during the session, although it is not required for participation.

Professor Mark Korbitz  
Professor of Astronomy  
Otero College

TASTE OF LA JUNTA, LJ Tribune Democrat Bldg, 422 Colorado Avenue

5:30 PM-7:30 PM

Join us for an evening celebrating the food, art, crafts, and community that makes La Junta and the surrounding communities so special. The Fairway Restaurant is preparing a meal using locally sourced ingredients. There will be talented local artists entertaining you including musicians, Early Morning Coffee, Lex Nichols, Vance Johnson, Ed Stafford, and the Oquists.

SECO Under the Stars

7:30 PM-9:00 PM

Join us as we caravan to a sight that is optimal for viewing Dark Skies. Bring your cars for an adventure of a lifetime! Delving into the cultural aspect of stargazing, Mark Korbitz will share enchanting stories and folklore associated with various stars and constellations. Discover how ancient civilizations around the world used the stars for navigation, timekeeping, and storytelling, and how these tales have shaped our understanding and fascination with the cosmos.

The caravan leaves from the Cosmetology/Ag Department Parking Lot on San Juan Avenue (west side of the campus on San Juan Avenue) at 7:30pm.

Note: Participants are encouraged to bring their smartphones or laptops to engage with Stellarium during the session, although it is not required for participation.

Professor Mark Korbitz  
Professor of Astronomy  
Otero College

## August 26, 2023

Deep Roots Craftsmen Historic Window Restoration Workshop, 560 Bent Avenue, Las Animas

7:00 AM-11:30 AM

Ever wonder how to rehabilitate a window correctly?

Join us for a hands-on window restoration workshop held at the John W. Rawlings Heritage Center in Las Animas. One of countless buildings across the state that need resources towards window restoration, the Rawlings center will be host to this workshop aimed to provide a brief overview of the window restoration process. The goal of the workshop is to educate, empower and connect interested parties to be able to tackle ongoing maintenance more confidently and/or planning and execution of more major window restoration work. The workshop will be hosted by Fort Collins-based Deep Roots Craftsmen. In addition to broader historic preservation work across the state, Deep Roots Craftsmen focuses on window and door restoration and repair and has led preservation projects in both Las Animas and La Junta. Come ready to get your hands a little dirty and bring your window restoration questions.

There is an additional fee to participate in this workshop. The \$25 of the fee will go to the John W. Rawlings Heritage Center.

Jon Sargent  
Co-Founder  
Deep Roots Craftsman



## Historic Preservation Off Main Street—Meet at Courthouse Square

8:00 AM-11:00 AM

Historic preservation often concentrates on community's main street and downtown buildings, but to truly tell the history of an area we must be more creative and inclusive. This is particularly true when addressing documentation/history of underrepresented and minority communities. How do you preserve the history of a BIPOC community when there are no buildings remaining, or they no longer have historic integrity? On this tour, you will learn how Otero County has documented and developed outreach/educational products telling the story of The Dry-an African American homestead community where no buildings remain, the Japanese-American and Hispanic history through a cemetery, and the history of the Santa Fe Trail and rural settlement and ranching. Participants will learn about funding sources, collaboration efforts, project development and engagement with the BIPOC community, and unique outreach/educational materials developed through the projects.

Rebecca Goodwin  
Preservation Officer  
Otero County Historic Preservation Board (CLG)

Jane Daniels  
Preservation Consultant

## "Greatest Hits" of Boggsville Historic Site, 28120 CO-101, Las Animas

9:00 AM-11:00 AM

Join us at Boggsville to learn about the history, archaeology, and ongoing preservation efforts related to this significant historic site. Located on the Purgatoire River and the Mountain Branch of the Santa Fe Trail, the landscape of Boggsville reveals the imprint of many who came together at this cultural crossroads, especially the women of color whose land it was built on. Come be present with the people of the past!

## Approaches, Rationale and Benefits for HALS Documentation, The Fox Theatre, 11 E 3rd

(LUNCH SERVED DURING SESSION)

11:30 AM-12:30 PM

HALS – the Historic American Landscapes Survey – is one of three heritage documentation programs (HABS/HAER/HALS) run through the National Park Service. Its mission is "... to record historic landscapes in the United States and its territories through measured drawings and interpretive drawings, written histories, and large-format black and white photographs and color photographs." This session will explore and expand the scope of landscapes meriting recognition and possible preservation. Speakers – practitioners, academics and students - will emphasize documentation approaches, social and economic factors that impact cultural landscapes, and where we can go from here to increase the impact and value of HALS.

Ann Komara  
Professor of Landscape Architecture  
University of Colorado Denver

Ann Mullins  
Independent Consultant

## Koshare Kiva Behind the Scenes, The Kiva, 115 W 18<sup>th</sup> Street

12:45 PM-1:45 PM

Join us for an exclusive insider tour of the renowned Koshare Museum in La Junta, Colorado, led by Jeremy Manyik, the museum curator and a celebrated local artist. This immersive session will grant participants a rare opportunity to explore the hidden treasures and untold stories of this extraordinary institution.

From ancient pottery and Native American artifacts to contemporary artworks and captivating sculptures, this insider tour promises to be a captivating exploration of the diverse artistic heritage that defines the Koshare Museum. You will gain an insider's appreciation of the thought-provoking stories behind collection, fostering a deeper understanding of the artistic traditions and cultural narratives that have shaped La Junta and its surroundings.

Jeremy Manyik  
Curator  
Koshare Museum

[Synchronicity Dance, The Kiva, 115 W 18<sup>th</sup> Street](#)

2:00 PM-2:30 PM

This performance is not to be missed! Synchronicity Dance is the brainchild of Sarah Mahoney, a local choreographer, who has dazzled our community with original productions echoing the creative talent La Junta has to offer.

[August 27, 2023](#)

9:00 AM MT

Volunteer Furniture Making Workshop – Interpreting the Reconstructed Barrack at Amache

9:00 AM-5:00 PM

**PLEASE NOTE: SELECTING THIS WORKSHOP DOES NOT CONSTITUTE REGISTRATION. BY SELECTING THIS WORKSHOP, YOUR INFORMATION WILL BE PASSED ALONG TO THE ORGANIZERS.**

This educational workshop will engage a small group of volunteers in the fabrication of replica furniture pieces of former internees at Amache during WWI incarceration. The pieces created by the volunteers will be used as permanent exhibit furnishings inside the reconstructed barrack and will contribute to the interactive visitor space as part of larger interpretive goals for Amache. The volunteer workshop will provide in-kind support for the Barrack Interior Interpretation project funded in part by a Japanese American Confinement Sites (JACS) Grant from the National Park Service. John Hopper, Amache Preservation Society, and Barbara Darden, Scheuber+Darden Architects, will lead the workshop to be held at Granada High School's woodworking shop.

The Granada Relocation Center, more commonly known as Amache, is located adjacent to the Town of Granada in southeast Colorado approximately 70 miles east of La Junta. Amache, a National Historic Landmark, operated from 1942-1945 and is the only Japanese American Confinement Site in Colorado. As recent as 2012, there were no remaining physical structures on site despite a wealth of historic resources such as the cemetery, roads, and numerous building foundations. In 2013, this began to change with the concerted efforts of stakeholders and a successful sequence of JACS grants such as: a building stock survey; the reconstruction of a guard tower and reconstruction/restoration of the original water tank and tower; reconstruction of a barrack nearby the guard and water towers; restoration/reconstruction planning, relocation, and mothballing of an original recreation building as well as its restoration/reconstruction.

Currently the barrack is the most publicly accessible as well as intriguing to visitors. The barrack is empty and void of interpretive materials such as furnishings, photos, or panels for visitors to learn about, experience, and truly ponder what life would have been like as an Amache internee. This project aims to fill this void and focuses on the interpretation of the barrack's interior such as providing this educational opportunity for the public to assist in fabricating furniture pieces.

Barbara Darden  
Principal of Scheuber + Darden Architects  
Scheuber + Darden Architects

John Hopper  
Amache Preservation Society

Libby Barbee, a La Junta native who is the Program Manager of the Colorado Creative Industries Division with the Office of Economic Development and International Trade, came to KleinmakerSpace on July 8 to discuss the Arts in Society grant with twenty-one local cultural creatives. Burgeoning projects such as new local dance studio, an arts guild, a quilt block community dynamic, and other exciting community-driven creative endeavors were discussed. Ms. Barbee shared information on the following programs and help aids during her hour-long presentation, but she highlighted the ARTS IN SOCIETY GRANT, which is very flexible (see below). La Junta RISE, who hosted the event, is sharing those resources with you in this post just in case you couldn't attend because of other commitments. Please note that most programs do not offer grants for businesses.

<https://oedit.colorado.gov/business-funding-and-incentives>

This is a one-stop shop to for assistance with the:

- Advanced Industry Investment Tax Credit (access to capital for early-stage advance industries)
- Enterprise Zone Tax Credit (La Junta is in an ENHANCED ENTERPRISE ZONE)
- Job Growth Incentive Tax Credit (for job expansion)
- Rural Jump Start (relief for new businesses and employees in rural Colorado)
- Commercial Historic Preservation Tax Credit (for owner-occupied historic properties or tenants with a 5-year lease that are listed in the State Register of Historic Properties: you must be taxpaying or a 501 c (3))
- Colorado Opportunity Zone Program (La Junta is in an Opportunity Zone)
- Colorado Credit Reserve
- Venture Capital Authority
- CDBG Block Grant Business Loan Funds
- Skill Advance Colorado
- Colorado Startup Loan Fund
- Regional Tourism Act Program
- CHFA and B.Side loans

<https://oedit.colorado.gov/colorado-business-resource-book>

Great guide on how to start a business

<https://oedit.colorado.gov/colorado-creative-industries>

Many helpful programs for cultural creatives. The Arts in Society GRANT does not require matching funds and has a grant range from \$5,000 to \$35,000. The grant fosters cross-sector work through the arts by supporting arts, culture, and disciplines critical to health and well-being of Coloradans. Contact Lares Feliciano for more information, [lfeliciano@redlineart.org](mailto:lfeliciano@redlineart.org)

<https://oedit.colorado.gov/colorado-outdoor-recreation-industry-office>

Their focus is outdoor recreation businesses/industries

<https://oedit.colorado.gov/global-business-development>

Helps with cutting edge industries such as aerospace

<https://oedit.colorado.gov/colorado-startup-loan-fund>

Helpful loan fund for startups

<https://startupcolorado.org>

Information on Startup Colorado Groups, which provide support for entrepreneurship

<https://oedit.colorado.gov/rural-opportunity-office>

Provides helpful program connections

<https://oedit.colorado.gov/colorado-tourism-office/departments/grants-funding>

Free online training for all Colorado businesses to train frontline workers to be Colorado experts and learn Colorado-style customer service.

<https://oedit.colorado.gov/colorado-office-film-television-media>

This office has helped train and support youth working with the Arkansas Valley Film Festival here in La Junta. They are extremely knowledgeable about film production and what it takes to get to production and distribution.

<https://www.cecfa.org/>

The Colorado Educational and Cultural Facilities Authority enriches communities by providing tax exempt financing for educational and cultural projects.

CECFA helps educational and cultural nonprofits borrow money for capital projects at lower interest rates than they could obtain through traditional bank financing. Whether you are a public or private, sectarian or secular, small or large borrower, they provide experience and broad technical assistance in tax-exempt financing for projects such as:

- Classrooms, research facilities, administration buildings
- Auditoriums, dining halls, food service and student services buildings
- Student housing
- Parking lots, maintenance facilities, garages
- Exhibition or performance halls, galleries, museums, zoos, botanical gardens, theaters, and sports facilities
- Furnishings and equipment



# LA JUNTA RISE

A COLORADO CREATIVE MAIN STREET DISTRICT



## LA JUNTA Rise STRATEGIC PLAN

Updated May 2023



## Overview

The La Junta Rise Strategic Plan and Work Plan was first adopted in 2019. The Strategic Plan outlines Key Goals and a series of action steps the organization identified as high priorities. In considering updating the plan, a pragmatic, action-oriented approach was desired to focus efforts and resources on a shorter time frame with actionable steps.

In May of 2023, board members and staff participated in a strategic planning workshop built around a framework of community feedback. The workshop generated a broad range of ideas on the challenges and opportunities the organization faces.

Both the current strategic plan and current work plan were reviewed. Successes were celebrated, the Key Goals strategies and initiatives were reaffirmed, and accomplishments were recognized and updated or removed.

The Strategic Plan provides a broad, 5-year view at potential direction and activities which are then advanced into an Annual Work Plan that directs immediate actions. While the Strategic Plan should be referenced several times a year to guide the big picture of the organization, the Annual Work Plan should be referenced quarterly or monthly to ensure that goals and initiatives are progressing.

La Junta Rise was developed as the new name for the Main Street and Creative District collaboration. This discussion provided a starting point for exploring a new vision for the organization, which is stated below, and updated workplan initiatives.

### **Main Street La Junta**

Main Street La Junta, a certified Main Street, has offered support for community led downtown revitalization since 2018. We help our community thrive by providing a customizable framework to focus efforts, energy, and resources, creating a more vibrant community, and helping La Junta identify and leverage opportunities and resources.

### **La Junta RISE Creative Main Street District**

La Junta RISE is a joint program of La Junta Main Street and the Certified Colorado Creative District program. Formed in 2022, the goal is to support all of the creative residents and businesses who perform, create, or support the production of arts, culture, and events in La Junta.



**We are the Junction.**

**Where paths cross.**

**Where people meet.**

**Where the stories and values of old blend  
with the opportunity of here and now.**

**Where your new day waits.**

**There is a new energy here in La Junta.**

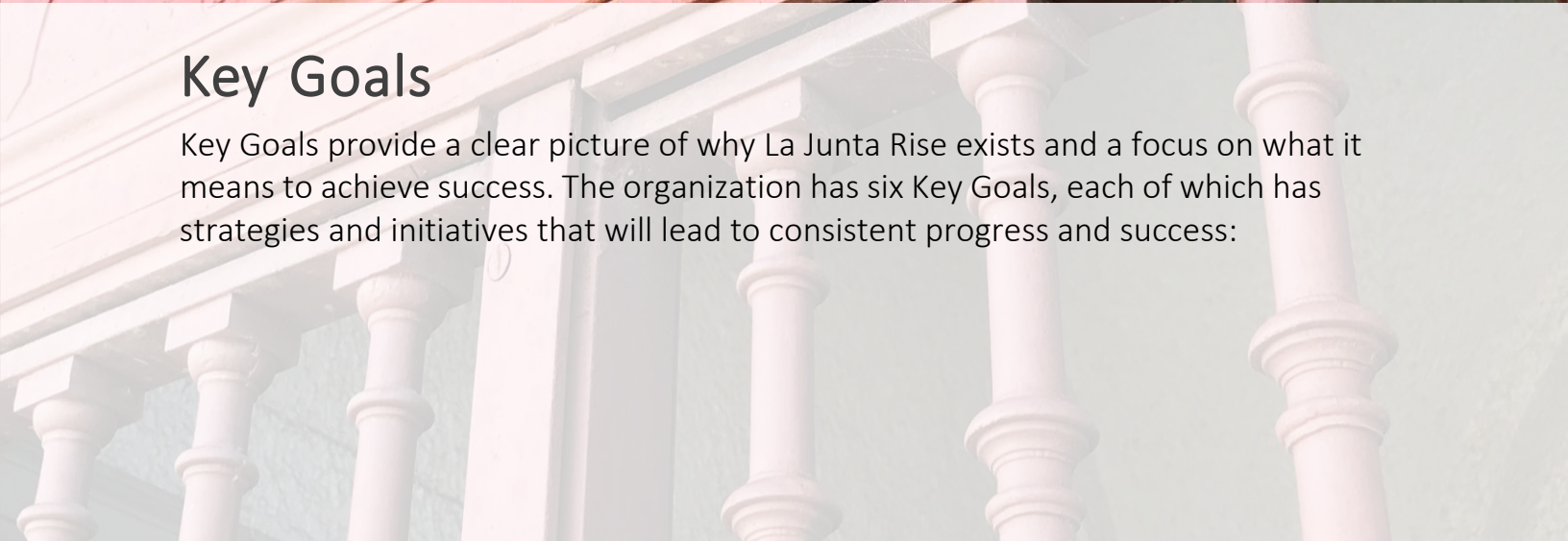
**Powered by the people,  
our history and our creativity are coming alive.**

**And as the sun comes up, we are here to seize the day.**



## Key Goals

Key Goals provide a clear picture of why La Junta Rise exists and a focus on what it means to achieve success. The organization has six Key Goals, each of which has strategies and initiatives that will lead to consistent progress and success:





## Key Goal 1: Activate Buildings

### STRATEGIES

- National Historic Assessment – Discussion regarding needs of clarifying benefits and strings of designation.
- Community Navigator Program. - moved to SBDC
- MSOB Grant Program Extension – Documenting Success, Communicating Support to state elected officials. OEDIT is a possible funder.
- Collaborate with EPA Brownfield Assessment Grant to further activation.
- Training program collaboration exploration with Otero College

## Key Goal 2: Revitalize Civic Spaces

### STRATEGIES

- Events need coordination with Chamber.
- Smaller quick-win projects are needed to drive visibility.

## Key Goal 3: Champion Innovation and Creativity

### STRATEGIES

- Startup Training for Cottage industries with Creative Industries linkage  
Concept of workshop – “From Cottage to Cash”
- Partnership with the Chamber
- Grant funding available for developing databases and communications.
- Document specific needs of the creative community

## Key Goal 4: Celebrate and Market Rise

### STRATEGIES

- Recruit and retain volunteers.
- Consider a promotional activity on an annual basis such as “Rise and Shine” month to focus attention on local business and creatives.

## Key Goal 5: Enhance Murals and Public Art

### STRATEGIES

- Placemaking + Visual Arts = Success
- Murals, public art, space activation, support of businesses and buildings, art walks, partnership with Southeast Colorado Creative Partnership

## Key Goal 6: Finalize EPA Brownfield Grant

### STRATEGIES

- Examples of development support gained from grant related to building revitalization planning, environmental studies.



# Work Plan

By taking a deliberate approach, the Work Plan can help La Junta Rise reach its goals successfully and effectively.

La Junta's actions are prioritized into the Work Plan, Near Term (1-2 years), Mid Term (3-5 years), and Long Term (Greater than 5 years). Several of the Workplan items include additional breakdown of key steps and additional information to help the organization kick off actions successfully. Action steps are again divided into each of the Main Street 4-Points.

Each year, La Junta Rise should review their current Work Plan to identify any actions that have been completed. Tasks that have not been completed should be reviewed to determine if they are still relevant in the coming years, and new steps can be defined. Then, Mid Term and Long-Term items should be considered for elevation into the Work Plan. Once evaluated, additional discussion should be held to determine more specific steps that will need to be taken in breaking down that item into actionable increments with a leader assigned.





## Key Goals

La Junta RISE has established six Key Goals, which are long term, big picture and will make a significant improvement for the community as progress is made.

**ACTIVATE BUILDINGS** – Focuses on the built environment and initiatives that will help to bring vacant and underutilized properties to life.

**REVITALIZE CIVIC SPACES** – Promotes activities that will enhance the experience of locals and visitors.

**CHAMPION INNOVATION and CREATIVITY** – Leverages community assets to create an environment supportive of creativity and innovation.

**CELEBRATE AND MARKET RISE** – Ensures the community understands the role of Rise and how their businesses can be supported and served.

**ENHANCE MURALS AND PUBLIC ART** - Offers support, funding, and connections to ensure public art and murals are integrated into the community.

**FINALIZE EPA BROWNFIELDS GRANT** – Finalizing the EPA Brownfields Grant will leverage funding and resources in a critical area of the city.

# 1. Activate Buildings

The following topics were discussed as potential action items:

Apply for Additional EPA Funds	Historic Preservation Education
Urban Renewal Information	Establish Historic District
Support Multi-Modal Transportation Facility	Explore Chamber Block Options
Plaza Building – Use and Management	Downtown Housing

## Multi-Modal Transportation Facility

Overview: The City of La Junta is taking the lead on the design of this project. This project would include the establishment of a rail stop for the Amtrak line, creating an opportunity for transfers between rail and bus. Additionally, the potential for additional visitors to use the train to travel to La Junta was highlighted as a benefit. Bringing additional customers downtown and local businesses would be a positive benefit. Note: the Cheyenne Depot is set up with various community development organizations, which could serve as a model for mixed-use approach of this facility.

Action Items: Although RISE is not the responsible party for initiating and implementing this project, the Board highlighted the importance of the effort to supporting an increase in visitors and infusion of customers into downtown businesses. The best opportunity for RISE to impact this project is to support the overall effort.

### Tasks:

- Create talking points regarding the value of the facility to downtown businesses.
- Monitor and attend City meetings and speak in support of the initiative.
- Highlight the benefits of RISE communications.



## **Downtown Housing**

Overview: Downtown housing is critical to providing a diverse population to support downtown businesses and after-hours vitality. However, there are currently barriers to enabling housing downtown. RISE would like the City to consider amending the zoning ordinance to allow residential uses on ground floor retail buildings downtown to encourage use and rehabilitation of vacant spaces. Current retail market dynamics do not support the large footprint present in many downtown buildings.

Although it is important to maintain retail/commercial presence along the traditional storefront, the city could consider amending the code to enable ground floor live-work units. This would support business owners who wish to live on site.

Action Items: RISE can support the revision of codes by providing educational information and research options for the City and Planning Commission to consider. Several nearby communities have good examples of ground-floor live-work units currently. Hugo, CO has several businesses that follow this model, including a building that houses an artist studio in the front and residence in the rear. (This property also includes several AirB&B units on the second floor.) Additionally, the local bakery also follows this model, allowing the owners to reduce startup costs and boosting the success of the business by reducing overheads.

### **Tasks:**

- Research different zoning code approaches to enabling a proportion of ground floor retail buildings to be occupied by residential development.
- Tour other locations to experience this concept in practice.
- Propose specific code language to the city.
- Support the initiative by attending Planning Commission and other public hearings.
- Promote the new opportunity to building owners by completing an FAQ.
- Monitor the ability for Main Street Open for Business grants and other funding sources to support building renovations.
- Reach out to Michael about approach.

## Plaza Building – Management & Use Strategy

Overview: The Colorado Community Revitalization Grant provides gap funding for projects in creative districts, historic districts, main streets to support creative projects that combine creative industry, workforce housing, and commercial spaces, for the purpose of economic recovery and diversification by supporting creative sector entrepreneurs, artisans, and community non-profit organizations. The space will provide artist spaces and a culinary kitchen with apartments above. Next steps include the need to determine the ideal tenant mix to help generate taxable revenue to aid RISE in structuring the overall management of the building.

Action Items: RISE should complete a facilitated discussion to build criteria regarding the ideal tenants. This process can be informed by other communities who have launched similar incubator-style projects. Typical criteria include whether the concept supports the community's overall vision while filling a gap in the local market. Additional exploration should be given to the basement space and whether it can be activated given egress and other code concerns.

### Tasks:

- Establish a Mission and Vision for the space to help guide selection and management criteria for tenants.
- Complete financial pro-forma for several different tenant options to identify how different models might support tax increment finance goals.
- Develop a feasibility study for buildout of the basement space as leasable square footage.



## Other Strategies:

The following strategies received considerable discussion and should be considered as a future initiative of RISE:

Establish a Historic District – This topic is a larger, longer-term goal to keep on the radar for the future. Building the foundation of information and understanding is essential to moving this initiative forward. Revisit this topic to determine when the right time is for pursuing. 3 - 5years

Explore Opportunities for the “Chamber Block” – This topic is a larger, longer-term goal to keep on the radar for the future. Building the foundation of information and understanding is essential to moving this initiative forward. Revisit this topic to determine when the right time is for pursuing. The current property the Chamber of Commerce offices are located upon provides a great opportunity for reuse and redevelopment. This larger-scale project would involve moving the Chamber offices to a new building, while also envisioning future development. 3 - 5 years

Explore the feasibility of moving the Chamber, including:

- Discussions with appropriate boards and community representatives
- Formalization of a vision for what the property could be used for
- Identification of alternative spaces for the Chamber



## 2. Enliven Civic Spaces

The following topics were discussed as potential action items:

Presbyterian Church Reuse	Settler's Day Activities
Public Art/Mural Program	Santa Fe Plaza/Fountain Renovation
Farmers Market	Art Walk/Craft Fair
Jazz at Noon– Music	Boulevard/Gateway Enhancement
Wayfinding & Signage	Family Friendly Spaces

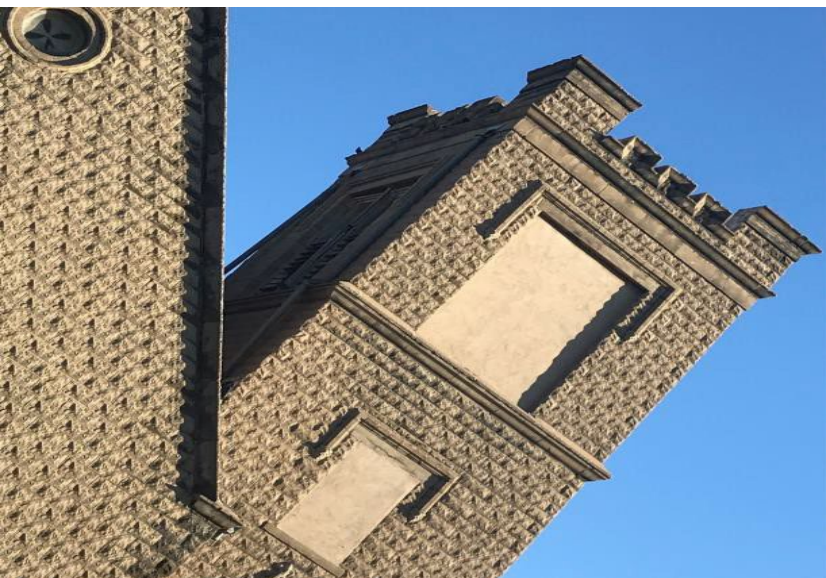
### Farmer's + Artisan Market

Overview: The Klein Makers Space has a current artisan market that can be a collaborative opportunity. The concept of bringing the community together and celebrating the agricultural heritage of the region received much interest from the Board. This initiative would seamlessly integrate aspects of the creative district into the event by welcoming artists and crafters to bring their goods downtown for sale. Key considerations included a two-stage rollout process, launching the market in late summer/fall of 2023 with the possibility of a shorter run or pilot event. This would enable a quicker deployment of the concept while enabling the Board to work out any kinks for a full-scale launch for the 2024 season. Discussions also included exploration of sites for the market. The selection of the final location should consider truck accessibility so that vendors can sell out of the back of vehicles. Street closures could also be a possibility. Surveying other area markets could help in identifying a day of the week, so that the La Junta Market is not competing with other established events. Additional partnerships with the FFA and area Community Supported Agriculture (CSAs) could be great resources for additional support.

Action Items: Any great event begins with a lot of planning. Review other Main Street programs that have launched markets to learn tips and tricks. Wellington and Steamboat have successful markets that could provide insights into La Junta.

### Tasks:

- Research other startup Farmer's Markets in the region. Create case studies outlining insights to learn from others' experiences.
- Identify community partners.
- Create strategy/plan for 2024 event. Include location selection, vendor recruitment, volunteer roles/responsibilities, licensing requirements, advertising.
- Build long-term event strategy following 2024 event.
- NEA has a grant



## Boulevard Streetscape Enhancement

**Overview:** One of the most visible elements of the community is the public realm. Colorado and Santa Fe are two of the most active and visible streets. Completing gateway and streetscape enhancements, including a planted median, would have a significant impact on the overall aesthetics of La Junta.

**Action Items:** Conducting a streetscape enhancement vision plan would help to explore the opportunities and costs associated with a variety of improvements. Coalescing public support will be essential, thus starting with a community-directed vision should be the foundation of this effort.

### Tasks:

- Determine where lighting, signage, awning, and wayfinding can enhance existing business.
- Research similar streetscape plans from other communities to identify what questions need to be explored.
- Work with Colorado Main Street to explore options for technical assistance support to provide a Streetscape Vision Plan.
- Be sure to include analysis of cost magnitude and grant opportunities.



### Other Strategies:

The following strategies received considerable discussion and should be considered as a future initiative of RISE:

Wayfinding and Signage - Expanding the current wayfinding system was highlighted by the Board. Additionally, private signage regulations should be examined to ensure that codes meet the City's goals. Creating an inventory of public signs should be the first step, with additional examination and analysis to review the zoning code and consider updates as a subsequent action. One specific improvement that should be considered in the implementation phase is inclusion of a gateway arch on Colorado Avenue.

Family-Friendly Spaces – Goal is to create spaces where families can gather and explore the best that La Junta has to offer.

Live Music – Exploration of additional live music could provide opportunities for vitality downtown. Check the speakers, can we advertise?

### 3. Champion Innovation and Creativity

The following topics were discussed as potential action items:

Startup Training	Community Navigator
Space to Create	Budding Artist Support
Courses for businesses owners	Develop databases for funding
Expand connectors to younger demographic	

Participants highly ranked the following priority topics:

#### Creative Support

- Overview: This initiative would create a cache of instruments, costumes, equipment, and art supplies for the creative community to use in encouraging all artists to explore their craft. Due to the high cost of getting started, many artists cannot explore new media or musical pursuits. This effort would seek to identify a space to gather new and gently used equipment/supplies to cultivate the next generation of artists in La Junta. Klein Maker Space provides this for some artists.

Action Items: This initiative generated considerable excitement among the RISE Board. Additional action should include exploring the concept further, including space requirements, support for purchasing initial cache of supplies, distribution/operation policies, and other logistics.

#### Tasks:

- Survey the needs of the creative industries: Convene work-session with creative minds to explore the concept and further develop an action plan.
- Offer courses on grant writing, either with partners, online or in person.



## Other Strategies:

The following strategies received considerable discussion and should be considered as a future initiative of RISE:

Startup Training– Training for future leaders is essential for the success of La Junta’s business and community environment. While several training curriculums exist around the state and region (think Boettcher Foundation), building broad participation is essential to success. In some instances, redefining leadership and opening the opportunity to purposefully invite new community members is key to building a new pool of talent. Creating a curriculum of outside experts could help in communicating new ideas to the local population. The goal is to empower new volunteers to take ownership of La Junta and create opportunities for creative collisions among movers and shakers.



## 4. Celebrate and Market Rise

The following topics were discussed as potential action items:

Updating the website	Host community meetings
Establish a dedicated Facebook Page	Improve communication through technology
Create a digital hub	

Participants highly ranked the following priority topics:

### Communicate information about Rise.

Overview: This initiative educates and informs the community, especially in the Main Street and Creative District boundaries, about Rise and the role of Rise in assisting their businesses to succeed. Community meetings, held twice a year, could be focused on the strategic plan and successes that Rise has had within the economic development arena. Additionally, information can be shared via a new website and also through a new dedicated Facebook page.

### Action Items:

Host an annual meeting near the end of 2023.

Start hosting two meetings a year, one in March and one in October each year.

Increase social media and web presence.

Explore digital marketing opportunities to build a Rise community (a digital hub)

### Tasks:

- Create a new website for Rise as part of the city website update (Cynthia) and incorporate documents, calendars, and information.
- Create a dedicated Facebook page for Rise, post regularly (Pam)
- Invite to all meetings through a calendar (Outlook) invitation.
- Review Calendly and Loomly as potential time savers

Stakeholder Education – Preservation and Urban Renewal: Both urban renewal and historic preservation are not widely understood in the community. Providing additional information is important to utilizing these tools more effectively.

- Identify the content of issues that need clarification, including common misconceptions, value prospects of each, and how they work together.
- Decide on the media you think this information would be most effective – print, video, social, meeting.
- Produce the materials & schedule distribution efforts.

## 5. Enhance Murals and Public Art

The following topics were discussed as potential action items:

Marketing and advertising for events	Finding an area to showcase art
Having more events to get public involved	

Participants highly ranked the following priority topics:

### Showcase Art and Creative Activities

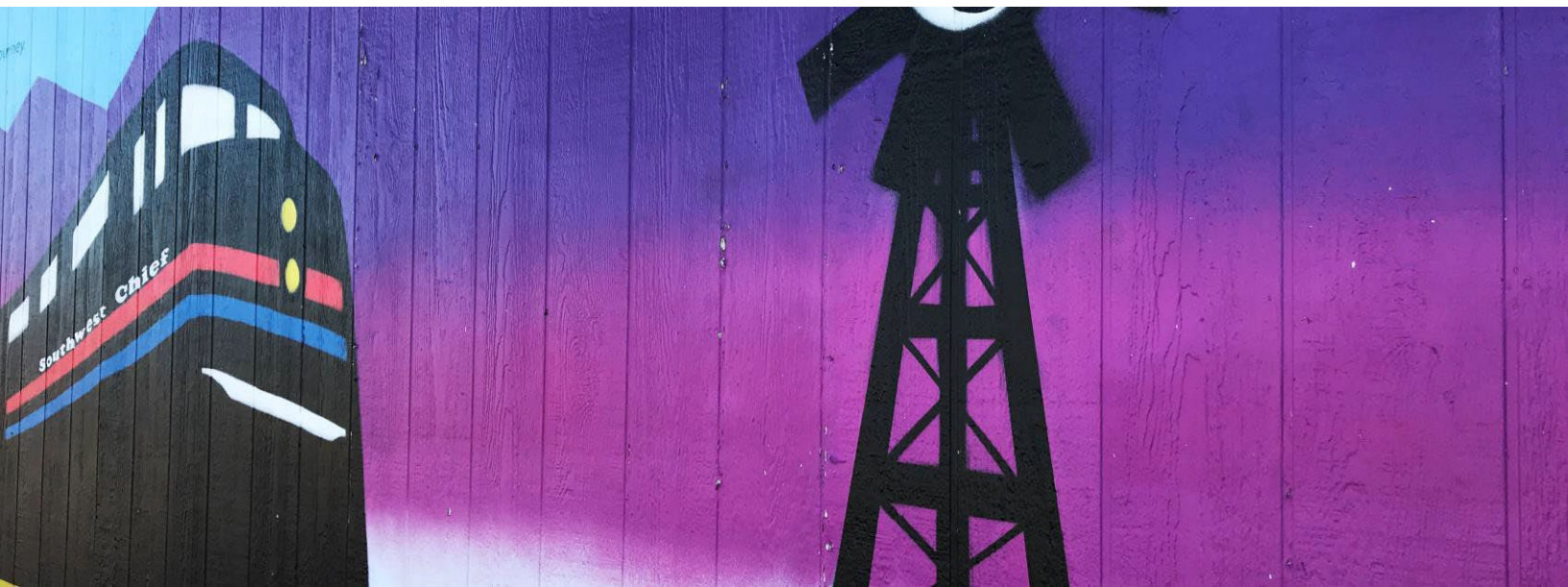
Overview: There are limited spaces for artists and creatives to showcase their work. Rise can help enhance the art and work in the community through space, promotion on social media and website, and other ways.

Murals/Public Art – This topic continues to receive support among the Board. Creating places in La Junta that are “instagrammable” and add to the local culture are important. The Board should continue to explore public art by creating a plan to help determine what type of art is desired, and how formal the process for guiding or selecting art should be. Discussions included implementing a 1% for art program (or similar) that would require that public art be included in locally funded projects. Additionally, during the leadership tour (mentioned above), several arts locations could be included. Creating a list of goals and parameters should be first on the list.

Action Items: Additional action should include exploring the concept further, including space requirements, support for marketing these events, and other logistics.

Tasks:

- Evaluate Fox Theater for location.
- Plaza Building would eventually provide this space, make sure to plan.
- Look for ways to promote more events (Rise would not create, lead, or manage those events, just promote)



## 6. Finalize EPA Brownfields Grant

The following topics were discussed as potential action items:

Phase I	Clean Up Cost
Activate Buildings	Clean Up Plan

Participants highly ranked the following priority topics:

### Activate Buildings

Overview: This initiative would secure the grant and activate buildings within the community such as Miller Hall, Nursing Home West, and Inspiration Field. The twenty (20) buildings already identified and inventoried would all benefit from being activated.

Action Items: This initiative is led by the city and the role of Rise is to continue to support those efforts and promote the activation of buildings based on the grant when finalized.

Tasks:

- Continue to support the city as it takes the lead in finalizing this project.





# LA JUNTA RISE

A COLORADO CREATIVE MAIN STREET DISTRICT



COLORADO  
MAIN STREET

**Contact Us:**

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**La Junta, Colorado 81050**

**303 – 518 - 8261**

<https://chooselj.com/about-main-street/>