



## Agenda

### Downtown Development Authority Board Regular Meeting | 9:00 AM

Tuesday, May 19, 2026

Town Hall / Council Chambers - 302 Pine St Minturn, CO

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The agenda is subject to change, including the addition of items 24 hours in advance or the deletion of items at any time. The order of agenda items listed are approximate.

This agenda and meetings can be viewed at [www.minturn.org](http://www.minturn.org).

#### **Meeting Access Information and Public Participation:**

This will be an in-person meeting with access for the public to attend in person or via the Zoom link included. Zoom Link: <https://us02web.zoom.us/j/83582807166>

**Zoom Call-In Information:** 1 651 372 8299 or 1 301 715 8592 **Meeting ID:** 835 8280 7166

**Please note:** All Non-board member virtual participants will be held in the Waiting Room until admitted. Full name must be provided. Non-board participants will be muted until called upon, and should use the Chat feature to submit any questions or comments that they wish to discuss. Any inappropriate comments will result in participant being removed from the meeting.

1. **Call to Order**
2. **Approval of Regular Agenda**  
Opportunity for amendment or deletions to the agenda.
3. **Business Items**
4. **Discussion / Direction Items**
  - A. Investment Policy Discussion
5. **Staff Reports**
  - A. Report Out from RTAP Workshop - RTAP Action Plan
6. **Future Agenda Items**
7. **Adjourn**



# Minturn Downtown Development Authority

Investment Policy Work Session  
Board Work Session Agenda

**Date:** May 19, 2026  
**Time:** 9:00 AM – 11:30 AM  
**Location:** Minturn Town Offices/302 Pine Street

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## 9:00 – 9:10 AM | Welcome & Objectives

Brief (re)introduction

### Session Objective:

The Minturn Downtown Development Authority (MDDA) is seeking to produce an **Investment Policy** to guide board-level decisions related to:

- Use of DDA revenues
- Project prioritization and Public-private partnership participation
- Strategic land acquisition

The resulting policy will establish clear investment criteria, return-on-investment expectations, and alignment with the approved Plan of Development.

### Decision Oriented Questions:

1. What should the Investment Policy help the Board do more consistently or transparently?
2. What decisions are currently hardest to make without a policy?
3. What should success look like once the policy is adopted?

### Session Outcomes:

Establish shared investment philosophy that achieves the following:

- Defines investment criteria and affirms priorities
  - Clarifies risk tolerance for partnerships, leverages expectations
  - Provides a transparent decision-making-framework for the board, DDA constituents, and potential investors.
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## 9:10 – 9:30 AM | Framing the Discussion

- Role of the MDDA in downtown investment
- Alignment with Plan of Development
- Review of key decision areas:

- Programming vs. capital investment
- Public vs. private benefit
- Short-term activation vs. long-term value

**Decision Oriented Questions:**

1. What role should MDDA primarily play in downtown investment: grant-maker, infrastructure partner, catalytic investor, redevelopment facilitator, or some combination?
2. How should MDDA balance public benefit with investments that also benefit private property owners or businesses?
3. Should MDDA focus more on near-term activation or long-term redevelopment and increment growth?

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## 9:30 – 10:15 AM | Investment Philosophy & Priorities

**Review:**

- What types of projects should MDDA prioritize?
- Desired outcomes:
  - Economic activity – Business Growth
  - Downtown vitality - Vibrancy
  - Property value/TIF growth
- Balance and focus
  - Small grants vs. catalytic projects
  - Broad distribution vs. targeted investment

**Key Decisions:** Understanding Core investment priorities and project types

**Decision Oriented Questions:**

1. What types of projects should be considered MDDA's highest investment priorities?
2. Should MDDA prioritize smaller, widely distributed investments or larger catalytic projects with greater long-term impact?
3. What outcomes should carry the most weight: business activity, downtown vibrancy, property value/TIF growth, housing, preservation, public infrastructure, or redevelopment readiness?

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## 10:15 – 10:25 AM | Quick Break

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## 10:25 – 11:00 AM | Investment Criteria & Financial Framework

**Review:**

- Return on investment (ROI) expectations – Potential for tax increment revenue

- Public benefit thresholds (affordability, improved public infrastructure etc.)
- Leverage / matching requirements
- Ability to leverage state grant funding
  - Prop 123 – Housing
  - Safe Streets/CDOT funding
  - Preservation funding
  - Brownfield assessments
- Eligibility criteria for programs:
  - Façade improvements
  - Building improvements (ADA, safety, etc.)
- Performance expectations and accountability
  - Claw back provisions
  - Guaranteed returns

**Key Decisions:** Understand minimum investment criteria, and financial participation thresholds

**Decision Oriented Questions:**

1. What minimum criteria should a project meet before MDDA funding is considered?
2. What types of return should MDDA expect from its investments: financial return, increased tax increment, public infrastructure, private leverage, public access, housing, preservation, or community benefit?
3. When should MDDA require matching funds, reimbursement-based payments, performance milestones, clawback provisions, or other accountability measures?

## 11:00 – 11:20 AM | Strategic Land Acquisition & Disposition

Review:

- When should MDDA acquire property?
- Land banking strategy
- Public easements (river access)
- Conditions for participation in development projects

Disposition strategy:

- Sale vs. lease
- Public-private partnerships

**Key Decisions:** Acquisition triggers and disposition approach, role in major redevelopment projects

**Decision Oriented Questions:**

1. Under what circumstances should MDDA consider acquiring property or easements?
2. Should MDDA use land acquisition primarily for public infrastructure, parking, river access, redevelopment, housing, land banking, or some combination?

3. When MDDA controls property, should its default approach be to hold, lease, sell, partner, or dispose with public-benefit conditions?

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## 11:20 – 11:30 AM | Summary & Next Steps

- Recap of key decisions and areas of alignment
- Identify any outstanding questions

### Outline next steps:

- Draft Investment Policy development
- Board review process
- Timeline for adoption

### Decision Oriented Questions:

1. What areas of Board consensus should be reflected in the first draft of the Investment Policy?
2. What issues need more legal, financial, or technical review before being included in the policy?
3. What process should be used for Board review, public input, and eventual adoption?



May 2026

# MINTURN COMMUNITY ACTION PLAN

Enhancing Outdoor Recreation to Strengthen  
Connectivity, Economic Renewal, and Local  
Identity in Minturn

*Prepared By :*

Angie Bailish, Erin Bucchin,  
Alex Rudawsky, Erin Spencer

# Contact Information

## Community Points of Contact for Minturn:

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**Cindy Krieg**, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, events@minturn.org | (970) 331-3021

## Graduate Student Consultant Team:

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## RTAP Support Team:

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**Guinevere Nelson**, Extension Director, Douglas County Extension, Colorado State University (CSU) Extension | guinevere.nelson@colostate.edu

## Rural Technical Assistance Program Overview:

The Rural Technical Assistance Program (RTAP) is a collaboration between the University of Colorado (CU) Boulder's Masters of the Environment (MENV) Program, the Colorado Outdoor Recreation Industry (OREC) office, and Colorado State University (CSU) Extension. The RTAP is modeled off of the Recreation Economy for Rural Communities (RERC) program administered by the U.S. Environmental Protection Agency (EPA), USDA Forest Service, Northern Border Regional Commission and the Appalachian Regional Commission.

Cover page photos credit: Colorado Tourism Office, *Town of Minturn*, n.d., <https://www.colorado.com/official-colorado-travel-resources/town-minturn>.



# Steering Committee and State Partners

## Minturn Steering Committee

**Lejla Bambur**, Student, Eagle County Schools

**Adrienne Geraci**, Student, Eagle County Schools

**Rob Gutierrez**, Town Manager, Town of Minturn

**Ken Halliday**, Historic Preservation Commission Member, Minturn Resident

**Bill Hoblitzel**, Lotic Hydrological Watershed Scientist, Minturn Resident

**Scot Hunn**, Consulting Planning Director, Town of Minturn

**Cindy Krieg**, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk

**Ash Postigo-Hassin**, Student, Eagle County Schools

**Brian Rodine**, Town Council Member, Town of Minturn

**Ernest Saeger**, Director of Operations, Vail Valley Mountain Trails Alliance

**Brady Schlichting**, Business Owner, Evoke Outdoors

**Christine Schlichting**, Business Owner, Evoke Outdoors

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## State Partners

**Aliria Bello**, Colorado State University Office of Engagement & Extension

**Kami Collins**, Office of Rural Opportunities

**Devin Duval**, Colorado Parks and Wildlife

**Patrick Garrett**, Colorado Department of Labor and Employment

**Conor Hall**, Colorado Outdoor Recreation Industry Office

**Faith Overall**, Colorado Tourism Office

**Frida Silva**, Colorado Outdoor Recreation Industry Office

**Glenda Wentworth**, Colorado State University Office of Engagement & Extension

**Willie Wilkins**, Colorado State University Office of Engagement & Extension

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# Community Narrative

## History and Setting

Situated at approximately 7,800 feet in Colorado's Eagle River Valley, Minturn rests along the banks of the Eagle River, surrounded by the Holy Cross Wilderness and the White River National Forest.<sup>[1]</sup> Located just south of Interstate 70, Minturn has direct access to a network of outdoor amenities which define its "small town, big backyard" identity.

The Eagle River Valley was historically home to Indigenous peoples for thousands of years. The Nuche people (or "Ute") stewarded the high-country valleys practicing seasonal migration, hunting, fishing, gathering, and ceremonies.<sup>[2,3]</sup> The mid-nineteenth century marked the arrival of Euro-American trappers and settlers, with the Colorado Gold Rush in 1858 bringing miners and prospectors west of the Continental Divide.

Prospecting in the valley continued to accelerate into the 1870s,<sup>[4]</sup> and in 1881, the Denver and Rio Grande Railroad extended service to the nearby community of Red Cliff, opening improved routes for ore shipment to regional smelters.<sup>[5]</sup> By the mid-1880s, roads and rail connections linked the upper Eagle River Valley to Leadville and beyond, laying the groundwork for permanent settlement and population growth in the valley.<sup>[6]</sup>

This led to the establishment of Minturn, named in 1887 after Robert B. Minturn, a railroad official who supported the extension of rail services along the valley.<sup>[7]</sup> The railroad played an instrumental role in shaping Minturn's modest architecture, compact street grid, and historic Main Street. As the community grew around this rail infrastructure, it developed into a small but important hub for regional activity. Formally incorporated in 1904, Minturn served as a rail junction, supply center, and working-class hub that supported gold, silver, lead, and zinc mining, ranching, and regional commerce.<sup>[8,9]</sup>

Over the twentieth century, Minturn gradually



*"Minturn is a true community where neighbors know one another, civic life is highly visible, and residents share strong community values. That authenticity is a defining asset..."*  
- Minturn Community Self-Assessment

transitioned from a rail<sup>[10]</sup> and mining economy to one increasingly connected to outdoor recreation and tourism. The development of the towns of Vail in the 1960s and Beaver Creek in the 1970s, along with their respective ski resorts, transformed the broader valley into<sup>[11]</sup> an internationally recognized destination for winter sports and year-round recreation. Despite its proximity to these resorts, Minturn has managed to retain its "anti-resort" small-town charm, authentic and locally-rooted identity, and close-knit community where people live, work, and play.

## Community and Economy

Based on the most recent American Community Survey from 2024, Minturn has a population of approximately 1,033 residents. Within Eagle County, which has a population of approximately 55,000 residents, Minturn is among the smallest municipalities, with Vail being home to 4,835 residents and Avon home to 6,072 residents. Minturn's compact<sup>[13,14,15]</sup> layout between the Eagle River and rail line, surrounding public lands, and the presence of the I-70 corridor, has played a key role in limiting its physical growth and overall population size.<sup>[16]</sup>



Figure 1: Bird's eye view of Minturn's main street.  
Photo by Colorado Tourism Office, n.d.

# Community Narrative

Housing in Minturn reflects both these spatial constraints and its proximity to major employment centers within the county. The limited supply of housing units, combined with strong regional demand, has contributed to rising home values and affordability challenges for the local workforce.<sup>[17]</sup> While the high housing demand supports property tax revenue, real estate activity, and ongoing residential investment and construction in Minturn, it also creates barriers for workers seeking to live within the community.<sup>[18]</sup>

In the same vein, Minturn functions primarily as a residential workforce community, with many residents commuting to nearby towns to work in resort operations, hospitality, construction, healthcare, and education.<sup>[19,20]</sup> Major employers within the county include Vail Resorts, Eagle County School District, Vail Health, Eagle County government, and a range of regional hospitality and retail businesses.<sup>[21]</sup>

Within the community, the Town of Minturn and other public-sector entities support local employment by providing stable, year-round jobs in administration, public works, utilities, and community services.<sup>[22]</sup> Small locally-owned businesses including restaurants, retail, and service providers also contribute to the local outdoor recreation economy by serving residents and regional visitors alike.<sup>[23]</sup>

Community events such as the Minturn Market, Summer Concert Series, Independence Day celebration, and other seasonal events highlight the town's emphasis on connection, creativity, and supporting local artisans and entrepreneurs.<sup>[24]</sup> These events reflect a community where neighbors know one another, civic life is highly visible, and time spent outdoors is woven into people's daily routines.

## Outdoor Recreation Assets



Figure 2: Minturn industry breakdown. Visualization by Data USA, 2025.

Proximity and access to the outdoors is one of the reasons recreation is so important in Minturn. Trails, the Eagle River, public lands, and nearby outdoor amenities such as Meadow Mountain, Grouse Loop, and the Minturn Mile, form a connected network that residents use to support their health, well-being, and quality of life. This high level of accessibility to the outdoors is a major reason people choose to live in and remain in the community.



Figure 3: Eagle River fishing access, looking east. Photo by Angie Balish.

Many of Minturn's outdoor recreation assets are intended to be accessible to a wide range of users and needs. For example, Eagle River Park offers riverside space for picnicking, fishing, and kayaking, while Little Beach Park provides an open, family-friendly setting for sports, gatherings, and summer recreation.

# Community Narrative

The Minturn Bike Park provides the space and features for both youth and adults to practice biking skills, and the community garden and adjacent green space serves as places for gardening, seating, exercise, and small local events. Nearby parcels such as the Minturn Boneyard Open Space and Maloit Park currently support river access, nordic skiing, the Vail Ski and Snowboard Academy, the Minturn Fitness Center, and will support school district housing in the future.

The White River National Forest surrounds much of the region and provides extensive opportunities for hiking, camping, backcountry travel, and wildlife viewing. Waterways such as the Eagle River and Homestake Creek are also widely used for fishing, kayaking, and rafting. The Grouse Creek, Cougar Ridge, and Two Elk Trails provide separate backcountry routes that connect the Minturn area with surrounding public lands and trail systems near Vail and Beaver Creek, offering alternative ways for hikers, bikers, and backcountry users to move through the region outside of the highway corridor.

The US 24 Scenic Byway that runs from Minturn, through Red Cliff (Minturn's neighbor and close community partner), and over Tennessee Pass toward Leadville offers scenic driving, cycling, and wildlife viewing opportunities. Taking advantage of their close proximity and the shared public lands between them, Red Cliff and Minturn have collaborated on visitor guides and other promotional efforts for outdoor recreation-based tourism.

Minturn's location along the I-70 corridor positions it well to attract travelers moving through and across the state, as well as visitors from nearby tourism destinations. This is reflected in visitor spending patterns, where out-of-state visitors account for roughly two-thirds of total spending in Minturn and Red Cliff combined.<sup>[25]</sup>

These visitors come from a wide range of markets, including nearby Front Range communities such as Denver and Colorado Springs, and more distant metropolitan areas across the country. Minturn's outdoor recreation amenities and connections highlight how outdoor recreation in Minturn is not just an activity, but a defining element of community life and economic development.

## Looking Forward

Minturn has pursued numerous planning efforts over the past decade focused on tourism and outdoor recreation, economic renewal, infrastructure development, improved mobility, and increased connectivity, all aimed at protecting community identity and improving quality of life. These efforts include the 100 Block Plan, the Community Plan, and the creation of the Downtown Development Authority (DDA) all of which reflect a commitment to enhancing outdoor recreation, supporting a vibrant Main Street, and strengthening the town's long-term economic vitality. Building on this momentum, Minturn is creating a clear, shared vision and actionable next steps for outdoor recreation and main street development through participation in the Rural Technical Assistance Program (RTAP).



Figure 4: View from Minturn Town Hall, looking east. Photo by Angie Balish.

# The Rural Technical Assistance Program

## The Rural Technical Assistance Program (RTAP)

The Rural Technical Assistance Program (RTAP) partners teams of graduate students (hereby known as the student consultant team) from the University of Colorado (CU) Boulder's Masters of the Environment (MENV) program with the Colorado Outdoor Recreation Industry (OREC) Office and Colorado State University (CSU) Extension.<sup>[26]</sup> The RTAP provides technical planning assistance on outdoor recreation and Main Street development for rural communities in Colorado.

The RTAP is modeled off the Recreation Economy for Rural Communities (RERC) federal program, run by the U.S. Environmental Protection Agency's (EPA) Office of Community Revitalization, U.S. Department of Agriculture (USDA) Forest Service, the Northern Border Regional Commission, the Appalachian Regional Commission and the Denali Commission to support rural communities interested in outdoor recreation and Main Street development.<sup>[27]</sup>

Through a community-driven process facilitated by the student consultant team, community members and supporting regional and state partners identify goals and develop specific, achievable actions to help the community advance towards these goals. All of this comes together in a detailed Community Action Plan (CAP) that outlines the shared goals and actions and provides a clear framework to guide implementation over the next 12–24 months. The RTAP consists of three phases: Phase 1: Introduction and Community Preparation, Phase 2: Community Engagement and Action Planning, and Phase 3: Implementation (see Figure 5).

### Phase 1: Introduction and Community Preparation

Town Manager, Rob Gutierrez, applied to the RTAP program in July 2025 and was selected as a participant, beginning **Phase 1** of the RTAP in Fall 2025. Rob Gutierrez and Cindy Krieg, representing town leadership, served as community points of contact and were responsible for forming a steering committee that was representative of Minturn.



Figure 5: The three phases of the RTAP process.

# The Rural Technical Assistance Program

Once formed, the steering committee participated in an introductory virtual meeting with the RTAP support team to learn more about the RTAP process and set expectations.

The steering committee then completed a Community Self-Assessment (see Appendix A), which is a detailed questionnaire that captures local priorities, challenges, and opportunities from the community's perspective. This provided the student consultant team with important background information that helped prepare them for facilitating planning meetings as well as the community workshop held on March 24th to 25th, 2026.

## Phase 2: Community Engagement and Action Planning

The student consultant team led **Phase 2**, which focused on community engagement and action planning with Minturn community members. The team worked closely with the community points of contact and the steering committee to develop goals and actions through a community-driven planning approach. This phase included four planning meetings with the steering committee (two held before the workshop and two after), as well as a two-day, in-person community workshop and tour in Minturn that was open to all community members.

During the workshop, workshop participants worked together to craft a shared vision for Minturn's future and identify goals, actions, and practical next steps to move that vision forward. The goals and actions developed through this community-wide engagement process formed the foundation of this Community Action Plan (CAP). Published at the conclusion of **Phase 2**, the CAP will guide Minturn's efforts in **Phase 3** and support continued progress beyond the formal conclusion of the RTAP.

## Phase 3: Implementation

**Phase 3** will be led by Guinevere Nelson, Douglas County Extension Officer and member of the RTAP support team. During this phase, CSU Extension supports Minturn's implementation of their CAP. This includes providing ongoing guidance through follow-up calls with Minturn's community points of contact, and helping to connect the town with external resources and partners that can support the implementation of the CAP.

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# Community Goals

## Community Goals

Prior to the community workshop, the student consultant team drew upon information provided by the steering committee in their Community Self-Assessment and from conversations across the two pre-workshop planning calls to identify community goals focused on outdoor recreation and main street renewal in town.

Multiple themes arose, including the importance of:

- Balancing outdoor recreation demand with conservation to support a year-round outdoor recreation economy
- Improving how people move through Minturn in terms of safety and accessibility
- Strengthening the local economy and attracting opportunities that align with Minturn's identity
- Preserving and promoting Minturn's unique character in all communications

These themes provided the foundation for the community goals outlined below. These goals, in turn, provided the framework for the community workshop and the Community Action Plan.



Figure 6: Minturn's four community goals.

# Community Tour & Workshop Overview

## Community Tour

The steering committee hosted a community tour of Minturn on Tuesday, March 24th, 2026 before the first workshop session. This tour allowed the student consultant team to visit the economic and outdoor recreation assets offered by the town. Rob Gutierrez and Cindy Krieg led the tour, with Ernest Saeger, Brady Schlichting, Scot Hunn, and Jessica Copeland also joined to provide local insight.



*Figure 7: The student consultant team and steering committee members on the community tour. Photo by Angie Balish.*

The tour began at Minturn Town Hall and moved north on Highway 24 (Hwy 24) before returning to town, then continuing back south on Hwy 24. The tour included visits to the Holy Cross Ranger Station and Meadow Mountain US Forest Service (USFS) Parcel, Meadow Mountain Business Park and the USFS Grouse Creek Recreation Area, the Minturn North residential neighborhood, Main Street buildings and businesses, Eagle River Park, Minturn Market, Little Beach Park, Minturn Bike Park, Maloit Park, and the Minturn Boneyard Open Space. Additional sites and points of interest that were identified throughout the tour included the EcoTrails bike path, shooting range, Minturn Fitness Center, and several social trails.

## Holy Cross Ranger Station and Meadow Mountain U.S. Forest Service (USFS) Parcel

The Holy Cross Ranger Station serves as a flexible, multi-use space that sees the most activity during the spring, summer, and fall, with occasional ski mountaineering (“skimo”) races held in the winter time. Spanning 19 acres of USFS land, it represents one of the few remaining areas in Minturn where commercial development could still happen, with approximately 11 acres available for development. While past negotiations have explored development opportunities, plans have currently been set aside given the current limited capacity of the USFS.



*Figure 8: The student consultant team and steering committee members at Meadow Mountain. Photo by Angie Balish.*

Trail counters reveal that nearby Meadow Mountain and Grouse Mountain are collectively the most heavily used trails in all of Eagle County. It was shared that Meadow Mountain and Grouse Mountain do not experience wildlife closures, which is a major differentiator to other nearby recreation areas. Still, connectivity remains a challenge. Pedestrians must cross the highway to access the EcoTrail into town, and there is no direct transit route into

# Community Tour & Workshop Overview

Minturn outside of the regional bus system, Core Transit, which connects Vail, Minturn, Red Cliff, and Leadville. This fare-free service provides daily connections between the towns, with stops in Red Cliff and along Hwy 24, making it an affordable option for commuting and accessing outdoor recreation offerings.

## Meadow Mountain Business Park

The Meadow Mountain Business Park is sandwiched between Hwy 24 and the Eagle River and located directly across from the Grouse Trailhead area. It also sits adjacent to Union Pacific Railroad (UPRR) land holdings and the new Minturn North housing development that is currently underway. The Meadow Mountain Business Park accommodates a variety of local businesses, including Vail Mountain Coffee & Tea, The Belden Witch, Swedish Clog Cabin, The Grove Studio Gallery and Mangiare Italian Market. It is currently being rezoned from commercial to makerspace, a land use category for making, learning, and exploring in a variety of artistic, industrial, or light industrial activities. This has led to proposals and planning for inclusion of a new boutique hotel.



Figure 9: Meadow Mountain Business Park, with Minturn North New Development Area in the background. Photo by Angie Balish.

## U.S. Forest Service (USFS) Grouse Creek Recreation Area

Just across the highway and east of Meadow Mountain Business Park lies the Grouse Creek Trailhead. This is a popular amenity for visitors and community members alike, and is favored for dog walking, hiking, backpacking, horseback riding, hunting, cross country skiing, snowshoeing and snowmobiling. Grouse Creek trails enter the Holy Cross Wilderness and the White River National Forest extending all the way to Beaver Creek. The Grouse Creek Trailhead experiences minimal user conflict, however, peak use in summer and early fall frequently fills the trailhead parking, causing overflow onto Hwy 24. In response, a parking lot expansion project to add ten additional parking spots is underway and will be completed in the spring of 2026.



Figure 10: Grouse Creek Trailhead. Photo by Angie Balish.

## Minturn North Residential Neighborhood

Minturn North is a new 39 single-family residence neighborhood. It is located at the base of the Minturn Mile ski access and Game Creek hiking trail, and sits directly across from the Meadow Mountain Business Park. The Minturn Mile is a famous touring and backcountry ski run around two and a

# Community Tour & Workshop Overview

half miles long, from Vail Mountain into Minturn. Despite Minturn North's proximity to outdoor amenities, access to multiple key recreation areas remains limited and frequent summer parking overflows into the neighborhood creating visitor-resident tensions. In response to these concerns, the new development is leveraging the Game Creek Drainage Area and creating 52 new parking spaces. This is intended to meet the parking needs for both the new development and the Minturn Mile trailhead, and it could additionally provide parking for Grouse Creek trails visitation in the future.



Figure 11: Parking challenges in Minturn North New Development Area. Photo by Angie Balish.

## Main Street Buildings & Businesses, Eagle River Park, Minturn Market

Minturn's downtown core 100 block serves as a community gathering space and a hub of activity, though it faces notable connectivity challenges. The town leases its primary public parking lot from UPRR on a year-to-year basis, creating uncertainty for long-term planning and development. The Minturn Market, a highly popular artisan and farmer's market (open every Saturday from the end of June through mid September), currently stretches from the Holy Toledo business on Main Street to Williams Street, with hopes of eventually extending down to the river to further activate the

waterfront area. The nearby Powderline Trail, an unofficial but well-used social trail, offers scenic views of the Eagle River and is popular with dog walkers.

A key takeaway from the tour is that there are no formal trail connections that link downtown Minturn to surrounding outdoor recreation assets. This requires residents and visitors to rely on social trails, many of which are unsafe and/or difficult to navigate, or walk along the highway, which is also dangerous.



Figure 12: Downtown Minturn businesses and Main Street. Photo by Natalie Ooi.



Figure 13: Eagle River Park, nested against the Eagle River behind the downtown businesses. Photo by Angie Balish.

# Community Tour & Workshop Overview

## Little Beach Park

South of Minturn and right off Hwy 24, Little Beach Park serves as a versatile community space that accommodates a blend of informal recreation and organized events. The playground at the entrance to Little Beach Park is a popular destination for families with young children, and plans to install a new playground are underway. Little Beach Park also features a small amphitheater with a concert stage and regularly hosts a variety of activities including bike races, live music, and Fourth of July celebrations. The thoughtful and flexible design of this space allows it to function as both a casual hangout spot and an event venue for the community.



Figure 14: Amphitheater at Little Beach Park. Photo by Town of Minturn staff.

## Minturn Bike Park

Situated above Little Beach Park is the Minturn Bike Park, which was developed in 2020 in collaboration with the Vail Valley Mountain Trails Alliance (VVMTA). Minturn's Bike Park has quickly become a popular destination for riders of all ages and skill levels. It offers a dynamic space for skill-building, recreation, and community events and frequently hosts games, competitions, and youth programming organized by a variety of local groups.



Figure 15: Entry to Minturn Bike Park. Photo by Angie Balish.



Figure 16: Minturn Bike Park. Photo by Angie Balish.

## Maloit Park

Two miles south of Little Beach Park and Minturn Bike Park is Maloit Park, a key community resource that brings together recreation, education, and future development considerations. The area includes the Minturn Fitness Center and public charter school, the Vail Ski and Snowboard Academy. However, Maloit Park

# Community Tour & Workshop Overview

is limited by its lack of connectivity to the rest of Minturn. Currently, Maloit Park is only accessible by car due to the lack of sidewalks or other mobility trails on Hwy 24 that connect this area to downtown.

At Maloit Park, the Eagle County School District is exploring the development of deed-restricted workforce housing for teachers across Eagle County. The nearby Battle North parcels also present an opportunity for significant residential development, with the capacity for over 200 units, though this has raised significant community concerns about impacts to wildlife.



*Figure 17: Cross Creek from Maloit Park Road, looking west. Photo by Angie Balish.*

## Minturn Boneyard Open Space

The Minturn Boneyard Open Space, or the Boneyard, offers a range of recreational opportunities, including walking, fishing, birding, and kayaking, and it serves as an access point for the local whitewater race

course. Managed by the Eagle Valley Land Trust (EVLTL), the Boneyard is slated for an updated management plan in the near future, which will guide its long-term use and conservation. Despite its value as an open space, connectivity to downtown Minturn remains a challenge, as establishing a formal link would require coordination with Union Pacific Railroad (UPRR).



*Figure 18: The Boneyard Open Space and South Loop Trail. Photo by Angie Balish.*

# Community Tour & Workshop Overview

## Community Workshop

The workshop was held from March 24th - March 25th, 2026 at Minturn's Town Hall. 50 people were in attendance across the two days. Three people who could not attend shared written input on the community goals and actions via email. Workshop participants included Town of Minturn staff and elected representatives, local business owners, residents, as well as regional and state partners from the Vail Valley Mountain Trails Alliance (VVMTA), Colorado Parks & Wildlife (CPW), Colorado State University (CSU) Extension, Colorado Tourism Office (CTO), Rural Opportunity Office (ROO), and Colorado Outdoor Recreation Industry Office (OREC). For the full list of workshop participants, see Appendix B.

## Session One, Day One: Vision & Values

*Where are we now? And where do we want to be?*

Session One ran from 2:00 pm to 6:00 pm on Tuesday, March 24th, 2026 at Minturn's Town Hall, with 24 people in attendance. This session also included an optional community dinner.

## Introductions

Session One started with a brief overview of the RTAP process and the partners involved in the program. This was followed by background information on the reasons for Minturn applying to the RTAP and the purpose of the workshop sessions themselves. Introductions were facilitated by the student consultant team, with each participant asked to state their name, their affiliation/organization/role within or external to the community, and to complete the sentence: "I believe Minturn is..." in one to three words. Workshop participant responses are presented in a word cloud in Figure 19. See Appendix C-1 for a full list of responses from the workshop participants.

## Community Goals

The community goals that had been co-created by the steering committee and student consultant team were shared with workshop participants to ensure they reflected the interests and needs of the wider community. Workshop participants provided feedback on the goals,



Figure 19: Word cloud created from workshop participant responses to Session 1 opening question, "I believe Minturn is..."

# Community Tour & Workshop Overview

emphasizing a need for more intentional management of recreational assets, wildlife conservation, and stewardship of natural resources. Workshop participants also noted the importance of better articulating Minturn's rich heritage, as well as the need to more clearly encapsulate the diverse range of outdoor recreation activities that Minturn offers.

Additionally, workshop participants highlighted that greater focus needs to be placed on creating economic opportunities for Minturn's downtown to capture tourism- and recreation-related spending, rather than expanding outdoor recreation-specific businesses. They also requested that the language underline the importance of these businesses catering to both residents and visitors.

All of this feedback was integrated into the community goals, alongside efforts to simplify phrasing and ensure each goal reads clearly, concisely, and is reflective of community interests. The final community goals are detailed in Figure 6.

## Assets and Challenges

Following a short break, the student consultant team introduced the first activity of the workshop, Assets and Challenges. Workshop participants were tasked with brainstorming key assets and challenges associated with each of the community goals, keeping in mind that assets can be things, places, events, or even people. This activity gave the community a chance to begin thinking about Minturn's assets as well as some of the challenges, gaps, and opportunities that could support each of the four community goals.

Workshop participants wrote down assets on blue Post-It notes and challenges on red and pink Post-It notes, and added these to four separate poster boards, each representing one of the community goals. The student consultant team then grouped these assets and challenges

into common themes and reported out key takeaways with the whole workshop (see Figure 20 for example). The full list of assets and challenges provided by the workshop participants are listed in Appendix C-2.

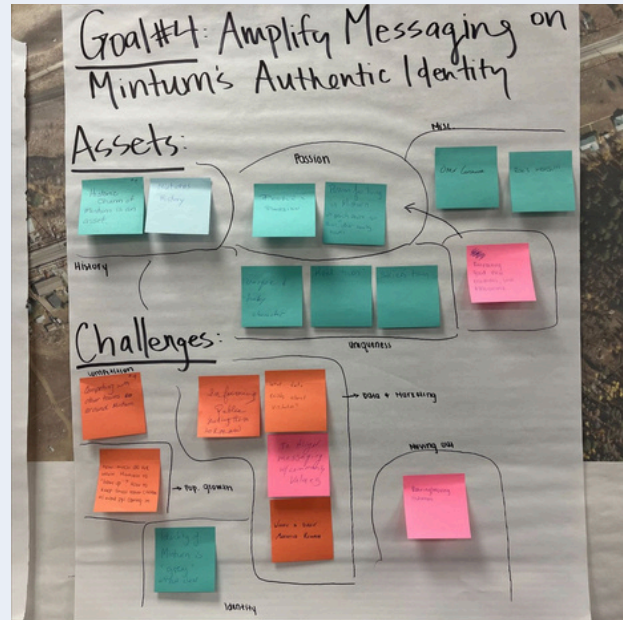


Figure 20: Assets and challenges identified for Goal 4.

## Making Headlines

The final activity of the day was a visioning exercise to round out Session One and finish on a positive, inspiring note. All workshop participants were instructed to write an aspirational headline showcasing a vision of success from this process in the next three to five years. Workshop participants reported their headlines, which sparked smiles, laughter, and a broader vision of what is possible. A selection of these headlines are shown in Figure 21, and the full list of headlines can be found in Appendix C-3. At the conclusion of Session One, workshop participants were encouraged to stay for dinner and mingling in the meeting room with pizza provided by the Town of Minturn.

# Community Tour & Workshop Overview



Figure 21: A collection of headlines created during the Making Headlines activity.

## Session Two, Day Two: Action Priming

*What do we want to happen?*

The second day of the community workshop began with Session Two from 11:00 am to 3:00 pm on Wednesday, March 25th at Minturn Town Hall, with 38 people in attendance.

### Introductions

Session Two kicked off with a short presentation and welcome from the student consultant team, community point of contact Cindy Krieg, and Conor Hall, Director of the Colorado Outdoor Recreation Industry (OREC) Office. The team provided a recap of highlights from the previous day's activities including the community tour and the various activities from Session One. For introductions, each participant stated their name, affiliation/organization/role within or external to the Minturn community, and completed the sentence: "My vision of a vibrant Minturn includes..." The responses were recorded on a poster sheet and are listed in Appendix C-4.

### Community Goals

The student consultant team revisited the community goals and introduced edits from the previous day for new workshop participants to see and discuss. Following this presentation, there were no additional edits made to the community goals.

### Case Studies

Three community case studies were presented by the student consultant team as examples and sources of inspiration for workshop participants as they began to consider opportunities for outdoor recreation and Main Street development within their own community.

#### *Brush Creek Park and Ride*

The Brush Creek Park and Ride in Pitkin County, Colorado demonstrates how transit hubs can reduce traffic and parking demand while improving access to communities and outdoor recreation destinations. As part of the Roaring Fork Transportation Authority (RFTA) Bus Rapid Transit (BRT) system, the facility connects residents and visitors to the Aspen and Snowmass resorts and downtown businesses.<sup>[28]</sup> It also supports access to high-use recreation areas, including the Maroon Bells and Hunter Creek trails.<sup>[29]</sup>

This case study was seen as relevant to Minturn's Meadow Mountain Park and Ride, which already functions as a transit hub. With strategic improvements, this site could strengthen connections within town, serve nearby outdoor recreation destinations through the addition of transit stops, and help reduce downtown parking demand during the peak summer months.

#### *Midland Avenue Streetscape Project*

For the second case study, the team highlighted Basalt's Midland Avenue Streetscape Project, a \$9.5 million initiative to improve the town's downtown corridor.<sup>[30]</sup>

# Community Tour & Workshop Overview

Like Minturn, Basalt is a small community closely tied to the outdoor recreation economy that is located near major river corridors such as the Frying Pan and Roaring Fork. Both communities share a strong emphasis on preserving local character and reinforcing community identity. The Midland Avenue project focused on revitalizing downtown, supporting economic activity, improving pedestrian access, and strengthening connections between the commercial core and Basalt River Park.<sup>[31]</sup>

The design reflects Basalt's history as a rail hub by incorporating elements inspired by railroad signage, including stylized pedestrian crossing signs. Additional improvements included wider sidewalks, enhanced lighting to improve pedestrian safety, curb extensions that shorten crossing distances, and expanded bike parking. Although the total number of downtown parking spaces remained unchanged, the town reconfigured parking to shift some spaces to the edges of downtown, reducing conflicts between vehicles and pedestrians in the central business district. Given that some Minturn residents have expressed mixed opinions about the availability of downtown parking, reconfiguring existing spaces may offer a practical strategy for balancing access with safety.

## *Eagle Whitewater Park*

The third case study, Eagle Whitewater Park, provides an example of how Minturn could activate its river corridor as a welcoming community space. Located along the Eagle River in the Town of Eagle, Eagle Whitewater Park illustrates how thoughtful riverfront design can create a central gathering place that attracts people of all ages and interests.<sup>[32]</sup> The site encourages visitors to spend time by the water through placemaking amenities such as fire pits, picnic tables, a riverfront beach area, a large pavilion for group activities, and conveniently located parking that supports

easy access.<sup>[33]</sup> These features help promote everyday use and invite people to linger for longer.

The Eagle River Whitewater Park also demonstrates a strong commitment to conservation by integrating recreation with the surrounding natural landscape.<sup>[34]</sup> The design of the park works with the river's existing morphology to support year-round recreation to protect the health of the river corridor and maintain its ecological function.<sup>[35]</sup>



*Figure 22: Student consultant team members Alex Rudawsky and Erin Bucchin discussing the Eagle River Whitewater Park case study. Photo by Angie Balish.*

## **Asset Mapping**

For the next activity, workshop participants were encouraged to visualize the assets and opportunities that exist within Minturn and the broader region. Workshop participants used three large satellite maps at different scales: one focused on the north side of Minturn, one focused on the south side, and one showing a zoomed out version of the town and broader region.

On each map, workshop participants identified existing assets and opportunities using green dots to signify outdoor recreation assets, yellow dots to identify supporting partners, businesses,

# Community Tour & Workshop Overview

organizations, infrastructure, and services that support the outdoor recreation economy, and purple dots to identify opportunities for improving outdoor recreation and downtown vitality. Workshop participants also marked existing (solid line) or desired (dotted lines) transportation/trail connections with red markers, and existing (solid line) or desired (dotted lines) transportation/trail connections with blue markers. Full details from each map can be found in Appendix C-5 or in an interactive, digital map at <https://tinyurl.com/352w3n46>.



*Figure 23: Student consultant Erin Bucchin helping workshop participants on the Asset Mapping activity. Photo by Angie Balish.*

## **Destination Itinerary Planning**

At the same time as the Asset Mapping activity, the student consultant team ran a Destination Itinerary Planning activity. This was also designed to highlight the community's strengths and gaps, this time more specifically related to outdoor recreation-based tourism. Each group created a sample itinerary for a specific target audience visiting Minturn for a three-day, two-night trip. The target audiences included 1) a family of four (ages 35, 35, 10, and 5) visiting during the winter season, and 2) Front Range and Colorado regional visitors, particularly couples and families traveling for a long weekend trip in the fall. Each itinerary outlined

potential activities, lodging and food options, and how visitors would travel between locations. The results of this activity are included in Appendix C-6.



*Figure 24: Minturn residents and state and regional partners participating in the Destination Itinerary Planning activity. Photo by Angie Balish.*

## **Action Brainstorming**

The student consultant team then focused on helping community members turn their ideas from earlier activities into clear, practical actions. Workshop participants were asked to independently brainstorm specific actions tied to the four community goals. Workshop participants wrote their ideas on sticky notes and placed them on the matching goal posters around the room. A member of the student consultant team stood at each poster and grouped similar actions into key categories. These were then shared with workshop participants so there was awareness of the breadth and focus of the actions raised. The complete list of brainstormed actions and action categories can be found in Appendix C-7.

## **Action Prioritization**

Following Action Brainstorming, the student consultant team asked workshop participants to prioritize the proposed actions and action categories identified in each of the four community goals. Each

# Community Tour & Workshop Overview



Figure 25: Minturn residents and state and regional partners participating in the Action Brainstorming activity over lunch. Photo by Angie Balish.

Each workshop participant was given five sticker dots (votes) to place on specific actions or on broader themes that grouped similar ideas. The dots were color-coded, with orange dots representing Minturn community members, and any other color representing regional and state partners. This helped participants see who valued which actions, supporting a community-first approach.



Figure 26: Student consultant team members Erin Spencer and Erin Bucchin discussing Goal 3 with a Minturn resident for Action Prioritization activity. Photo by Angie Balish.

The student consultant team then shared which actions and action categories received the most votes for each goal. The top action categories for each goal identified were as follows:

**Goal 1:** Managing Recreation Impacts: 12 votes

**Goal 2:** Connectivity: 15 votes

**Goal 3:** Develop Downtown Community Space: 8 votes; Funding Opportunities: 8 votes

**Goal 4:** Signage for Trails and Entrance into Town: 10 votes

Overall, Goal 1 received 50 total prioritization votes, Goal 2 received 40 total prioritization votes, Goal 3 received 40 total prioritization votes, and Goal 4 received 29 total prioritization votes. See Appendix C-7 for a full breakdown of actions and votes.



Figure 27: Workshop participants at Goal 2 for the Action Prioritization activity. Photo by Angie Balish.

## Session Three, Day Two: Action Planning

*How will we make it happen?*

The third and final session of the community workshop ran from 4:00 pm to 6:15 pm on Wednesday, March 25th, 2026 at Minturn Town Hall, with 20 people in attendance.

# Community Tour & Workshop Overview

## Action Planning

Building on the Action Prioritization activity from Session Two, workshop participants were divided into four groups—one for each goal—and asked to identify three to five priority actions that could realistically be implemented within a 12–24 month timeframe. Each group was tasked with filling out an action table that identified why each action is important, initial next steps, measures of success, lead and supporting roles, and potential needs and resources to ensure successful implementation. Workshop participants thoughtfully brainstormed strategies with regional and state partners sharing resources and expertise their offices could contribute. After the four action tables were completed, each group presented their proposed actions to all workshop participants.

Goal	Specific action	Why is this important? What is it?	Initial next steps and deadlines (Today - 24 mos.)	Measures of success?	Lead role	Supporting roles and resources	Potential needs and resources
	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]
	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]
	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]
	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]	[Yellow sticky note]

Figure 28: Example of the Goal 1 action table at the community workshop. Photo by Angie Balish.

## Offers and Asks

To wrap up the day, workshop participants were asked to write on an index card one thing they could offer to help advance the RTAP process along and one thing they hoped to receive from their fellow workshop participants in return. This exercise encouraged all workshop participants to take a step back, reflect on their role, and solidify their commitment to implementing the action items

and sustaining the collaboration fostered throughout the three workshop sessions. Minturn community members, in particular, expressed enthusiasm for contributing their time, energy, and resources to support the actions they helped craft. See Appendix C-8 for a full list of offers and asks.



Figure 29: Group photo of workshop participants and the student consultant team on Day 2. Photo by Frida Silva.



Figure 30: Williams Street, the Minturn Water Tower, and Minturn Whiskey Co. Photo by Angie Balish.

# Community Action Plan

## Goals and Action Items

The actions below were built from a series of planning activities during the workshop and in subsequent calls with the steering committee. First, there was a brainstorming session, where workshop participants were asked to create potential actions for each goal. The next phase was a prioritization exercise where workshop participants were given a set number of sticker dots and were asked to vote for the actions that were most important. In the third phase, small working groups assessed the outcomes of the prioritization voting and detailed the top actions for each goal. Since the workshop, some actions have evolved through community input, with the steering committee and workshop participants providing further context to help build out each table.

The action tables that follow are not listed in chronological order or by priority. Month 0 is intended to begin whenever the action is started. This does not have to be done immediately, but each action is framed with a 12- to 24-month timeline.

### 1 Develop and Manage Minturn's Outdoor Recreation Amenities

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- **Action 1.1.** Formalize involvement of the Town of Minturn in the Eagle County Regional Partnership Initiative (ECRPI)
- **Action 1.2.** Explore options and assess the logistics for establishing a campground near Minturn town center
- **Action 1.3.** Support and expand the existing trail ambassador program
- **Action 1.4.** Explore the needs and process for involved management and improvements of the gun range
- **Action 1.5.** Evaluate future conservation and public use options for the Highlands parcels

### 2 Create a Safe, Connected, and Accessible Community

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- **Action 2.1.** Advance the conversation with Union Pacific Railroad (UPRR) for future trail connectivity
  - **Action 2.1.1.** Identify community connectivity access priorities and build support
  - **Action 2.1.2.** Progress the Rails-to-Trails initiative
- **Action 2.2.** Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan
- **Action 2.3.** Improve transit access to Little Beach Park during peak visitation

### 3 Prioritize Economic Renewal and Local Opportunity

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- **Action 3.1.** Program Eagle River Street and enhance Eagle River Park as a central asset
- **Action 3.2.** Synthesize and prioritize renewal projects for downtown Minturn
- **Action 3.3.** Develop the community plaza space on 1st Street, Williams Street, and Nelson Street
- **Action 3.4.** Create a concept plan for the two-acre parcel adjacent to the Minturn Fitness Center

### 4 Amplify Messaging on Minturn's Authentic Identity

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- **Action 4.1.** Develop a cohesive brand that clearly defines Minturn's identity

# Community Action Plan

## 4 Amplify Messaging on Minturn's Authentic Identity (*continued*)

- **Action 4.2.** Promote shoulder season visitation to Minturn
- **Action 4.3.** Create messaging on responsible tourism and recreation in Minturn
- **Action 4.4.** Enhance wayfinding and signage in and around Minturn to promote visibility, safety, and place-making
  - **Action 4.4.1.** Showcase and promote local events under/above the "Welcome to Minturn" sign
  - **Action 4.4.2.** Install wayfinding and safety signage in and around Minturn
  - **Action 4.4.3.** Promote Minturn's local businesses on trailhead signs, trashcans, and other low-cost, public locations
- **Action 4.5.** Improve tracking of visitor metrics



# Community Action Plan, Goal 1

## Develop and Manage Minturn's Outdoor Recreation Amenities

Develop and manage Minturn's outdoor recreation assets and the impacts of visitation to position the town as a year round recreation hub. Expand trail networks, enhance key recreation areas, and leverage partnerships to encourage shoulder season use and support economic vitality while conserving wildlife habitat, protecting ecological health, and managing long term conservation priorities to ensure sustainable access for future generations.

- **Action 1.1.** Formalize involvement of the Town of Minturn in the Eagle County Regional Partnership Initiative (ECRPI)
- **Action 1.2.** Explore options and assess the logistics for establishing a campground near Minturn town center
- **Action 1.3.** Support and expand the existing trail ambassador program
- **Action 1.4.** Explore the needs and process for involved management and improvements of the gun range
- **Action 1.5.** Evaluate future conservation and public use options for the Highlands parcels

### Action 1.1. Formalize involvement of the Town of Minturn in the Eagle County Regional Partnership Initiative (ECRPI)

<p><b>What is this? Why is it important?</b></p>	<p>The Eagle County Regional Partnership Initiative (ECRPI) is part of Colorado Parks and Wildlife's (CPW) Regional Partnerships Initiative (RPI), a statewide program that supports collaborative, place-based planning for wildlife conservation, habitat connectivity, and outdoor recreation management. The RPI brings together local governments, state agencies, and regional stakeholders to coordinate across jurisdictional boundaries, recognizing that wildlife movement, recreation impacts, and habitat conservation occur at a landscape scale. Its purpose is to better align regional and local priorities, improve coordination in planning and decision-making, and help identify opportunities for funding and implementation of shared conservation and recreation goals.</p> <p>In Eagle County, this effort is taking shape through the Eagle County Regional Partnerships Initiative (ECRPI). The ECRPI is currently in the early stages of formation, emerging from regional interest in developing a more coordinated, county-wide approach to wildlife mitigation and habitat planning in Eagle County. This effort is intended to better identify priority wildlife habitats, migration corridors, and areas of potential conflict, and to inform how recreation, land use, and development decisions can be made in a way that reduces impacts to wildlife. The initiative is actively being structured, with committees and working groups in the process of being established to guide its direction and implementation in coordination with CPW.</p> <p>The Eagle County Community Wildlife Roundtable (ECCWR) previously served as the Regional Partnership (RP) in Eagle County, bringing together local governments, agencies, and stakeholders to collaboratively discuss wildlife-related challenges and inform regional priorities. The ECCWR is now being reorganized into the current ECRPI framework, which will formalize</p>
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# Community Action Plan, Goal 1

## Action 1.1. Formalize involvement of the Town of Minturn in the Eagle County Regional Partnership Initiative (ECRPI)

	<p>participation through defined committees, technical working groups, and leadership bodies.</p> <p>During the workshop, participants discussed the need to better manage the use of recreation assets, particularly in relation to trail use, visitor pressure, and impacts to wildlife. In the Action Prioritization activity, this interest was reflected in the "Managing Recreation Impacts" category, which received three votes from Minturn community members and five votes from visitors (eight total). The Action Brainstorming that followed built on this priority area, with conversations highlighting that these challenges are not confined to Minturn's boundaries but are influenced by recreation patterns across the broader region. This led to discussion about how recreation management decisions are made at a regional scale and what existing partnerships or coalitions could support a more coordinated approach, ultimately pointing to the value of engaging in efforts such as the ECRPI.</p> <p>Within this framework, Minturn's participation in the ECRPI ensures that the town's priorities are represented in regional discussions and considered in broader planning and funding opportunities. This regional approach is particularly important because outdoor recreation, conservation, and natural resource management are interconnected systems that are most effectively addressed through coordinated, county-wide planning rather than isolated municipal efforts.</p> <p>As this new structure takes shape, Minturn has an opportunity to engage early in a more formalized and structured RP. Under the ECRPI, participation will occur through designated committees and technical groups that will help develop shared regional priorities. For Minturn, proactive engagement will be important to ensure that local perspectives and community priorities are consistently reflected in regional discussions and outcomes. Formalizing the town's involvement in this process would help clarify its role, strengthen coordination with regional partners, and support sustained participation as the initiative moves forward.</p>
<b>Timeline</b>	15 months (ongoing collaboration after the formalization of the Town of Minturn's involvement)
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Connect with ECRPI and re-establish communication.</b></p> <ul style="list-style-type: none"> <li>• Invite current ECRPI representatives to meet with town staff</li> <li>• Arrange a presentation to Town Council on the RPI, the ECRPI, and what participation involves</li> <li>• Request and review existing reports, maps, and prior work completed by ECCWR and ECRPI</li> <li>• <b>Timeline:</b> Month 0 → Month 1</li> </ul>

# Community Action Plan, Goal 1

## Action 1.1. Formalize involvement of the Town of Minturn in the Eagle County Regional Partnership Initiative (ECRPI)

	<p><b>Step 2: Determine level of Minturn involvement and assign Town of Minturn representation.</b></p> <ul style="list-style-type: none"> <li>• Determine the degree to which the Town of Minturn wants to be involved in the ECRPI and in what capacity</li> <li>• Identify town staff, elected officials, and/or board members who will participate in the ECRPI and related committees</li> <li>• Clarify roles, expectations, and how information will be shared back with the town             <ul style="list-style-type: none"> <li>◦ Ensure at least one consistent representative attends ECRPI meetings</li> </ul> </li> <li>• <b>Timeline:</b> Month 1 → Month 2</li> </ul> <p><b>Step 3: Define Minturn’s priorities.</b></p> <ul style="list-style-type: none"> <li>• Coordinate town staff, Town Council, and the CPW District Wildlife Manager to identify key wildlife and outdoor recreation priorities</li> <li>• Reference existing plans, known conflict areas, and community concerns             <ul style="list-style-type: none"> <li>◦ Optional: gather additional input through a focused public meeting or survey if needed</li> </ul> </li> <li>• <b>Timeline:</b> Month 2 → Month 8</li> </ul> <p><b>Step 4: Engage in the ECRPI and join relevant committees.</b></p> <ul style="list-style-type: none"> <li>• Register and participate in relevant ECRPI committees as they are formed (general, technical, or core groups as appropriate)</li> <li>• Attend regular meetings and coordinate directly with RPI staff and partners</li> <li>• Track key topics, decisions, and opportunities for input</li> <li>• <b>Timeline:</b> Month 8 → Month 12</li> </ul> <p><b>Step 5: Elevate priorities within the regional process.</b></p> <ul style="list-style-type: none"> <li>• Bring Minturn’s priorities into committee discussions and ongoing coordination with ECRPI</li> <li>• Work with partners to ensure priorities are reflected in mapping, policies, and recommendations within planning efforts, such as the wildlife mitigation plan currently in development by ECRPI</li> <li>• <b>Timeline:</b> Month 11 → Month 15</li> </ul> <p><b>Step 6: Apply outcomes to town decisions.</b></p> <ul style="list-style-type: none"> <li>• Use recommendations from ECRPI to guide decisions around open space management, trails, and coordination with state and federal agencies</li> <li>• Incorporate relevant strategies into town plans and projects moving forward</li> <li>• <b>Timeline:</b> Ongoing</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• Active and consistent participation from designated Town of Minturn representatives in the ECRPI and related committees and working groups is established</li> <li>• Minturn priorities are formally communicated and referenced within ECRPI discussions, drafts, or mapping products</li> </ul>

# Community Action Plan, Goal 1

Action 1.1. Formalize involvement of the Town of Minturn in the Eagle County Regional Partnership Initiative (ECRPI)	
	<ul style="list-style-type: none"> <li>Regular two-way communication is established between town staff and ECRPI staff</li> <li>Minturn’s open space and recreation planning decisions are in alignment with ECRPI plans, such as the wildlife mitigation plan</li> </ul>
<b>Lead</b>	<p>Ernerst Sager, Executive Director, Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p> <p>Brian Rodine, Councillor, Town Council Member, <a href="mailto:brodine@minturn.org">brodine@minturn.org</a></p>
<b>Support Team</b>	<p>Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>Dedicated staff capacity for ongoing participation in ECRPI meetings</li> <li>Staff time and resources for community engagement to identify local priorities</li> </ul>

Action 1.2. Explore options and assess the logistics for establishing a campground near Minturn town center	
<b>What is this? Why is it important?</b>	<p>Within the Town of Minturn, camping is currently not permitted. However, workshop participants identified near-town camping opportunities as a priority need, particularly as a way to support a broader range of visitor types and reduce dispersed camping impacts on surrounding public lands.</p> <p>Currently, the closest developed camping options require travel outside of Minturn, including Horn Silver Campground south of town near Red Cliff, additional sites downvalley past Red Cliff, and larger established campgrounds in the wider region such as Camp Hale and other sites in the Eagle Valley and beyond. There are also a small number of backcountry hut-based lodging opportunities, including Vance’s Cabin and Fowler–Hilliard Hut, but these are limited in capacity and seasonal in nature and do not function as traditional car-accessible camping.</p> <p>Since the early 2000s, there have been repeated discussions about whether camping or RV use could be accommodated at or near Little Beach Park. Earlier concepts such as a KOA-style campground were explored, but these ideas faced significant community concern related to potential impacts such as crowding, traffic, trash, and changes to community character. Ultimately none of these moved forward. While workshop participants noted that there are still</p>

# Community Action Plan, Goal 1

## Action 1.2. Explore options and assess the logistics for establishing a campground near Minturn town center

	<p>differing perspectives on whether camping or RV use should be allowed within town, there was also recognition that these different perspectives connect to broader questions of how visitation is managed overall, including the potential economic benefits that could accompany a more structured and well-managed approach to overnight use. In particular, discussions about camping are often not solely about providing additional capacity, but also about whether and how managed facilities could help shape visitor behavior, concentrate impacts in appropriate areas, and support responsible visitation through intentional planning, education, and sustainable management practices.</p> <p>During the Action Prioritization activity conducted as part of the workshop, four Minturn community members and two visitors (six total) identified actions related to camping as priorities.</p> <p>This action does not represent a new proposal, but rather a renewed exploration of feasibility, operations, and community fit for providing campground opportunities in or near Minturn and its town boundaries. Any future consideration would need to carefully evaluate appropriate locations, infrastructure needs, management models, and compatibility with surrounding uses. It would also need to consider how a managed camping facility could help reduce pressure from unmanaged dispersed camping on nearby U.S. Forest Service (USFS) lands while supporting local economic activity.</p>
<b>Timeline</b>	24 months
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Review past campground/RV discussions in Minturn.</b></p> <ul style="list-style-type: none"> <li>• Compile information on previous campground or RV park proposals, including locations, size, and why they did not move forward</li> <li>• Understand community concerns from past efforts, including key themes and points of support or opposition</li> <li>• <b>Timeline:</b> Month 0 → Month 1</li> </ul> <p><b>Step 2: Explore case studies from peer communities.</b></p> <ul style="list-style-type: none"> <li>• Reach out to peer communities (e.g. Buena Vista and others in Colorado) to understand their experience with in-town campgrounds, including costs, revenue, operations and maintenance, and lessons learned</li> <li>• Identify whether campgrounds have functioned as revenue generators, visitor amenities, or both</li> <li>• <b>Timeline:</b> Month 1 → Month 4</li> </ul> <p><b>Step 3: Assess site options and their feasibility.</b></p> <ul style="list-style-type: none"> <li>• Identify potential locations within town boundaries, including town-owned parcels and other viable sites</li> </ul>

# Community Action Plan, Goal 1

## Action 1.2. Explore options and assess the logistics for establishing a campground near Minturn town center

- Evaluate zoning requirements, access, constraints, and compatibility with surrounding uses
  - Coordinate with town staff and the Minturn Planning Commission to understand what is allowable and what changes may be required
  - **Timeline:** Month 4 → Month 8
- Step 4: Explore feasibility of campground use on adjacent (USFS) lands.**
- Engage with USFS staff to determine whether and where campground use could be considered on nearby public lands in proximity to Minturn
  - Assess alignment with applicable land management plans, recreation priorities, and any constraints related to environmental resources, existing permitted uses, and seasonal wildlife considerations
  - Identify what type of authorization or permitting process would be required (e.g., Special Use Permit (SUP), concession model, or other agreement structure), including key approvals and decision points
  - Evaluate infrastructure needs, access considerations, and operational feasibility in coordination with USFS requirements and standards
  - **Timeline:** Month 8 → Month 12
- Step 5: Determine a preliminary campground concept.**
- Select a site based on feasibility, access, environmental considerations, and community fit
  - Outline what type of campground is to be considered (e.g. tent sites, RV sites, limited vehicle/van camping)
  - Identify scale, level of service (e.g. restrooms, water, etc.), and general layout
  - **Timeline:** Month 12 → Month 15
- Step 6: Evaluate operations, infrastructure, and costs.**
- Assess infrastructure needs, including restrooms, water, parking, and signage
- Identify potential management and maintenance models (e.g. town-operator vs. third-party operator) and explore partnership or lease options
  - Consider how campground staffing, operations, and maintenance would be incorporated into current town operations, and how it all could align/draw resources away from other town needs
  - Develop high-level cost estimates for construction and ongoing operations and maintenance
  - **Timeline:** Month 15 → Month 18
- Step 7: Evaluate environmental and safety considerations.**
- Assess potential impacts related to wildlife, wildfire risk, and nearby land uses
  - Ensure alignment with local regulations and coordination with state and federal agencies as needed
  - **Timeline:** Month 18 → Month 20

# Community Action Plan, Goal 1

## Action 1.2. Explore options and assess the logistics for establishing a campground near Minturn town center

	<p><b>Step 8: Develop a proposal and obtain community input.</b></p> <ul style="list-style-type: none"> <li>• Present a clear campground concept, including location, scale, and operations, to the community</li> <li>• Gather input through targeted outreach, such as public meetings, open houses, or surveys</li> <li>• Use feedback to refine the proposal and identify key concerns or support</li> <li>• <b>Timeline:</b> Month 20 → Month 22</li> </ul> <p><b>Step 9: Develop a funding strategy and implementation plan.</b></p> <ul style="list-style-type: none"> <li>• Develop a funding approach, including available town resources, grants, and partnerships</li> <li>• Refine cost estimates based on community input and preferred concept</li> <li>• Develop an implementation plan that outlines next steps, including permitting, final design, construction, and staffing</li> <li>• <b>Timeline:</b> Month 22 → Month 24</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• Clear documentation of past campground discussions and reasons previous efforts did not move forward is established</li> <li>• Reference information from peer community campground models, including operational structure, funding approaches, and management frameworks, is compiled and available</li> <li>• Feasible sites within town boundaries and on adjacent USFS lands that meet zoning, access, and land use constraints are identified</li> <li>• A preliminary campground concept (including type, scale, and level of service) is established and available for evaluation and refinement</li> <li>• Clear understanding of infrastructure, staffing, operational, and cost requirements under different management scenarios is documented</li> <li>• Environmental, wildfire, and safety considerations are identified, including key constraints and potential mitigation strategies</li> <li>• Potential funding and implementation pathways, including grants, partnerships, and town investment scenarios, are identified and documented</li> <li>• A refined campground proposal is prepared for Town Council and community-level decision-making</li> </ul>
<p><b>Lead</b></p>	<p>Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p>
<p><b>Support Team</b></p>	<p>Scot Hunn, Planning Director, Town of Minturn, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p>

# Community Action Plan, Goal 1

## Action 1.2. Explore options and assess the logistics for establishing a campground near Minturn town center

### Potential Needs and Resources

#### Staff Time and Capacity

- Staff time to review past campground and RV proposals and summarize key findings and community feedback
- Staff capacity for coordination with peer communities, town departments, Minturn Planning Commission, and USFS to support feasibility evaluation and concept development
- Staff time to prepare materials, presentations, and community engagement related to campground concept development

#### Technical and Interagency Support

- Access to USFS and town planning expertise to evaluate feasibility and regulatory requirements on public and town lands
- Access to relevant case study information from comparable communities on campground operations and management

#### Funding

- Town budget allocation to support early-stage planning, feasibility analysis, and concept development for a campground proposal

## Action 1.3. Support and expand the existing trail ambassador program

### What is this? Why is it important?

Trail Ambassador programs provide on-the-ground education and outreach that helps visitors understand trail etiquette, seasonal wildlife closures, and responsible recreation practices. In the Minturn area, there exists a trail ambassador program led by Vail Valley Mountain Trails Alliance (VVMTA) which has been in place since 2017. This program is active across several high-use trail systems, including Meadow Mountain, Hardscrabble, and other popular access points in the greater Vail Valley.

At the community workshop, strong interest was expressed in expanding this type of on-the-ground presence, particularly as a way to improve education and compliance around seasonal wildlife closures. Workshop participants noted that having a visible, approachable local presence at trailheads can help reduce confusion, increase awareness of stewardship best practices, and encourage more responsible behavior in a way that signage alone cannot. There was also recognition that Trail Ambassadors contribute to a welcoming and informative experience for visitors while helping to build a broader culture of conservation.

During the Action Prioritization activity, the broader "Trail Expansion and Management" category received five votes from Minturn community members and four votes from visitors (nine total). During the subsequent Action Planning activity, this action came about within that category as a way to help advance its

# Community Action Plan, Goal 1

## Action 1.3. Support and expand the existing trail ambassador program

	<p>goals.</p> <p>Rather than creating a new program, this effort focuses on supporting and expanding the existing VVMTA Trail Ambassador program, which has demonstrated success but faces ongoing funding and staffing constraints. The program currently relies on a combination of volunteers and limited seasonal staff who provide education, answer questions, share trail conditions, and encourage responsible recreation practices. This work is complemented by VVMTA's Adopt A Trail program, which engages local volunteer teams to maintain trails through regular stewardship efforts.</p> <p>Currently, Trail Ambassadors are limited to working on sanctioned, or official, trails. Heavily used but unofficial trails, many of which are located on U.S. Forest Service (USFS) land, cannot be actively managed, signed, or included in ambassador efforts. This includes user-created routes and social trails that continue to see regular use despite lacking formal designation. Exploring opportunities to formally designate select high-use routes as part of this action would allow for more consistent management, improve compliance with closures, and expand the reach and effectiveness of the Trail Ambassador program.</p>
<b>Timeline</b>	20 months (ongoing indefinite management after the initial planning)
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Coordinate with VVMTA and existing partners.</b></p> <ul style="list-style-type: none"> <li>• Town staff meet with VVMTA and other partners involved in the current Trail Ambassador and Adopt-a-Trail programs to understand current capacity, geographic coverage, staffing, and funding needs</li> <li>• Clarify where ambassadors are currently deployed and identify gaps within the Minturn area</li> <li>• <b>Timeline:</b> Month 0 → Month 2</li> </ul> <p><b>Step 2: Identify priority trails and management gaps.</b></p> <ul style="list-style-type: none"> <li>• Work with VVMTA and land managers to identify high-use trails, wildlife-sensitive areas, and locations where additional ambassador presence would be most effective</li> <li>• Identify heavily used, non-sanctioned trails where management and ambassador presence is currently limited</li> <li>• <b>Timeline:</b> Month 2 → Month 5</li> </ul> <p><b>Step 3: Explore designation of high-use, non-sanctioned trails.</b></p> <ul style="list-style-type: none"> <li>• Coordinate with the USFS and other land managers to evaluate which unofficial trails, if any, can be formally designated</li> <li>• Focus on routes that are already seeing consistent use and where designation would improve management, allow for signage, and enable ambassador presence</li> <li>• <b>Timeline:</b> Month 5 → Month 12</li> </ul>

# Community Action Plan, Goal 1

## Action 1.3. Support and expand the existing trail ambassador program

	<p><b>Step 4: Develop a funding and support strategy.</b></p> <ul style="list-style-type: none"> <li>• Identify funding options to support and expand the existing program, including municipal contributions, partnerships, and grants</li> <li>• Coordinate with VVMTA on budget needs for staffing, equipment, signage, and expanded coverage</li> <li>• <b>Timeline:</b> Month 12 → Month 15</li> </ul> <p><b>Step 5: Expand ambassador coverage in priority areas.</b></p> <ul style="list-style-type: none"> <li>• Provide funding and/or in-kind support to increase ambassador presence during peak season (summer through early fall), especially in high-use and wildlife-sensitive areas</li> <li>• Align ambassador deployment with newly designated trails as applicable</li> <li>• <b>Timeline:</b> Month 15 → Month 20</li> </ul> <p><b>Step 6: Track outcomes and adjust the Trail Ambassador program.</b></p> <ul style="list-style-type: none"> <li>• Work with VVMTA to track visitor interactions, compliance with closures, and recurring issues</li> <li>• Use this information to refine ambassador deployment, messaging, and future funding priorities</li> <li>• <b>Timeline:</b> Ongoing</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• Clear understanding of current Trail Ambassador and Adopt-a-Trail program capacity, coverage, and funding needs in the Minturn area is established</li> <li>• Priority trails, high-use areas, and key gaps in ambassador presence and outreach are identified</li> <li>• High-use, currently non-sanctioned trails being evaluated for potential designation to improve management capability are identified and documented</li> <li>• Progress toward formal designation of select trails in coordination with USFS is documented to support consistent management and ambassador access.</li> <li>• Potential funding sources to support expanded ambassador staffing, equipment, and seasonal coverage are identified and documented</li> <li>• Increased ambassador presence is established in priority areas during peak season, particularly in high-use and wildlife-sensitive locations</li> <li>• Measurable improvements in trail user behavior and compliance with closures are documented through outreach and interaction data</li> </ul>
<p><b>Lead</b></p>	<p>Ernerst Sager, Executive Director of Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p>
<p><b>Support Team</b></p>	<p>Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p>
<p><b>Potential Needs and Resources</b></p>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Staff time to assess town priorities and potential benefits of participation in the VVMTA Trail Ambassador program</li> </ul>

# Community Action Plan, Goal 1

## Action 1.3. Support and expand the existing trail ambassador program

### Funding

- Municipal funding for town staff participation in the VVMTA Trail Ambassador program
- VVMTA fundraising and partner contributions to sustain and expand Trail Ambassador operations

## Action 1.4. Explore the needs and process for involved management and improvements of the gun range

### What is this? Why is it important?

The Two Elk gun range, located on U.S. Forest Service (USFS) land south of downtown Minturn along the Two Elk Creek area, is currently unmanaged in practice, resulting in ongoing community concerns related to safety, accessibility, site conditions, and wildfire risk. Currently, the town is actively pursuing a special use permit (SF-299) to take on basic management of the site and surrounding area. This initial permit is expected to focus on early-stage management and places responsibility on the town for site conditions, maintenance, and environmental considerations such as lead mitigation. However, this does not include involved improvements such as fencing, berming, or clearly defined shooting lanes, all of which community members have expressed interest in seeing developed.

In light of existing efforts underway, this action focuses on identifying what is required to move the town toward a safer, more functional, and more actively managed gun range. Key questions include whether sufficient staffing exists or can be developed to support both basic operations and any expanded level of management.

During the Action Prioritization activity, two action categories related to this action received support: the "Gun Range" category, which received five votes from Minturn community members; and the "U.S. Forest Service Collaboration" category, which received three votes from Minturn community members and four votes from visitors (seven total). These were discussed and combined to form this action to address the broader interest in improving coordination and management related to this site and its surrounding area.

### Timeline

24 months (ongoing indefinite management after the initial planning)

### Initial Next Steps and Deadlines

#### Step 1: Confirm status and scope of the Special Use Permit (SF-299).

- Coordinate with the USFS to confirm the status of the application and expected timeline
- Clarify what is included in (SF-299, particularly related to allowed improvements, environmental review requirements, and management

# Community Action Plan, Goal 1

## Action 1.4. Explore the needs and process for involved management and improvements of the gun range

responsibilities

- **Timeline:** Month 0 → Month 2

### **Step 2: Determine town responsibilities, liability, and staffing implications of SF-299.**

- Review what accountability the town assumes under the permit, including maintenance, safety, and environmental conditions (e.g., lead contamination)
- Identify what enforcement, if any, is allowed on USFS land
- Assess what staffing would be required to meet baseline management expectations (e.g., cleanup, monitoring, seasonal presence), and what additional staffing would be needed for expanded improvements or more active management and oversight
- **Timeline:** Month 2 → Month 4

### **Step 3: Assess existing conditions and priority issues.**

- Document current site conditions, including safety concerns, access, waste, wildfire risk, and user behavior
- Identify key operational and physical issues that would need to be addressed under town management
- **Timeline:** Month 4 → Month 7

### **Step 4: Define desired improvements and level of management.**

- Outline potential site improvements, including fencing, berming, delineated shooting lanes, signage, and controlled access
- Identify how different levels of management would change staffing needs, operations, and liability
- **Timeline:** Month 7 → Month 11

### **Step 5: Coordinate with USFS on expanded improvements.**

- Work with the USFS to determine what approvals, environmental review, or permit modifications would be required to implement physical improvements
- Clarify what level of design, operations planning, and cost detail is needed for approval
- **Timeline:** Month 11 → Month 17

### **Step 6: Evaluate costs, staffing, and funding options.**

- Estimate costs for site improvements, ongoing maintenance, and required staffing levels under different management scenarios
- Identify potential funding sources and partnerships to support both capital and operational needs
- **Timeline:** Month 17 → Month 21

# Community Action Plan, Goal 1

Action 1.4. Explore the needs and process for involved management and improvements of the gun range	
	<p><b>Step 7: Present options to Town Council for direction.</b></p> <ul style="list-style-type: none"> <li>• Develop and present clear options for Town Council consideration, ranging from basic management under the current permit to a more actively managed and improved facility requiring additional staffing and investment</li> <li>• <b>Timeline:</b> Month 21 → Month 24</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Staffing approach that is aligned with town responsibilities under the permit, including day-to-day management and oversight options, is established</li> <li>• Allowable improvements on USFS land and required approvals or environmental review processes are identified and documented</li> <li>• A phased improvement framework for site design elements, including berming, fencing, signage, and access control, is established</li> <li>• Town Council direction on the desired long-term level of management, ranging from basic oversight to a more actively managed facility, is established</li> </ul>
<b>Lead</b>	Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a>
<b>Support Team</b>	Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Staff time for coordination with USFS and review of permit requirements and responsibilities.</li> <li>• Staff capacity to assess site conditions, management scenarios, and implementation costs.</li> </ul> <p><b>Grant Funding Resources</b></p> <p>Colorado Parks and Wildlife Shooting Range Development Grant</p> <ul style="list-style-type: none"> <li>• Type: Funding, \$5,000+</li> <li>• Matching required: Yes</li> <li>• Application period: January – April (annual; next expected January 2027)</li> <li>• Purpose: Could support development or improvement of a shooting range to address unmanaged shooting impacts.</li> <li>• Support: Travis Long, CPW Grant Program Coordinator, <a href="mailto:travis.long@state.co.us">travis.long@state.co.us</a></li> </ul> <p>Colorado Parks and Wildlife Small Range Maintenance Grant</p> <ul style="list-style-type: none"> <li>• Type: Funding, \$500–\$5,000</li> <li>• Matching required: Yes</li> <li>• Application period: September – October (next expected September 2026)</li> <li>• Purpose: Could support small-scale improvements and maintenance at</li> </ul>

# Community Action Plan, Goal 1

## Action 1.4. Explore the needs and process for involved management and improvements of the gun range

	<p>existing shooting ranges.</p> <ul style="list-style-type: none"> <li>Support: Travis Long, CPW Grant Program Coordinator, <a href="mailto:travis.long@state.co.us">travis.long@state.co.us</a></li> </ul>
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## Action 1.5. Evaluate future conservation and public use options for the Highlands parcels

<p><b>What is this? Why is it important?</b></p>	<p>This action focuses on evaluating future conservation and public use options for the Highlands parcels. These are two town-owned properties located west of Hwy 24, south of the Vail Ski and Snowboard Academy, and north of Tigiwon Road. The parcels were acquired through the town’s settlement with the Battle North development group in 2024 and represent a significant undeveloped land asset adjacent to Minturn.</p> <p>Unlike other actions in this plan, this item did not originate from the community workshop or the steering committee’s initial planning meetings. Instead, it was added based on post-workshop discussions among the Town Council, staff, and the steering committee regarding long-term land management priorities, including wildlife habitat conservation and potential future public use of town-owned lands.</p> <p>The parcels include important conservation considerations, including their location within a broader wildlife corridor that may influence future use options and constraints. The surrounding area has also been the subject of prior development planning associated with Battle Mountain, and the parcels sit at a transition between developed portions of Minturn, the Hwy 24 corridor, and adjacent U.S. Forest Service (USFS) lands.</p> <p>This action provides a structured framework to evaluate feasible future scenarios, including conservation-focused approaches and potential public use options.</p>
<p><b>Timeline</b></p>	<p>24 months</p>
<p><b>Initial Next Steps and Deadlines</b></p>	<p><b>Step 1: Compile background information and parcels context.</b></p> <ul style="list-style-type: none"> <li>Compile existing information on the Highlands parcels, including acquisition history, parcels boundaries, and prior town discussions related to conservation and public use</li> <li>Identify key constraints and opportunities, including access, environmental considerations, and surrounding land uses, that may inform future options</li> </ul>

# Community Action Plan, Goal 1

## Action 1.5. Evaluate future conservation and public use options for the Highlands parcels

- **Timeline:** Month 0 → Month 2

### **Step 2: Coordinate with partners and review comparable projects.**

- Engage key partners, including Eagle Valley Land Trust (EVL) and Colorado Parks and Wildlife (CPW), to identify relevant conservation, public use, and funding considerations
- Review comparable conservation and public use projects in Colorado and similar communities to inform understanding of potential approaches
- **Timeline:** Month 2 → Month 5

### **Step 3: Gather broad community input on future use priorities.**

- Engage the broader community to understand values, priorities, and desired outcomes for the Highlands parcels
  - Use public outreach methods such as surveys, meetings, or open houses to gather input on conservation priorities, public access, and other potential uses
- **Timeline:** Month 4 → Month 9

### **Step 4: Develop a limited set of future scenario options.**

- Develop a small number of feasible scenario options for the Highlands parcels based on technical constraints, partner and community input, and community values
  - Scenarios may include conservation-focused, limited public use, or hybrid approaches
- **Timeline:** Month 8 → Month 12

### **Step 5: Present scenarios for public review and refinement.**

- Present scenario options to the community and stakeholders for feedback on tradeoffs, priorities, and concerns
- Refine options based on input received
- **Timeline:** Month 12 → Month 16

### **Step 6: Synthesize findings into an options framework.**

- Consolidate technical input, community feedback, and feasibility considerations into a clear framework outlining viable future options for the parcels
- **Timeline:** Month 16 → Month 20

### **Step 7: Prepare summary for Town Council and Minturn Planning Commission consideration.**

- Prepare a summary of findings, including scenario options, public input, and key considerations to support future Town Council and Minturn Planning Commission discussion and decision-making
- **Timeline:** Month 20 → Month 24

# Community Action Plan, Goal 1

## Action 1.5. Evaluate future conservation and public use options for the Highlands parcels

<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• A clear understanding of feasible conservation and public use options for the Highlands parcels is established and documented</li> <li>• Broad public input is gathered through outreach and engagement efforts and is reflected in the evaluation of potential future scenarios</li> <li>• Key constraints and opportunities, including ecological considerations, wildlife habitat value, and land use context, are identified and incorporated into analysis</li> <li>• Comparative examples of similar conservation and/or public use projects are reviewed and summarized to inform decision-making</li> <li>• A refined set of viable options is developed and prepared for Town Council consideration, including implications for conservation outcomes, public access, and long-term land management</li> </ul>
<b>Lead</b>	Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a>
<b>Support Team</b>	Scot Hunn, Planning Director, Town of Minturn, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Staff time to coordinate and support broad public engagement activities, including outreach, meetings, and feedback collection</li> <li>• Staff capacity to compile and synthesize public input, Town Council and steering committee feedback, and technical information into evaluation materials</li> <li>• Staff time to coordinate with partners, including Eagle Valley Land Trust and Colorado Parks and Wildlife, on conservation and land use context</li> </ul> <p><b>Technical and Partner Support</b></p> <ul style="list-style-type: none"> <li>• Planning and land use expertise to evaluate feasibility, constraints, and precedent examples for conservation and public use scenarios</li> </ul> <p><b>Funding</b></p> <ul style="list-style-type: none"> <li>• Town of Minturn funding to support early-stage planning, public engagement, and technical evaluation of conservation and public use options for the Highlands parcels</li> </ul>

# Community Action Plan, Goal 2

## Create a Safe, Connected, and Accessible Community

Support a multimodal, pedestrian-friendly Minturn by improving in-town connectivity between trail systems, neighborhoods, downtown, parks, and the river. Prioritize infrastructure and design solutions that support local businesses while enhancing safety, accessibility, and overall daily quality of life.

- **Action 2.1.** Advance the conversation with Union Pacific Railroad (UPRR) for future trail connectivity
  - **Action 2.1.1.** Identify community connectivity access priorities and build support
  - **Action 2.1.2.** Progress the Rails-to-Trails initiative
- **Action 2.2.** Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan
- **Action 2.3.** Improve transit access to Little Beach Park during peak visitation

### Action 2.1. Advance the conversation with Union Pacific Railroad (UPRR) for future trail connectivity

#### What is this? Why is it important?

Within and around Minturn, there are physical connectivity challenges that result from the geographical constraints of the town being situated in a steep-sided valley bordered by the Eagle River and UPRR land holdings. This has created a long and narrow downtown that requires railway and river crossings in order to achieve physical, non-motorized transit connections. Safe and accessible connectivity throughout and across town is a priority for Minturn residents and visitors, and requires securing long-term access and control over key connectivity corridors in Minturn, including crossings, bridges, trails, and rail-adjacent properties currently tied to UPRR. In fact, UPRR ownership poses one of the primary barriers to improving connectivity in and around Minturn. The path to achieving physical connectivity therefore requires coordinated engagement with UPRR moving forward.

A key challenge is that UPRR owns the land on the east side of the Eagle River, spanning north of the Eagle River Inn to the Minturn Business Park. The town leases a portion of this land (off N Main Street across from the Minturn Mountain Motel) on a year-to-year basis from UPRR for use as a public parking lot. Given the year-to-year uncertainty of this lease, the town is hesitant to initiate broader conversations with the community about obtaining greater access to UPRR land out of concern it may damage the relationship with UPRR and jeopardize the town's ability to lease the land for public parking in the future.

Historically, there have been efforts to develop a relationship with UPRR by local and regional stakeholders. The town has pursued isolated, small-scale agreements for individual parcels and crossings, such as the year-to-year lease for its public parking lot in downtown Minturn. However, it has experienced challenges communicating and negotiating with UPRR when trying to obtain right of way access for necessary bridge and rail crossings on the north side of town.

# Community Action Plan, Goal 2

## Action 2.1. Advance the conversation with Union Pacific Railroad (UPRR) for future trail connectivity

Going further back to the 1990s, the town was part of a regional initiative to develop a Minturn to Leadville Rails-To-Trails route which would convert the 178-mile inactive Tennessee Pass rail line owned by UPRR into a multi-use recreational trail. Securing the UPRR rail corridor through mechanisms like railbanking allows out-of-service rail corridors to be used as trails until a railroad might need them again for service. This previous effort included a 1996 state-led feasibility study and a formal partnership of local, state, and federal agencies exploring the "Heart of the Rockies" corridor. This trail proposal made it to the Governor, but was ultimately unsuccessful.

In recent years, conversations around the Minturn to Leadville Rails-To-Trails route have resurfaced and are regaining momentum and interest in the region. Advocates highlight that a Minturn to Leadville Rails-To-Trails could greatly expand visitation and generate significant economic benefits, while also expanding regional recreation access and connectivity.

In light of recent successful negotiations between Governor Polis and Union Pacific in Northwest Colorado, state partners at the workshop suggested that new opportunities to advance this effort may exist, particularly with strong regional coordination and political alignment. However, advancing this effort requires patience with the upcoming governor's race in January 2027 paired with a strategic, phased approach that builds support locally and regionally before engaging state leadership and Union Pacific directly.

This action establishes that foundation, and acknowledges several key components identified during the Action Brainstorming activity at the workshop: continuing the conversation with UPRR about trail connectivity and highway crossings, improving access and safety between trailheads and downtown, securing right-of-way on UPRR land holdings, and creating a Rails-To-Trails connection through Tennessee Pass.

During the community workshop, connectivity and Union Pacific were noted as priority areas. In the Action Prioritization activity, the "Connectivity" category received eight votes from Minturn community members and two votes from visitors (10 total), and the "Union Pacific" category received three votes from Minturn community members and two votes from visitors (5 total). During the subsequent Action Planning activity and through continued conversation with the community, this action came to house two related sub-actions as a way to help advance the categories' goals. The sub-actions are as follows:

- 2.1.1. Identify community connectivity access priorities and build support
- 2.1.2. Progress the Rails-to-Trails initiative

These two related sub-actions advance trail connectivity through different but complementary approaches. The first focuses on identifying local priorities and

# Community Action Plan, Goal 2

<b>Action 2.1. Advance the conversation with Union Pacific Railroad (UPRR) for future trail connectivity</b>	
	<p>building community and county-level support for specific access needs. The second focuses on advancing the broader, long-term Rails-to-Trails initiative through regional coordination and state-level engagement. Separating these efforts allows for clearer implementation, stronger alignment, and more effective progress tracking.</p>
<b>Action 2.1.1. Identify community connectivity access priorities and build support</b>	
<b>What is this? Why is it important?</b>	<p>Given the complicated relationship and background with UPRR, this sub-action focuses on defining Minturn’s priority connectivity needs related to UPRR land and building local and county-level support to advance them. Despite growing regional support for the Minturn-to-Leadville Rails-to-Trails initiative, it has been several years since the previous effort for advancing the Rails-To-Trails conversation. Thus, it is important to first prioritize local community engagement, determine priority access points, and build regional support before bringing state partners to the table.</p> <p>While long-term regional efforts such as a Rails-to-Trails corridor are important, near-term progress depends on clearly identifying specific access points, crossings, and trail connections that improve everyday mobility within Minturn. By working with local partners, community members, and Eagle County, this effort will establish a shared vision for how UPRR corridors can support in-town connectivity. It also creates the political and community backing needed to engage in future discussions with UPRR, especially with building momentum to ultimately result in governor support in the development of this Rails-To-Trails route. This is a critical first step that ensures future negotiations and regional efforts are grounded in clearly defined and broadly-supported local priorities.</p>
<b>Timeline</b>	9 months
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Establish community vision and priority UPRR access points for recreational use.</b></p> <ul style="list-style-type: none"> <li>• Convene Vail Valley Mountain Trails Alliance (VVMTA), Town of Minturn staff, the new mayor of Minturn, and other relevant partners</li> <li>• Map desired in-town connections with partners (e.g. trailheads, trails, crossings, downtown access points, etc.) and identify and prioritize UPRR access needs</li> <li>• Define intended uses (commuter, recreation, regional access, tourism)</li> <li>• <b>Timeline:</b> Month 0 → Month 4</li> </ul> <p><b>Step 2: Secure local partners and county support for any prioritized UPRR</b></p>

# Community Action Plan, Goal 2

Action 2.1.1. Identify community connectivity access priorities and build support	
	<p><b>connections.</b></p> <ul style="list-style-type: none"> <li>• Present vision and priorities to Town Council and Eagle County</li> <li>• Hold joint work sessions with county staff and regional partners on prioritized connections</li> <li>• Adopt formal town and county resolutions of support for trail connectivity and future corridor access</li> <li>• Identify early funding needs and sources</li> <li>• <b>Timeline:</b> Month 5 → Month 9</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Mapping of priority access areas and corridors that support improved community connectivity and future Rails-To-Trails opportunities is completed and documented</li> <li>• Local and county support for any UPRR connections identified through mapping is secured</li> </ul>
<b>Lead</b>	<p>Ernerst Sager, Executive Director of Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p> <p>Brian Rodine, Councillor, Town Council, <a href="mailto:brodine@minturn.org">brodine@minturn.org</a></p> <p>Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p>
<b>Support Team</b>	<p>Minturn RTAP steering committee</p> <p>Minturn Community Members</p> <p>Minturn Staff and Minturn Town Council</p> <p>Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a></p> <p>Scot Hunn, Planning Director, Town of Minturn, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Staff time to coordinate communications and outreach, meetings, working sessions, and mapping</li> <li>• Staff capacity to draft formal town resolution</li> </ul> <p><b>Community Support</b></p> <ul style="list-style-type: none"> <li>• Community engagement with mapping priority access areas and corridors</li> <li>• Ongoing community participation in working sessions with regional partners</li> </ul> <p><b>Funding and Technical Assistance Resources</b></p>

# Community Action Plan, Goal 2

<b>Action 2.1.1. Identify community connectivity access priorities and build support</b>	
	<ul style="list-style-type: none"> <li>• <a href="#">Colorado Outdoor Regional Partnerships Initiative and Grant Program</a> (RPI)</li> <li>• <a href="#">Colorado's Outdoors Strategy</a> and <a href="#">Resource Hub</a> (COS)</li> <li>• Kami Collins, ROO, <a href="mailto:kami.collins@state.co.us">kami.collins@state.co.us</a> can connect the town with Council of Governments (COG) representative, John Stavney</li> </ul>
<b>Action 2.1.2. Progress the Rails-to-Trails initiative</b>	
<b>What is this? Why is it important?</b>	<p>This sub-action advances the long-term vision of a Minturn-to-Leadville Rails-to-Trails corridor by rebuilding regional partnerships, securing political alignment, and preparing for state-level engagement and negotiation with UPRR.</p> <p>While <b>Action 2.1.1</b> concentrates at the local level, the effort of <b>Action 2.1.2</b> operates at a broader regional and statewide scale. Building off renewed interest in the Tennessee Pass corridor and past feasibility work in the 1996 study, this sub-action lays the groundwork for achieving a Rails-to-Trails corridor. This will require coordination across multiple jurisdictions, alignment with state agencies, and strategic engagement with UPRR. Thus, this sub-action entails organizing stakeholders through a regional Rails-to-Trails working group, formalizing regional, county-level, and state-level support, developing a clear, unified proposal, and crafting UPRR engagement strategy.</p>
<b>Timeline</b>	24 months
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Rebuild and formalize a regional Rails-To-Trails working group.</b></p> <ul style="list-style-type: none"> <li>• Convene VVMTA, Town of Minturn staff, the new mayor of Minturn, regional governments, and corridor communities (Minturn, Red Cliff, Leadville)</li> <li>• Re-establish prior Tennessee Pass and "Heart of the Rockies" working relationships</li> <li>• Define roles, leadership structure, and communication cadence</li> <li>• <b>Timeline:</b> Month 0 → Month 6</li> </ul> <p><b>Step 2: Formalize regional political support through county-level endorsement.</b></p> <ul style="list-style-type: none"> <li>• Engage Eagle County Commissioners and adjacent corridor counties</li> <li>• Present the updated corridor vision and priorities created through <b>Action 2.1.1</b></li> <li>• Request formal County Commissioner letters of support endorsing:               <ul style="list-style-type: none"> <li>◦ Exploration of Rails-to-Trails</li> <li>◦ Continued coordination with Union Pacific</li> <li>◦ Regional connectivity goals</li> </ul> </li> <li>• <b>Timeline:</b> Month 6 → Month 12</li> </ul> <p><b>Step 3: Build state-level alignment and mobilize political support.</b></p> <ul style="list-style-type: none"> <li>• Convene state partners including OREC, OEDIT, ROO, CDOT, CPW, and DOLA</li> </ul>

# Community Action Plan, Goal 2

<b>Action 2.1.2. Progress the Rails-to-Trails initiative</b>	
	<ul style="list-style-type: none"> <li>• Hold quarterly coordination and strategic planning meetings</li> <li>• Align on corridor vision, economic, recreation, and transportation benefits, and implementation pathways</li> <li>• Begin positioning for executive-level engagement (Governor’s Office transition period)</li> <li>• Create a multi-agency statement of interest or support framework</li> <li>• <b>Timeline:</b> Month 10 → Month 18</li> </ul> <p><b>Step 4: Develop a proposal to present to state partners.</b></p> <ul style="list-style-type: none"> <li>• Craft a proposal that synthesizes the vision for the Minturn to Leadville Rails-To-Trails route, including County Commissioner letters of support and an updated feasibility analysis</li> <li>• Develop a Rails-To-Trails proposal that outlines:               <ul style="list-style-type: none"> <li>• Vision and phased approach (interim trail and long-term rail compatibility)</li> <li>• Governance structure (defined roles and leadership responsibilities)</li> <li>• Funding pathways</li> <li>• Strategic value (economic development, recreation, mobility, regional connectivity)</li> </ul> </li> <li>• Prepare materials for presentation to state agencies and the Governor’s Office</li> <li>• <b>Timeline:</b> Month 18 → Month 24</li> </ul> <p><b>Step 5: Develop a UPRR engagement strategy.</b></p> <ul style="list-style-type: none"> <li>• Analyze precedent agreements (including recent state rail negotiations such as the Moffat Tunnel lease structure)</li> <li>• Identify legal and negotiation pathways (railbanking, easements, phased agreements)</li> <li>• Define the “ask” and value proposition for Union Pacific</li> <li>• Coordinate approach through the Governor’s Office and state partners</li> <li>• Establish a formalized Union Pacific engagement strategy and readiness framework</li> <li>• <b>Timeline:</b> Month 18 → Month 24</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Ongoing collaboration with corridor communities, including Minturn, Red Cliff, and Leadville, and nonprofit partners such as Vail Valley Mountain Trails Alliance is established</li> <li>• Quarterly meetings with the regional Rails-To-Trails working group are held consistently</li> <li>• County Commissioner letters of support are collected and documented</li> <li>• A multi-agency statement of interest is developed and finalized</li> <li>• A state-facing Rails-to-Trails Corridor Proposal is drafted</li> <li>• A formalized Union Pacific engagement strategy and readiness framework for UPRR is established</li> <li>• Regional consensus, political alignment, and a structured pathway toward corridor negotiation with UPRR are established</li> <li>• State-level awareness and engagement, including outreach to the Office of</li> </ul>

# Community Action Plan, Goal 2

Action 2.1.2. Progress the Rails-to-Trails initiative	
	<ul style="list-style-type: none"> <li>the Governor of Colorado, is achieved by January 2027</li> </ul>
<b>Lead</b>	<p>Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Ernerst Sager, Executive Director of Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p> <p>Melissa Matthews, Town Manager, Town of Redcliff, <a href="mailto:manager@townofredcliff.org">manager@townofredcliff.org</a></p>
<b>Support Team</b>	<p>Minturn RTAP steering committee</p> <p>Regional working group or steering committee</p> <p>Minturn Community Members</p> <p>New Mayor of Minturn</p> <p>Minturn Staff and Minturn Town Council</p> <p>Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a></p> <p>Scot Hunn, Planning Director, Town of Minturn, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p> <p>Matt Scherr, District 1 Eagle County Commissioner, <a href="mailto:matt.scherr@eaglecounty.us">matt.scherr@eaglecounty.us</a>, (970) 328-8625</p> <p>Tom Boyd, Chair, District 2 Eagle County Commissioner, <a href="mailto:tom.boyd@eaglecounty.us">tom.boyd@eaglecounty.us</a>, (970) 328-8615</p> <p>Jeanne McQueeney, District 3 Eagle County Commissioner, <a href="mailto:jeanne.mcqueeney@eaglecounty.us">jeanne.mcqueeney@eaglecounty.us</a>, (970) 471-0635</p> <p>Benedict Wright, Education Manager at Bicycle Colorado, <a href="mailto:benedict@bicyclecolorado.org">benedict@bicyclecolorado.org</a></p> <p>Pete Piccolo, Executive Director at Bicycle Colorado, <a href="mailto:pete@bicyclecolorado.org">pete@bicyclecolorado.org</a></p> <p>Tom Priest, Council Member, Town Council, Minturn Fitness Center, <a href="mailto:tpriest@minturn.org">tpriest@minturn.org</a></p> <p>Kevin Sharkey, Trails Manager, Eagle County ECOTrails, <a href="mailto:kevin.sharkey@eaglecounty.us">kevin.sharkey@eaglecounty.us</a></p>

# Community Action Plan, Goal 2

Action 2.1.2. Progress the Rails-to-Trails initiative	
	<p>Tamira Jenlink, Executive Director, Lake County Economic Development Corporation, <a href="mailto:tjenlink@lt.life">tjenlink@lt.life</a></p> <p>John Stavney, Executive Director, Northwest Colorado Council of Governments (COG), <a href="mailto:jstavney@nwccog.org">jstavney@nwccog.org</a></p> <p>Kami Collins, Representative West of the Rural Opportunity Office (ROO), <a href="mailto:kami.collins@state.co.us">kami.collins@state.co.us</a></p> <p>Conor Hall, Director of the Colorado Office of Outdoor Recreation (OREC), <a href="mailto:conor.hall@state.co.us">conor.hall@state.co.us</a></p> <p>Colorado Department of Transportation (CDOT)</p> <p>Kate Peacock, Eagle County Regional Manager, Colorado Department of Local Affairs (DOLA), <a href="mailto:kate.peacock@state.co.us">kate.peacock@state.co.us</a></p> <p>Fletcher Jacobs, Assistant Director of Outdoor Recreation and Lands, Colorado Parks and Wildlife (CPW) Trails, <a href="mailto:fletcher.jacobs@state.co.us">fletcher.jacobs@state.co.us</a></p> <p>New Governor</p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Staff time to coordinate communications and outreach, meetings, and working sessions</li> <li>• Staff bandwidth to draft a state-facing Rails-to-Trails Corridor Proposal and Union Pacific engagement strategy and readiness framework</li> </ul> <p><b>Facilitation and Writing Support</b></p> <ul style="list-style-type: none"> <li>• Explore potential facilitation support from <a href="#">CDR Associates</a> or <a href="#">SE Group</a> for regional Rails-To-Trails working group meetings, quarterly strategic planning meetings with state partners, the Rails-to-Trails Corridor Proposal, and/or Union Pacific engagement strategy and readiness framework</li> </ul> <p><b>State Partners Support</b></p> <ul style="list-style-type: none"> <li>• State partner engagement and willingness to lead on convening appropriate state individuals to advance this effort</li> <li>• State partner willingness to collaborate on the Union Pacific engagement strategy and elevate this conversation to the new governor</li> </ul>

# Community Action Plan, Goal 2

## Action 2.2. Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan

### What is this? Why is it important?

At the community workshop, discussions surrounding **Action 2.1.1** identified the need for a Connectivity and Circulation Improvement Plan/Sub-Area Master Plan for the Union Pacific Railroad (UPRR) land holding along the east side of the Eagle River, as an addendum to the town's 2023 Master Plan. While the 2023 Master Plan establishes broad goals and actions to improve walkability and multimodal connectivity, such as completing sidewalk gaps, enhancing crossings, and advancing regional trail connections, these efforts are primarily focused on incremental improvements within existing rights-of-way. The 2023 Master Plan does not provide the site-specific analysis, feasibility assessment, or implementation framework needed to address larger structural barriers to connectivity, including the Eagle River, Hwy 24, and UPRR land holdings. This action fills that gap by developing a focused sub-area plan that translates community vision into actionable strategies for this corridor.

A Connectivity and Circulation Improvement Plan/Sub-Area Master Plan will identify improvements to the river corridor and tap into environmental, social, transportation, and economic development goals and priorities of the town. This includes evaluating the location and feasibility of potential bridge crossings, pathways, riverwalks, and other infrastructure needed to improve connectivity.

Workshop participants emphasized the desire for improved general connectivity throughout town, which was evident in the Action Prioritization activity where the "Connectivity" category received eight votes from Minturn community members and two votes from visitors (10 total). Additionally, the community highlighted the need for safe and direct multimodal and pedestrian access from downtown Minturn to Grouse Trailhead, the Minturn Business Park, and to Meadow Mountain. In the Action Prioritization activity, workshop participants voted for increasing pedestrian crossings and access to rivers and trails (specifically between Grouse Trailhead and Hwy 24), improving connectivity between the Minturn Business Park, Grouse Trailhead, and downtown via a bridge across the Eagle River, and creating a pedestrian-friendly route connecting Grouse Trailhead with Meadow Mountain and downtown Minturn.

Improving access from downtown to Grouse Trailhead and the Minturn Business Park requires the implementation of two crossings: one from the Minturn Business Park across Hwy 24 to Grouse Trailhead, and the second as a bridge over the Eagle River and UPRR land holdings east of the Minturn Business Park. The desired crossing for establishing connectivity with Meadow Mountain has not yet been clearly defined, but ongoing community conversation will determine what this looks like so that it can be incorporated within the Connectivity and Circulation Improvement Plan/Sub-Area Master Plan.

In light of the historical communication and negotiation challenges with UPRR, as

# Community Action Plan, Goal 2

Action 2.2. Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan	
	<p>described in <b>Action 2.1</b>, there is strong community interest in prioritizing ongoing engagement and fostering a more collaborative relationship to support future connectivity improvements. While regional discussions and the Town's Master Plan identify connectivity as a priority, they do not provide the level of detail needed to evaluate crossing feasibility, coordinate across jurisdictions, or address constraints associated with UPRR land ownership. A dedicated Connectivity and Circulation Improvement Plan/Sub-Area Master Plan is therefore necessary to translate these high-level priorities into implementable projects and establish a clear path forward for advancing critical connections.</p>
<b>Timeline</b>	24 months
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Identify the purpose and key priorities of a Connectivity and Circulation Improvement Plan/Sub Area Master Plan.</b></p> <ul style="list-style-type: none"> <li>• Engage with the Minturn Planning Commission, Town Council, town staff and members of the community to determine key connectivity and circulation improvement priorities</li> <li>• Identify desired locations for bridge and Hwy 24 crossings</li> <li>• <b>Timeline:</b> Month 0 → Month 3</li> </ul> <p><b>Step 2: Conduct assessments to identify suitable bridge and Hwy 24 crossing sites in desired locations.</b></p> <ul style="list-style-type: none"> <li>• Involve town staff and Town Engineer, Jeff Spanel, to assess desired locations for bridge and Hwy 24 crossings based on topography, width, floodplain, pedestrian access, potential sidewalk connection, and other relevant factors</li> <li>• Conduct an internal assessment through mapping and site visits on both sides of the Eagle River</li> <li>• <b>Timeline:</b> Month 3 → Month 6</li> </ul> <p><b>Step 3: Engage property owners and stakeholders within the Eagle River / UPRR corridor area.</b></p> <ul style="list-style-type: none"> <li>• Create a list of all property owners, commercial groups, and relevant entities with specific contacts for each</li> <li>• Hold conversations and meetings to discuss potential crossings in the area and their impacts               <ul style="list-style-type: none"> <li>◦ Discuss current maintenance processes and address any issues brought forth by the community, property owners, and UPRR</li> <li>◦ Clarify ownership and management responsibilities for future infrastructure improvements (crossings, pathways, and river corridor amenities)</li> </ul> </li> <li>• Coordinate with stakeholders to understand opportunities for integration with future redevelopment</li> </ul>

# Community Action Plan, Goal 2

## Action 2.2. Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan

	<ul style="list-style-type: none"> <li>• Explore opportunities for a continuous multiuse pathway along the Eagle River, including connection to Dowd Junction</li> <li>• Secure stakeholder support, including Eagle River property owners and Grouse Creek Commercial Zone, to advance priority crossings</li> <li>• <b>Timeline:</b> Month 6 → Month 12</li> </ul> <p><b>Step 4: Evaluate feasibility, costs, and implementation considerations for priority connectivity improvements within the Eagle River / UPRR corridor area.</b></p> <ul style="list-style-type: none"> <li>• Develop cost estimates and feasibility considerations for potential connectivity improvements identified through prior steps</li> <li>• Assess economic, community, and environmental benefits associated with improved connectivity within the corridor to inform prioritization and phasing</li> <li>• <b>Timeline:</b> Month 12 → Month 18</li> </ul> <p><b>Step 5: Identify potential funding sources, partnership opportunities, and technical assistance programs to support implementation of the Connectivity and Circulation Improvement Plan/Sub Area Master Plan.</b></p> <ul style="list-style-type: none"> <li>• Identify funding sources for implementation of the Connectivity and Circulation Improvement Plan/Sub Area Master Plan</li> <li>• <b>Timeline:</b> Month 14 → Month 18</li> </ul> <p><b>Step 6: Develop a Connectivity Improvement Plan/Sub-Area Master Plan based on Steps 1-5.</b></p> <ul style="list-style-type: none"> <li>• Focus on desired bridge and highway crossings while including potential future pathways and crossings as identified through engagement with the community</li> <li>• Consider wayfinding and signage in connection with the larger Town of Minturn branding efforts, Eagle Valley Trail Path, and Minturn North new development area</li> <li>• <b>Timeline:</b> Month 18 → Month 24</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• The purpose and key priorities of the Connectivity and Circulation Improvement Plan/Sub-Area Master Plan are identified</li> <li>• Desired bridge and Hwy 24 crossing locations are mapped and documented</li> <li>• Site assessments to evaluate feasibility of priority crossings are completed</li> <li>• A comprehensive stakeholder list with identified points of contact is established</li> <li>• Engagement with property owners, community members, and partners to build alignment and support for proposed improvements is conducted</li> <li>• Coordination with Eagle River corridor stakeholders to define long-term connectivity opportunities, including future pathways and crossings, is established</li> </ul>

# Community Action Plan, Goal 2

Action 2.2. Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan	
	<ul style="list-style-type: none"> <li>• Potential funding sources for implementation of the Connectivity and Circulation Improvement Plan/Sub Area Master Plan are identified</li> <li>• Stakeholder support, including Eagle River property owners and Grouse Creek Commercial Zone, for advance priority crossings is secured</li> <li>• A clear, implementable Connectivity and Circulation Improvement Plan that prioritizes safety and integration with existing and future Town of Minturn assets is developed</li> </ul>
<b>Lead</b>	<p>Scot Hunn, Planning Director, Town of Minturn, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p> <p>Rob Gutierrez, Town Manager, Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a></p>
<b>Support Team</b>	<p>Eagle River Property Owners</p> <p>Grouse Creek Commercial Zone Business Owners</p> <p>Town of Minturn Town Council</p> <p>Jeff Spanel, Town Engineer, Town of Minturn, <a href="mailto:jspanel@inter-mtn.net">jspanel@inter-mtn.net</a></p> <p>Madison Harris, Minturn Planning Commission, <a href="mailto:planner1@minturn.org">planner1@minturn.org</a></p> <p>Ernest Saeger, Executive Director, Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p> <p>Tanya Allen, Executive Director, Core Transit, <a href="mailto:tanya.allen@coretransit.org">tanya.allen@coretransit.org</a></p> <p>Alan Krambeer, Region 3 Permit Writer, Colorado Department of Transportation (CDOT), <a href="mailto:alan.krambeer@state.co.us">alan.krambeer@state.co.us</a>, (970) 683-6273</p> <p>Joel Berschauer, Region 3 Program Manager, Colorado Department of Transportation (CDOT), <a href="mailto:joel.berschauer@state.co.us">joel.berschauer@state.co.us</a>, (970) 683-6290</p> <p>Nick Nordquist, Project Manager, Access Construction, Region 3 Traffic &amp; Safety, Colorado Department of Transportation (CDOT), <a href="mailto:nicholas.nordquist@state.co.us">nicholas.nordquist@state.co.us</a></p> <p>Kaleb Baugh, Region 3 Traffic Operations, Signing &amp; Pavement Markings,</p>

# Community Action Plan, Goal 2

## Action 2.2. Develop a Connectivity and Circulation Improvement Plan/Sub Area Master Plan

	<p>Department of Transportation (CDOT), <a href="mailto:kaleb.baugh@state.co.us">kaleb.baugh@state.co.us</a></p> <p>Andi Staley, Region 3 Traffic Operations Engineer, Colorado Department of Transportation (CDOT), <a href="mailto:andi.staley@state.co.us">andi.staley@state.co.us</a></p> <p>Devin Duval, District Wildlife Manager, Colorado Parks and Wildlife, <a href="mailto:devin.duval@state.co.us">devin.duval@state.co.us</a></p>
<p><b>Potential Needs and Resources</b></p>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Staff time to coordinate outreach, stakeholder engagement, site visits, and interagency collaboration</li> <li>• Staff capacity to manage planning processes, compile assessments, and guide development of the Connectivity and Circulation Improvement Plan/Sub-Area Master Plan</li> <li>• Outside consultant support to conduct feasibility analyses, cost estimates, design work, and economic and environmental impact assessment</li> <li>• Additional support for technical analysis related to bridge siting, Hwy 24 crossings, and Eagle River corridor</li> </ul> <p><b>Community and Regional Support</b></p> <ul style="list-style-type: none"> <li>• Community participation in identifying and prioritizing crossings and connectivity opportunities</li> <li>• Willingness of Eagle River corridor property owners, UPRR, and Grouse Creek Commercial Zone stakeholders to engage in discussions around access, crossings, and long-term connectivity</li> <li>• Coordination with regional partners and agencies to align on opportunities for connectivity and future redevelopment</li> </ul> <p><b>Funding Resources</b></p> <ul style="list-style-type: none"> <li>• Town of Minturn tax revenue funding to support early-stage planning, site assessments, generating cost estimates and feasibility studies, and plan development</li> </ul> <p><b>Grant Funding Resources</b></p> <p>Colorado Department of Local Affairs – <a href="#">Energy/Mineral Impact Assistance Fund (EIAF) Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding, typically Tier I up to \$200,000 and Tier II \$200,001–\$1,000,000 per project</li> <li>• Matching required: Generally 1:1 minimum local match required for Tier I and Tier II grants but varies by project type and financial capacity; local match is encouraged and can strengthen applications</li> </ul>

# Community Action Plan, Goal 2

	<ul style="list-style-type: none"><li>• Application period: Unknown, funding cycles announced periodically<ul style="list-style-type: none"><li>◦ Cycle 26-05: January 12th, 2026 - February 13th, 2026</li><li>◦ Cycle 25-03: November 1st, 2024 - December 2nd, 2024</li></ul></li><li>• Purpose: The grant assists municipalities, counties, school districts, special districts, state agencies, and other political subdivisions that are socially and/or economically impacted by the development, processing, or energy conversion of minerals and mineral fuels. Eligible projects include planning, construction, maintenance of public facilities, public services, broadband infrastructure, water/sewer improvements, road improvements, recreation centers, fire protection facilities, and other community infrastructure projects.</li><li>• Support: DOLA Eagle Regional Manager, Kate Peacock, <a href="mailto:kate.peacock@state.co.us">kate.peacock@state.co.us</a>; DOLA Eagle Regional Assistant, Nichole Robillard, <a href="mailto:nichole.robillard@state.co.us">nichole.robillard@state.co.us</a><ul style="list-style-type: none"><li>◦ EIAF Program Contact, Angie Cue, <a href="mailto:angie.cue@state.co.us">angie.cue@state.co.us</a></li></ul></li></ul> <p>Colorado Department of Local Affairs – <a href="#">Rural Economic Development Initiative (REDI) Grant</a></p> <ul style="list-style-type: none"><li>• Type: Funding, typically up to \$100,000 per project</li><li>• Matching required: Yes, typically 20%-50% local match required</li><li>• Application period: Unknown, funding cycles announced periodically<ul style="list-style-type: none"><li>◦ January 7th, 2026 - February 4th, 2026</li><li>◦ February 12th, 2025 – March 12th, 2025</li></ul></li><li>• Purpose: The grant supports rural community projects involving economic development planning, workforce development, entrepreneurial ecosystem support, placemaking, business incubation/acceleration programs, infrastructure supporting entrepreneurs, and limited capacity-building positions tied to economic development outcomes. Projects must demonstrate job creation or retention, economic resilience, community collaboration, and readiness to implement.</li><li>• Support: DOLA Eagle Regional Manager, Kate Peacock, <a href="mailto:kate.peacock@state.co.us">kate.peacock@state.co.us</a>; DOLA Eagle Regional Assistant, Nichole Robillard, <a href="mailto:nichole.robillard@state.co.us">nichole.robillard@state.co.us</a><ul style="list-style-type: none"><li>◦ REDI Program Contact, Kate Guibert, <a href="mailto:kate.guibert@state.co.us">kate.guibert@state.co.us</a></li></ul></li></ul>
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## Action 2.3. Improve transit access to Little Beach Park during peak visitation

<p><b>What is this? Why is it important?</b></p>	<p>Little Beach Park, located just off Hwy 24 across the Cemetery Bridge, is one of Minturn’s main community gathering spaces and recreation assets. The park includes an amphitheater, picnic areas, soon-to-be newly renovated playground, and it provides direct access to the Eagle River. It is widely used by residents and visitors year-round for community events, festivals, fishing, and river sports, with peak activity occurring during the summer months.</p> <p>Little Beach Park is currently accessible by personal vehicles, community social trails, and the public transit system (Core Transit). Core Transit operates fare-free bus service through Minturn with several stops along Hwy 24. However, the closest existing stops at Hwy 24 and 472 Main Street, and Hwy 24 and 996 Main Street are 0.3 miles and 0.4 miles from Little Beach Park, respectively. This</p>
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# Community Action Plan, Goal 2

## Action 2.3. Improve transit access to Little Beach Park during peak visitation

	<p>translates to an approximately 10-minute walk along Hwy 24. While Core Transit runs regularly through town, this gap in stop locations limits its effectiveness for residents and visitors looking to safely access Little Beach Park.</p> <p>During peak visitation periods between the months of June and August, higher parking demand and congestion is noted, as well as increased pedestrian activity along Hwy 24 as visitors walk from the closest Core Transit stop or from parking further afar, raising safety concerns. This highlights the need for more convenient and accessible public transit options to and from Little Beach Park.</p> <p>This action has developed over a series of conversations. At the community workshop, there was some interest surrounding Little Beach broadly, with five votes cast for this category. Discussion at the community workshop highlighted the need to improve access to Little Beach Park during peak visitation, with specific interest in increasing Core Transit service during peak times. However, this action evolved in response to Core Transit’s 10-year strategic plan which is projected to increase service frequency to 24/7 hourly service in 2027-28. At this point, community conversations turned to the distance between stops in relation to Little Beach Park, and the desire for a new bus stop at Main Street and Cemetery Road to directly improve transit access to Little Beach Park.</p> <p>However, instead of focusing on a single, fixed solution, town staff have indicated a desire to keep this action broad to ensure they remain open to exploring any number of options that may address the core concern, which is the need for improved access to Little Beach Park, particularly during peak visitation periods. By exploring flexible transit options such as on-demand or temporary event-based bus stops, and identifying supplemental access strategies beyond public transit, Minturn can continue to refine options to improve access to Little Beach Park, in coordination with Core Transit and other potential partners over the next 12-24 months.</p>
<b>Timeline</b>	12 months (dependent on when this action begins as Step 4 can only occur during the summer months)
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Align internally on access goals and pilot approach.</b></p> <ul style="list-style-type: none"> <li>• Hold a discussion with Minturn Town Council, town staff, steering committee members, and community members to determine access goals and priorities for Little Beach Park</li> <li>• Define key objectives and and identify priority events and peak periods for testing</li> <li>• Discuss safety, reduced congestion, and improved multimodal access</li> <li>• <b>Timeline:</b> Month 0 → Month 1</li> </ul> <p><b>Step 2: Engage Core Transit to explore flexible service options.</b></p>

# Community Action Plan, Goal 2

## Action 2.3. Improve transit access to Little Beach Park during peak visitation

	<ul style="list-style-type: none"> <li>• Discuss feasibility of an on-demand stop near Cemetery Road and Main Street</li> <li>• Explore temporary or event-based stops during peak events</li> <li>• Explore data tracking opportunities for measuring ridership and demand</li> <li>• <b>Timeline:</b> Month 1 → Month 3</li> </ul> <p><b>Step 3: Identify and evaluate supplemental access options beyond Core Transit.</b></p> <ul style="list-style-type: none"> <li>• Explore partnerships or event-based transportation solutions (small shuttles, local operators, micromobility, etc.)</li> <li>• Assess cost, logistics, and scalability of each option</li> <li>• <b>Timeline:</b> Month 3 -&gt; Month 4</li> </ul> <p><b>Step 4: Pilot improved access strategies during key events.</b></p> <ul style="list-style-type: none"> <li>• Implement pilot approaches (on-demand bus stop, temporary event stop, or small-scale shuttle)</li> <li>• Coordinate operations, signage, and communication to the public</li> <li>• Track ridership, demand and usage, and any necessary improvements (safety, logistics) during pilot trials</li> <li>• Collect feedback from residents, visitors, and closely involved stakeholders</li> <li>• <b>Timeline:</b> Month 4 → Month 10</li> </ul> <p><b>Step 5: Evaluate and determine next steps.</b></p> <ul style="list-style-type: none"> <li>• Assess effectiveness of pilot efforts and overall usage and demand</li> <li>• Determine whether to pursue a permanent Core Transit stop at Main Street and Cemetery Road, expand pilot programs, or implement alternative long-term solutions</li> <li>• Develop specific long-term recommendations</li> <li>• <b>Timeline:</b> Month 10 -&gt; Month 12</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• Pilot strategies to improve transit access to Little Beach Park during peak visitation are tested and evaluated</li> <li>• Collaboration with Core Transit to explore on-demand or temporary stop options is conducted</li> <li>• Supplemental access strategies beyond public transit are evaluated</li> <li>• Usage, demand, and safety outcomes during pilot trials are tracked and documented</li> <li>• Community and stakeholder feedback on access improvements is collected and analyzed</li> </ul>

# Community Action Plan, Goal 2

Action 2.3. Improve transit access to Little Beach Park during peak visitation	
	<ul style="list-style-type: none"> <li>A preferred long-term approach based on pilot results and recorded demand is identified, and long-term recommendations are developed</li> </ul>
<b>Lead</b>	<p>Rob Gutierrez, Town Manager for Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Cindy Krieg, Deputy Clerk for Town of Minturn, <a href="mailto:events@minturn.org">events@minturn.org</a></p> <p>Brian Rodine, Councillor, Minturn Town Council, Town of Minturn Core Transit Board Member, <a href="mailto:brodine@minturn.org">brodine@minturn.org</a></p> <p>Earle Bidez, Mayor of Minturn, Core Transit Board Chair Member, <a href="mailto:ebidez@minturn.org">ebidez@minturn.org</a></p>
<b>Support Team</b>	<p>Spence Neubauer, Town of Minturn Town Council, Business Owner, Downtown Development Authority Board Member, <a href="mailto:spence@minturnwhisky.com">spence@minturnwhisky.com</a></p> <p>Scot Hunn, Planning Director for Town of Minturn, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p> <p>Tom Priest, Town of Minturn Town Council, Downtown Development Authority Board Member, <a href="mailto:tpriest@minturn.org">tpriest@minturn.org</a></p> <p>Jeff Spanel, Town Engineer, Town of Minturn, <a href="mailto:jspanel@inter-mtn.net">jspanel@inter-mtn.net</a></p> <p>Tanya Allen, Executive Director, Core Transit, <a href="mailto:tanya.allen@coretransit.org">tanya.allen@coretransit.org</a></p> <p>Nick Nordquist, Project Manager, Access Construction, Region 3 Traffic &amp; Safety, Colorado Department of Transportation (CDOT), <a href="mailto:nicholas.nordquist@state.co.us">nicholas.nordquist@state.co.us</a></p> <p>Andi Staley, Region 3 Traffic Operations Engineer, Colorado Department of Transportation (CDOT), <a href="mailto:andi.staley@state.co.us">andi.staley@state.co.us</a></p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>Staff time to coordinate pilots, manage logistics, and conduct outreach and communication</li> <li>Capacity to monitor usage, collect data, and evaluate outcomes</li> <li>Outside consultants to help design pilots, evaluate results, and develop long-term recommendations</li> </ul> <p><b>Community Support</b></p> <ul style="list-style-type: none"> <li>Community feedback to evaluate effectiveness of different access strategies</li> <li>Community participation in pilot programs during trials and peak visitation months</li> </ul>

# Community Action Plan, Goal 2

## Action 2.3. Improve transit access to Little Beach Park during peak visitation

### Stakeholder Coordination

- Coordination with Core Transit to test flexible service options and track usage
- Collaboration with event organizers to integrate transportation into event planning
- Partnerships with local businesses or operators to explore supplemental access options

### Funding and Implementation Support

- Funding to support pilot programs (temporary services, signage, operations, contracted transportation, etc.)
- Coordination with Core Transit on potential cost-sharing for temporary service adjustments
- Potential to incorporate transportation costs into event budgets where feasible
- Exploration of small grants or partnerships to offset pilot costs

### Grant Funding Resources

Colorado Department of Transportation – [Multimodal Options Fund \(MMOF\)](#)

- Type: Funding, minimum \$300,000 for infrastructure projects; minimum \$25,000 for non-infrastructure (planning, purchases, operations, transportation demand management, etc.)
- Matching required: Yes (minimum 50% federal, state, or local source match)
- Application period: Managed locally by the Intermountain Transportation Planning Region (IMTPR)
- Purpose: This program supports projects in rural areas that expand safe multimodal transportation options, improve public transit access, and small-scale infrastructure improvement.
- Support: MMOF Program, [mmof@state.co.us](mailto:mmof@state.co.us); MMOF Region 3 point-of-contact Mark Rogers, [mark.rogers@state.co.us](mailto:mark.rogers@state.co.us)
  - Draft and final applications must be submitted to the MMOF Program Manager at [mmof@state.co.us](mailto:mmof@state.co.us)

Colorado Department of Transportation – [Revitalizing Main Streets \(RMS\) Grant](#)

- Type: Funding, typically \$10,000–\$250,000 per project
- Matching required: Yes (minimum 10% local match required)
- Application period: Rolling / as funding is available
- Purpose: The grant funds multimodal and placemaking infrastructure that improves safety, accessibility, and economic vitality in downtowns or main street corridors. Eligible projects include pedestrian and bike improvements and multimodal amenities like bus stop shelters, lighting, benches, and public space activation. Projects must demonstrate multimodal benefits (walking, biking, transit access), community/economic value, and they must be “shovel ready” and able to be completed within about 12 months.
- Support: CDOT Revitalizing Main Streets Program, [cdotmainstreets@state.co.us](mailto:cdotmainstreets@state.co.us)

# Community Action Plan, Goal 3

## Prioritize Economic Renewal and Local Opportunity

Support existing businesses and events. Attract economic opportunities that cater to the needs of Minturn residents and visitors and reinforce Minturn's character. Leverage existing programming and partnerships within Minturn that strengthens economic vitality year-round, and connects residents and visitors to local outdoor recreation.

- **Action 3.1.** Program Eagle River Street and enhance Eagle River Park as a central asset
- **Action 3.2.** Synthesize and prioritize renewal projects for downtown Minturn
- **Action 3.3.** Develop the community plaza space on 1st Street, Williams Street, and Nelson Street
- **Action 3.4.** Create a concept plan for the two-acre parcel adjacent to the Minturn Fitness Center

### Action 3.1. Program Eagle River Street and enhance Eagle River Park as a central asset

**What is this?  
Why is it  
important?**

Eagle River Street runs along the west side of the Eagle River. As the easternmost street in downtown Minturn, it connects to the Eagle Valley Trail bike path, which runs north along the Eagle River, linking up with paths to Vail, Breckenridge, and Aspen.

Eagle River Park runs east along Eagle River Street from the bridge to a dead end on the 200 block of downtown. Presently the park is used as an informal gathering space for community members leaving the Eagle Valley Trail, for those looking to enjoy the river, fish, or for those simply needing to use the public restroom (known as the Modern Restroom). Currently, there is no electricity in the park, leaving the restroom unusable during non-summer months. Adding an electrical line would provide heating for year-round use, while also allowing for lighting in the park to be installed.

The Eagle River and Eagle River Park were noted as key community assets in the community workshop. During the Action Prioritization activity, the "Leverage natural assets to increase spending in town" category received three votes from Minturn community members and three votes from visitors (six total). During the subsequent Action Planning activity, "Create regular programming to activate Eagle River Street" came about within that category as a way to help advance its goals, and has since developed to the name it has now. Opportunities for increased community programming in both spaces were mentioned as a way to attract and retain visitors and residents downtown and increase spending.

Currently, there is no community programming due to capacity and access issues. While Eagle River Park is easy to access from Eagle River Street and the bike path, its small size and lack of parking for cars and bicycles, has kept the town from leveraging it further as a community asset. This action seeks to bring more people to Minturn's downtown through the establishment of year-

# Community Action Plan, Goal 3

## Action 3.1. Program Eagle River Street and enhance Eagle River Park as a central asset

round programming in Eagle River Park and Street that spreads visitation into non-peak months and offers more reasons for community members to spend time and dollars downtown.

During Summer 2027, the town will be tearing up Nelson Street, First Street, and Williams Street to replace a waterline (**See Action 3.3**). As a result, the Minturn Market, which is currently hosted on Williams Street will be temporarily relocated to Eagle River Street. This relocation offers the town an opportunity to pilot programming on Eagle River Street. If successful, this could lead to the extension of the Minturn Market to Eagle River Street, or moving it there permanently.

### Timeline

15 - 24 months

### Initial Next Steps and Deadlines

#### **Step 1: Identify existing programming that could activate Eagle River Street and Park.**

- Examine year-round opportunities to spread out tourism and increase visitation outside of the peak seasons (summer and fall)
- Ensure programming and infrastructure meet the needs of all members of Minturn's community
- In addition to the Minturn Market, the community should explore additional events/activities that could be created for, moved to, or expanded to Eagle River Street and Park
  - Ideas raised at the community workshop include fishing and bike care clinics, youth and senior programming, the extension of the Minturn Market concerts, etc)
- **Timeline:** Month 0 - Month 2

#### **Step 2: Run electrical power to Eagle River Park.**

- Heat the Modern Restroom year-round
- Install lighting to increase placemaking and extend the use of Eagle River Park later into the evening
- **Timeline:** Month 0 → Month 12

#### **Step 3: Develop a survey for community members and visitors to identify desired programming for Eagle River Street and Park.**

- Questions should be tailored to local and regional audiences
- Consider how desired programming complements existing downtown events
- **Timeline:** Month 2 → Month 3

#### **Step 4: Administer the survey to community members and visitors.**

- Utilize existing email listservs, marketing channels, and social media to distribute the survey

# Community Action Plan, Goal 3

## Action 3.1. Program Eagle River Street and enhance Eagle River Park as a central asset

- Print QR codes for the survey to be posted in downtown businesses, Town Hall, and in hotels
- **Timeline:** Month 3 → Month 5

### **Step 5: Analyze survey responses, assess the feasibility of desired programming prioritized by community members and visitors, and make a selection.**

- Assess the cost, logistics, timing, and partnerships involved in bringing desired programming to life
- Select events and activities that complement existing downtown programming and are suitable for Eagle River Park and Street
- **Timeline:** Month 5 → Month 7

### **Step 6: Create a plan and calendar for new programming that is deemed feasible and complementary to existing downtown events.**

- Make sure that programming extends to the shoulder season and incentivizes residents and visitors to spend time and money at Eagle River Street and Park
- **Timeline:** Month 7 → Month 9

### **Step 7: Assign town staff members to manage program scheduling and implementation.**

- Reserve the Eagle River Street and Park on scheduled programming days
- Partner with Eagle County Sheriff's Office for on-the-day logistics such as traffic redirection, parking, and signage
- **Timeline:** Month 9

### **Step 8: Market and promote programming to increase awareness and attendance.**

- Develop flyers and messaging to distribute digitally and physically in town
  - Promote programming on the town website, newsletter, and social media sites
  - Promote programming on town-owned construction sign
- Include promotion in regional newspaper and radio advertising
- Encourage local businesses to post flyers about Eagle River Street and Park programming
- **Timeline:** Month 9 → Month 12

### **Step 9: Implement programming of Eagle River Street and Park.**

- Execute the schedule of events and activities
- Include engagement stations at each event to garner visitor and resident feedback
- Utilize responses to inform future activation and programming of Eagle River Park and Street
- **Timeline:** Month 12 → Month 24

# Community Action Plan, Goal 3

Action 3.1. Program Eagle River Street and enhance Eagle River Park as a central asset	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Electrical power is run to Eagle River Park to heat the Modern Restroom year-round and to allow street lighting to be installed on Eagle River Street</li> <li>• Visitors and residents are surveyed to determine desired programming</li> <li>• Programming reflects visitor and residents interests and helps to extend the shoulder season use</li> <li>• At least one-to-two events and/or activities are hosted at Eagle River Street and Park</li> <li>• Responses from post-event surveys are incorporated into and reflected by future program planning</li> </ul>
<b>Lead</b>	<p>Rob Gutierrez, Town Manager for Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Cindy Krieg, Town of Minturn Deputy Clerk, <a href="mailto:Events@minturn.org">Events@minturn.org</a></p>
<b>Support Team</b>	<p>Minturn local businesses</p> <p>Tom Priest &amp; Eagle County Senior Services <a href="mailto:tpriest@minturn.org">tpriest@minturn.org</a>, Eagle Valley School District</p> <p>Eagle County Sheriff's Office</p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Development and dissemination of surveys</li> <li>• Staff to review and assess effectiveness of new programming</li> </ul> <p><b>Programming Funding Support</b></p> <ul style="list-style-type: none"> <li>• Adolph <a href="#">Coors Foundation</a>: The Adolph Coors Foundation places a high priority on youth development and entrepreneurship programs. Rural nonprofits are also given priority during the grantmaking process. Applications are accepted three times annually</li> <li>• <a href="#">Anschutz Family Foundation</a>: The Anschutz Family Foundation supports Colorado nonprofit organizations with an emphasis on self-sufficiency and community development programs aimed at the economically disadvantaged, children &amp; youth, seniors, and people with disabilities. Applications are accepted in January and July of each year</li> </ul> <p><b>Grant-writing Support:</b></p> <ul style="list-style-type: none"> <li>• Northwest Colorado Development Council – <a href="#">Northwest Colorado Grants Collective</a></li> </ul>

# Community Action Plan, Goal 3

## Action 3.2. Synthesize and prioritize development projects for Minturn Downtown

<p><b>What is this? Why is it important?</b></p>	<p>Minturn is looking to enhance its downtown economic vitality through programming (as outlined in Action 3.1) and the development of, and improvement to, downtown infrastructure. Additionally, the town is seeking to reduce the cost of living and the cost of renting commercial space in town. All of this requires zoning reform, the creation of a Downtown Development Authority (DDA), and the planning and prioritization of development and renewal projects. To assist these efforts, this action proposes synthesizing all of the various downtown development projects currently in conversation. This will help the town develop a comprehensive plan that prioritizes projects and secures funding for implementation.</p> <p>Under Ordinance 18-2024, the Town of Minturn approved the establishment of a DDA, which is a quasi-governmental agency managed by a Board of Directors. The DDA facilitates connections between businesses, agencies, and town governments as well as finances downtown improvements. The Board of Directors consists of residents, property owners, and business lessees within DDA boundaries. The DDA is largely funded by Tax Increment Financing (TIF), which captures a portion of property tax within the town so that the money can be reinvested in downtown infrastructure. Because Minturn's DDA was formed in 2025, they do not have funds available for the next 12-24 months to finance downtown improvements. This gives the DDA time to consider how to best leverage funding when it is available. In May 2026, the DDA will meet to create an Investment Policy to guide how projects are selected and funded in the future.</p> <p>At the community workshop, numerous conversations revolved around the role that the DDA plays as a facilitator of downtown economic development. During the Action Prioritization activity, the "Land Use" category received two votes from Minturn community members and one vote from visitors (three total) and "Funding Opportunities" category received five votes from Minturn community members and two visitor votes (seven total). During the subsequent Action Planning activity, this action came about within these categories to advance their goals. This action sets the stage for when TIF funding becomes available.</p>
<p><b>Timeline</b></p>	<p>12 months</p>
<p><b>Initial Next Steps and Deadlines</b></p>	<p><b>Step 1: Hire a planning and development research intern or team of interns to increase staff capacity for downtown development projects.</b></p> <ul style="list-style-type: none"> <li>Hire interns to support community engagement as well as research, synthesize, prioritize, and present project options that align with DDA and town development goals</li> <li><b>Timeline:</b> Month 0 → Month 2</li> </ul> <p><b>Step 2: Review existing project priorities and ideas for downtown development.</b></p>

# Community Action Plan, Goal 3

## Action 3.2. Synthesize and prioritize development projects for Minturn Downtown

- Reference existing plans and projects, past community conversations, and case study examples
  - This review could include:
    - Opportunities for mixed use development and commercial space downtown
    - Case studies examples of small-scale downtown renewal projects
    - Projects outlined within the Minturn DDA Plan of Development
    - 1st Street Plaza Project (**see Action 3.3**)
    - Ideas for creating community gathering spaces downtown (e.g. installing picnic benches, shade structures, and/or temporary play areas)
    - Potential expansion of Minturn Market to Eagle River St (**see Action 3.1**)
    - Future incorporation of Maloit Park 2-acre parcel into the DDA
  - Optional: gather community input on desired projects through a public meeting or survey if needed.
- **Timeline:** Month 2 → Month 5

### **Step 3: Assess project ideas and their feasibility.**

- Determine if there are regulations that may restrict or prevent potential projects from being implemented
- Evaluate zoning requirements, land and property ownership, and potential properties in town that could be incorporated into the DDA in the future
- Review existing DDA participants (businesses currently within the District and contributing to the TIF) and opportunities for improvement projects specific to their buildings/property
- Evaluate anticipated project costs and required resources
- Evaluate community input
- Communicate with the Minturn Planning Commission to understand other factors that may affect project feasibility
- **Timeline:** Month 5 → Month 8

### **Step 4: Synthesize feasible projects.**

- Utilize Investment Policy and Minturn DDA Plan of Development as criteria for prioritization
- Outline proposals to reduce regulatory barriers on implementing these projects in the future
- **Timeline:** Month 8 → Month 10

### **Step 5: Present synthesized and prioritized projects to Town Council and the Minturn Planning Commission for consideration.**

- Prepare a summary of findings, including project priorities, public input (if gathered), and key considerations to support future Town Council and Minturn Planning Commission discussion and decision-making
- **Timeline:** Month 11 → Month 12

# Community Action Plan, Goal 3

Action 3.2. Synthesize and prioritize development projects for Minturn Downtown	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Staff capacity is increased through interns that can assist with research and assessment of project ideas</li> <li>• Regulatory barriers to development projects are identified and evaluated</li> <li>• The feasibility assessment results in identification of priority projects for downtown development</li> <li>• A refined set of viable options is developed and prepared for Town Council consideration, including considerations for future DDA funding and regulatory implications</li> </ul>
<b>Lead</b>	<p>Spence Neubauer, Town Council Member, Business Owner, Downtown Development Authority Board Member, <a href="mailto:spence@minturnwhisky.com">spence@minturnwhisky.com</a></p> <p>Cindy Krieg, Town of Minturn Deputy Clerk, <a href="mailto:Events@minturn.org">Events@minturn.org</a></p>
<b>Support Team</b>	Town of Minturn Staff
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Interns or others who can assist in researching and synthesizing relevant factors that will help the town prioritize downtown development projects.             <ul style="list-style-type: none"> <li>◦ Includes understanding the regulatory barriers that have hindered renewal projects in the past, determining how to best leverage DDA funding and policies, and determining which projects will have the greatest impact, among others</li> </ul> </li> <li>• Staff capacity in the form of planning research interns. Options include:             <ul style="list-style-type: none"> <li>◦ Colorado Mountain College Internship Program                 <ul style="list-style-type: none"> <li>▪ BUS - 4087 Business Internship Course</li> </ul> </li> <li>◦ Rural Opportunity Office</li> <li>◦ CU Masters of the Environment Capstone Project</li> <li>◦ Americorps VISTA program</li> <li>◦ Local high school students</li> <li>◦ Traditional intern employment through the Town of Minturn</li> <li>◦ CSU Extension Eagle County                 <ul style="list-style-type: none"> <li>▪ Offered at the workshop to assist with letters of recommendation, and connecting Minturn with a summer intern through CSU (See Appendix C-8)</li> </ul> </li> </ul> </li> </ul> <p><b>Funding Support</b></p> <p>The <a href="#">Boettcher Foundation Rural Catalyst Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding, \$1,000-\$10,000</li> <li>• Matching required: Unknown</li> <li>• Application period:             <ul style="list-style-type: none"> <li>◦ October 1st-31st, or</li> <li>◦ January 12th-February 12th</li> </ul> </li> </ul>

# Community Action Plan, Goal 3

## Action 3.2. Synthesize and prioritize development projects for Minturn Downtown

- Purpose: Could fund intern wages/research as the town tries to progress rural placemaking in their downtown through the creation of community space
- Support: Garrett Mayberry, Boettcher Foundation Grants Program Officer, [garrett@boettcherfoundation.org](mailto:garrett@boettcherfoundation.org)

### **Additional Grant-writing Support:**

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

## Action 3.3. Develop the community plaza space on 1st Street, Williams Street, and Nelson Street

### **What is this? Why is it important?**

Formally a public road and now a town right-of-way, the property between Magusto's and Minturn Country Club off of Williams Street provides private parking for MR Minturn, a commercial real estate company. A privately owned trash compactor used by neighboring businesses also sits on the town right-of-way between Magustos and Minturn Country Club. While the trash compactor is a current barrier to town use of the space, an upcoming public works project (the First-Williams-Nelson Infrastructure Improvements Project) will replace the existing water line running under 1st Street requiring the trash compactor to be moved. This will allow the town to explore options for creating a community space for residents and visitors to use.

Workshop participants cited the loss of a nearby beloved community restaurant and gathering space that closed in recent months, and see this development project as an opportunity to fill in the gap left in its absence. In the form of a plaza, this project would provide people a space to sit and gather (hopefully year-round) and in doing so, further support local businesses and improve community livability. However, concerns about reducing the number of parking spots were shared during the community workshop.

The "Develop downtown community space" action category was prioritized by five Minturn community members and two visitors (seven total). Included in this category were two direct votes towards actions directly referencing the 1st Street Plaza development, with another two votes cast towards an action that this project could help achieve ("Move the trash compactor"). This action combines these two actions and in doing so, helps to develop a community plaza space for public use.

# Community Action Plan, Goal 3

Action 3.3. Develop the community plaza space on 1st Street, Williams Street, and Nelson Street	
Timeline	24 months
Initial Next Steps and Deadlines	<p><b>Step 1: Connect with impacted businesses and residences about First-Williams-Nelson Infrastructure Improvements Project.</b></p> <ul style="list-style-type: none"> <li>• Share existing engineering plans for water line replacement</li> <li>• Share the scale and impact of upcoming construction associated with the water line replacement               <ul style="list-style-type: none"> <li>◦ This will include parking changes and trash compactor relocation</li> </ul> </li> <li>• Stakeholders to contact include:               <ul style="list-style-type: none"> <li>◦ MR Minturn</li> <li>◦ Magustos</li> <li>◦ Minturn Country Club</li> <li>◦ Wild Mountain Cellars</li> <li>◦ Minturn Cellars</li> <li>◦ Other surrounding downtown businesses</li> <li>◦ Residents</li> </ul> </li> <li>• <b>Timeline:</b> Month 0 → Month 2</li> </ul> <p><b>Step 2: Create a community engagement process for the community plaza space.</b></p> <ul style="list-style-type: none"> <li>• Include engagement about community plaza space parking concerns               <ul style="list-style-type: none"> <li>◦ Incorporate into the existing study that is currently being undertaken by town staff to examine parking density and the Minturn Market</li> </ul> </li> <li>• Discuss what infrastructure is needed to allow for all-season use (e.g. covered seating, fire pit, etc.)</li> <li>• <b>Timeline:</b> Month 2 → Month 4</li> </ul> <p><b>Step 3: Design a concept plan for the community plaza space.</b></p> <ul style="list-style-type: none"> <li>• The concept should be guided by community input received in <b>Step 2</b></li> <li>• Explore potential opportunities for collaboration with university students for consulting support on design and engagement. Consider:               <ul style="list-style-type: none"> <li>◦ CU Environmental Design (ENVD) Department</li> <li>◦ LEEDS School of Business</li> <li>◦ CU Masters of the Environment (MENV) program</li> <li>◦ CU Denver Masters of Urban &amp; Regional Planning (MURP)</li> </ul> </li> <li>• Ensure Town Planner's office reviews and create renderings for what could be developed here and ensure proposals align with town planning codes</li> <li>• Share renderings with the community for feedback</li> <li>• Final concept is selected by the town</li> <li>• <b>Timeline:</b> Month 5 → Month 11</li> </ul> <p><b>Step 4: Identify and obtain funding sources in addition to TIF to finance the community plaza space (See action 3.2).</b></p> <ul style="list-style-type: none"> <li>• <b>Timeline:</b> Month 12 → Month 18</li> </ul>

# Community Action Plan, Goal 3

Action 3.3. Develop the community plaza space on 1st Street, Williams Street, and Nelson Street	
	<p><b>Step 5: Implement the First–Williams–Nelson Infrastructure Improvements Project.</b></p> <ul style="list-style-type: none"> <li>• Replace the waterline under 1st Street and remove the trash compactor</li> <li>• <b>Timeline:</b> Month 15</li> </ul> <p><b>Step 6: Construct the community envisioned plaza space.</b></p> <ul style="list-style-type: none"> <li>• <b>Timeline:</b> Month 18 → Month 24</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Plans for imminent First-Williams-Nelson Improvement Project are communicated to neighboring residents and businesses</li> <li>• Water line is replaced and trash compactor has been removed</li> <li>• Engagement process is developed and informs concept planning that reflects Minturn’s vision of the community plaza space</li> <li>• Stakeholders and decision-makers have developed a design concept reflective of community vision as well as land use requirements and identified funding sources</li> <li>• Community plaza space is constructed, creating a gathering space that supports residents’ quality of life and business vitality downtown</li> </ul>
<b>Lead</b>	Rob Gutierrez, Town Manager for Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a>
<b>Support Team</b>	<p>Scot Hunn, Planning Director and Town Council Member, <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p> <p>Jeff Spanel, Town Engineer, Town of Minturn, <a href="mailto:jspanel@inter-mtn.net">jspanel@inter-mtn.net</a></p> <p>Sustainable Strategies DC (Grant Writers/Consultants)</p> <ul style="list-style-type: none"> <li>• Debra Figueroa <a href="mailto:debra.figueroa@strategiesdc.com">debra.figueroa@strategiesdc.com</a></li> <li>• Floyd McCluhan, <a href="mailto:floyd.mccluhan@strategiesdc.com">floyd.mccluhan@strategiesdc.com</a></li> </ul>
<b>Potential Needs and Resources</b>	<p><b>Funding Support</b></p> <ul style="list-style-type: none"> <li>• DDA will be the funding source, supplemented with town contributions for infrastructure and capital projects</li> <li>• Task Sustainable Strategies DC, Minturn’s grant-writing consulting agency, with identifying appropriate grants that can cover costs of new development design, engineering, and construction</li> </ul> <p><b>Grant-writing Support</b></p> <ul style="list-style-type: none"> <li>• Northwest Colorado Development Council – <a href="#">Northwest Colorado Grants Collective</a></li> </ul>

# Community Action Plan, Goal 3

<b>Action 3.4. Create a concept plan for the two-acre parcel adjacent to the Minturn Fitness Center</b>	
<b>What is this? Why is it important?</b>	<p>The town owns a vacant two-acre parcel adjacent to the Minturn Fitness Center (MFC) that residents, town staff, and Town Council members hope to develop for recreational use. Situated within Maloit Park, this parcel is surrounded by land owned by the Eagle County School District and the Vail Ski and Snowboard Academy.</p> <p>While this was not a highly prioritized action during the workshop, community members expressed interest in having a concept plan developed for this parcel as Maloit Park is preparing for new lower-cost housing development. During the Action Prioritization activity, this specific action received one vote from a Minturn community member, but was discussed at length during the Action Planning activity. With the subsequent increase in density that is to come, workshop participants want to ensure that there is a plan in place that keeps the two-acre parcel designated for recreational use. Past ideas that have been discussed include the development of a nordic center or field house. The development of this parcel can provide new recreational options for residents, reduce strain on existing assets, and open up opportunities for future development projects that could be funded through the Downtown Development Authority (DDA).</p> <p>The MFC is currently a non-profit co-managed by the town and the Vail Ski and Snowboard Club. Under the current legal structure, the town is not the majority owner or controlling partner in the MFC entity, facility, or underlying property. This means that if new development was to occur on or adjacent to the MFC, the town would not be eligible to collect the impact fees that would be necessary to fund this development nor the long-term maintenance capital needed. Impact fees are one-time charges levied by towns to developers to help recover the cost of project development. To address this, the town would like to explore whether the nonprofit's governing documents can be amended to provide the town with majority control or stronger ownership protections. This would likely need to include specific legal language ensuring that if the nonprofit were ever dissolved or the facility ceased to operate, the town would retain a majority ownership interest in the facility and land.</p> <p>This action explores whether the MFC's governing documents can be amended to provide the town with majority control or stronger ownership protections so that impact fees can be collected. Following this, this action creates a concept plan for the development of this two-acre parcel that incorporates community input, operational restructuring, land use requirements, funding, and design ultimately for the community, Minturn Planning Commission, Town Council and the DDA to approve.</p>
<b>Timeline</b>	17 months

# Community Action Plan, Goal 3

## Action 3.4. Create a concept plan for the two-acre parcel adjacent to the Minturn Fitness Center

### Initial Next Steps and Deadlines

#### **Step 1: Explore opportunities for redevelopment of the two-acre parcel.**

- Explore existing ownership structure and alternative models for what this two-acre parcel could look like in the future
- Consider how this parcel could be developed to open up opportunities for future economic development projects through the DDA
- Work with Minturn town planner to understand the parcel's land use and zoning requirements
- Identify any barriers to redevelopment that may exist
- **Timeline:** Month 0 → Month 12

#### **Step 2: Connect with adjacent land owners to discuss future development and the operation of the MFC.**

- Include the town of Minturn, Vail Ski & Snowboard Academy, Eagle County School District and Vail Ski and Snowboard Club
- Discuss plans for town of Minturn to be sole operator of the MFC so that the town can utilize development impact fees for developing the two-acre parcel
- Discuss potential future uses of the parcel and potential impacts of development on listed adjacent land owners during construction and after
- Assure that the town and the community maintain a protected interest in the parcel that could be supported with public funds, including impact fees
- **Timeline:** Month 2 → Month 8

#### **Step 3: Explore amendment to existing MFC governing documents.**

- Include specific legal language ensuring that, if the MFC non-profit were ever dissolved or the facility ceased to operate, the town would retain a majority ownership interest in the facility and land
- **Timeline:** Month 8 → Month 10

#### **Step 4: Identify prioritized recreational uses and infrastructure needs.**

- Engage the community on desired recreational uses and infrastructure
- Note that there is no water access on the two-acre parcel, so proposed recreational uses either need to not require water or the town will need to run water to the site
- **Timeline:** Month 8 → Month 12

#### **Step 5: Develop a Concept Plan for the two-acre parcel.**

- Incorporate community and stakeholder feedback obtained in Steps 2 and 4
- Consider regulatory barriers, lack of water, wildlife, and the future increase in housing in Maloit Park
- Ensure Town Planner's office reviews and create renderings for what could be developed here and ensure proposals align with town planning codes
- Share renderings with the community for feedback
- Final concept is selected by the town
- **Timeline:** Month 12 → Month 15

# Community Action Plan, Goal 3

Action 3.4. Create a concept plan for the two-acre parcel adjacent to the Minturn Fitness Center	
	<p><b>Step 6: Undertake a funding analysis to help identify and prioritize grant opportunities, use of future DDA funds, potential funding partnerships, and/or town investment.</b></p> <ul style="list-style-type: none"> <li>• Collaborate with Minturn’s grant-writing consultants, Sustainable Strategies DC to identify funding sources</li> <li>• Consider mission alignment, timeline, grant competitiveness, return on investment, and whether funders have a history of awarding grants to the Minturn area</li> <li>• <b>Timeline:</b> Month 12 → Month 15</li> </ul> <p><b>Step 7: Present concept plan to the Town Council, Minturn Planning Commission, and the DDA Board for consideration.</b></p> <ul style="list-style-type: none"> <li>• Prepare concept plan and funding analysis to support future Town Council, Minturn Planning Commission, and DDA discussion and decision-making</li> <li>• <b>Timeline:</b> Month 15 → Month 17</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Adjacent landowners have collaborated with the town to discuss potential development and operations options</li> <li>• Identification of priority land uses for two-acre parcel are reflective of all Maloit Park stakeholders and broader community</li> <li>• Governing documents are amended to provide the town with majority control or stronger ownership protections</li> <li>• The town can utilize development impact fees to fund the parcel’s development</li> <li>• A complete funding analysis that prioritizes identifying realistic pathways forward, including grants, partnerships, DDA funding, or Town investment that supports community vision and development goals</li> <li>• A completed concept plan for future development is presented to community and town decision-makers</li> </ul>
<b>Lead</b>	Rob Gutierrez, Town Manager for Town of Minturn, <a href="mailto:manager@minturn.org">manager@minturn.org</a>
<b>Support Team</b>	<p>Tom Priest, Town Council Member, Downtown Development Authority Board Member, <a href="mailto:tpriest@minturn.org">tpriest@minturn.org</a></p> <p>Spence Neubauer, Town Council Member, Business Owner, Downtown Development Authority Board Member, <a href="mailto:spence@minturnwhisky.com">spence@minturnwhisky.com</a></p> <p>Jeff Spanel, Town Engineer, Town of Minturn, <a href="mailto:jspanel@inter-mtn.net">jspanel@inter-mtn.net</a></p> <p>Minturn Downtown Development Authority</p> <p>Ski &amp; Snowboard Club Vail</p>

# Community Action Plan, Goal 3

<b>Action 3.4. Create a concept plan for the two-acre parcel adjacent to the Minturn Fitness Center</b>	
	<p>Eagle County School District</p> <p>Sustainable Strategies DC (Grant Writers/Consultants)</p> <ul style="list-style-type: none"> <li>• Debra Figueroa <a href="mailto:debra.figueroa@strategiesdc.com">debra.figueroa@strategiesdc.com</a></li> <li>• Floyd McCluhan, <a href="mailto:floyd.mccluhan@strategiesdc.com">floyd.mccluhan@strategiesdc.com</a></li> </ul>
<p><b>Potential Needs and Resources</b></p>	<p><b>Community Support and Political Will</b></p> <ul style="list-style-type: none"> <li>• Community engagement for design and concept planning</li> <li>• Explore potential facilitation support regarding operational restructuring of the MFC</li> </ul> <p><b>Funding Support</b></p> <ul style="list-style-type: none"> <li>• Task Sustainable Strategies DC, Minturn’s grant-writing consulting agency, with identifying appropriate grants that can cover costs of community engagement and new development design</li> </ul> <p>The <a href="#">Boettcher Foundation Community Connections Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding, \$20,000 - \$75,000</li> <li>• Matching required: Unknown</li> <li>• Application period:             <ul style="list-style-type: none"> <li>◦ May 18th - June 19th</li> <li>◦ August 3rd - September 1st</li> <li>◦ Winter Cycle in February 2027</li> </ul> </li> <li>• Purpose: (Only relevant if approved concept includes infrastructure) This grant is focused on infrastructure projects that create connections between communities and organizations, so collaboration with Eagle County School District, MFC, and the Town would be beneficial to securing this grant</li> <li>• Additional considerations: Only non-profits are eligible to apply, so grant applications would need to be crafted by the MFC (a 501(c)(3))</li> <li>• Contact: <a href="mailto:grants@boettcherfoundation.org">grants@boettcherfoundation.org</a></li> </ul> <p><b>Grant-writing Support:</b></p> <ul style="list-style-type: none"> <li>• Northwest Colorado Development Council – <a href="#">Northwest Colorado Grants Collective</a></li> </ul>

# Community Action Plan, Goal 4

## Amplify Messaging on Minturn’s Authentic Identity

Promote Minturn’s authentic character by improving visitor experience, communications, wayfinding, and events in ways that reflect community heritage and values. Create a coordinated marketing approach that can adapt to residents’ and businesses’ evolving needs and priorities. Improve metrics to refine marketing strategies, ensuring efforts remain aligned with Minturn’s identity as a year-round mountain town where people live, work, and play.

- **Action 4.1.** Develop a cohesive brand that clearly defines Minturn’s identity
- **Action 4.2.** Promote shoulder season visitation to Minturn
- **Action 4.3.** Create messaging on responsible tourism and recreation in Minturn
- **Action 4.4.** Enhance wayfinding and signage in and around Minturn to promote visibility, safety, and place-making
  - **Action 4.4.1:** Showcase and promote local events under/above the “Welcome to Minturn” sign
  - **Action 4.4.2:** Install wayfinding and safety signage in and around Minturn
  - **Action 4.4.3:** Promote Minturn’s local businesses on trailhead signs, trashcans, and other low-cost, public locations
- **Action 4.5.** Improve tracking of visitor metrics

<b>Action 4.1. Develop a cohesive brand that clearly defines Minturn’s identity</b>	
<b>What is this? Why is it important?</b>	<p>During the community workshop, a disconnect arose between how Minturn community members perceive the town’s identity versus regional and state partners. Conversations during the Action Prioritization activity indicated that there is a lack of clarity amongst visitors on how the identity of Minturn is defined. This need for greater clarity was strongly emphasized by regional and state partners, with 15 of these partners prioritizing this action category and its related actions, compared to just one community member.</p> <p>This action focuses on establishing a clear, cohesive brand that captures Minturn’s unique character and aligns external perceptions with the community’s own lived experiences. By positioning Minturn as a distinctive, must-visit overnight destination within the Eagle River Valley, the town can increase its visibility to visitors and attract longer-term stays. A strong, well-defined brand will not only support future economic renewal and development in the downtown, but also foster greater local pride, strengthen community cohesion, and reinforce a shared sense of identity amongst Minturn residents. Luckily, Minturn is already regarded as “a hidden gem” and can continue building on this reputation.</p>
<b>Timeline</b>	15 months

# Community Action Plan, Goal 4

<b>Action 4.1. Develop a cohesive brand that clearly defines Minturn’s identity</b>	
<b>Initial Next Steps and Deadlines</b>	<p><b>Step 1: Review this Community Action Plan (CAP) and Appendices as a basis for gathering insights on Minturn’s identity from the perspectives of both community members and visitors.</b></p> <ul style="list-style-type: none"> <li>Consolidate insights from: Community Narrative, Community Goals, Appendix C-1: “I believe Minturn is...”, Appendix C-3: Making Headlines, Appendix A: Community Self-Assessment</li> <li><b>Timeline:</b> Month 0 → Month 1</li> </ul> <p><b>Step 2: Review Minturn’s <a href="#">Tourism Marketing/PR Plan (2019/2020)</a>.</b></p> <ul style="list-style-type: none"> <li>Evaluate which elements of the plan are still relevant</li> <li>Assess alignment between the plan’s branding/messaging and the community identity insights gathered from <b>Step 1</b></li> <li><b>Timeline:</b> Month 2 → Month 3</li> </ul> <p><b>Step 3: Recommend updates to Minturn’s marketing/PR strategy.</b></p> <ul style="list-style-type: none"> <li>Create recommendations for branding, target audiences, and outreach strategies that better reflect Minturn’s current goals and identity</li> <li><b>Timeline:</b> Month 4 → Month 5</li> </ul> <p><b>Step 4: Undertake additional community and visitor engagement to inform Minturn’s community identity. If deemed unnecessary, move directly to Step 5.</b></p> <ul style="list-style-type: none"> <li>Identify any gaps in representation or input from prior community engagement</li> <li>Host one to two targeted listening sessions or focus groups with any stakeholders not adequately represented throughout RTAP Phase II</li> <li><b>Timeline:</b> Month 6 → Month 8</li> </ul> <p><b>Step 5: Secure funding to develop a cohesive Brand Playbook for Minturn.</b></p> <ul style="list-style-type: none"> <li>Research relevant funding sources and review eligibility requirements</li> <li>Prepare and submit grant applications</li> <li><b>Timeline:</b> Month 8 → Month 10</li> </ul> <p><b>Step 6: Develop the Brand Playbook.</b></p> <ul style="list-style-type: none"> <li>Build on the insights from <b>Steps 1-4</b>, the existing <a href="#">Tourism Marketing/PR Plan (2019/2020)</a>, and the Town of Minturn Branding Guidelines</li> <li>Design the playbook as a “living document” that can evolve over time</li> <li><b>Timeline:</b> Month 11 → Month 15, ongoing process</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>The Tourism Marketing/PR Plan has been thoroughly reviewed, with clear, documented revisions developed</li> <li>Minturn residents and visitors are meaningfully represented in engagement</li> </ul>

# Community Action Plan, Goal 4

<b>Action 4.1. Develop a cohesive brand that clearly defines Minturn's identity</b>	
	<ul style="list-style-type: none"> <li>• If applicable, previously underrepresented stakeholder groups identified in the RTAP have now been appropriately included and engaged</li> <li>• Relevant grants and funding sources have been identified and secured</li> <li>• A clear, cohesive brand strategy has been defined that builds on Minturn's shared values and strengths</li> <li>• The Brand Playbook is established as a living document, with an ongoing process for updates and adaptation by the Town of Minturn</li> </ul>
<b>Lead</b>	Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a>
<b>Support Team</b>	Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a>  Kami Collins, Representative West of the Rural Opportunity Office (ROO), <a href="mailto:kami.collins@state.co.us">kami.collins@state.co.us</a>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Research funding options</li> <li>• Conduct further community engagement (if necessary)</li> <li>• Ensure consistency in communications, ongoing</li> </ul> <p><b>Funding to Create the Brand Playbook</b></p> <p>Colorado Tourism Office – <a href="#">Tourism Marketing Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding, \$2,500-\$49,000</li> <li>• Matching required: Yes               <ul style="list-style-type: none"> <li>◦ \$49,000-\$20,001 = 2:1 funding match required</li> <li>◦ \$20,000-\$2,500 = 4:1 funding match required</li> </ul> </li> <li>• Application period: July to September</li> <li>• Purpose: The grant could fund the development of a Brand Playbook that captures Minturn's unique history, culture, and outdoor recreation assets.</li> <li>• Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a> <ul style="list-style-type: none"> <li>◦ Faith is not the program manager, but she could potentially put Minturn in touch with the program manager, Elizabeth O'Rear.</li> </ul> </li> </ul> <p>Boettcher Foundation – <a href="#">Rural Catalyst Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding, \$1,000-\$10,000</li> <li>• Matching required: Unknown</li> <li>• Application period:               <ul style="list-style-type: none"> <li>◦ October 1st-31st, or</li> <li>◦ January 12th-February 12th</li> </ul> </li> </ul>

# Community Action Plan, Goal 4

## Action 4.1. Develop a cohesive brand that clearly defines Minturn's identity

- Purpose: The grant could fund the development of a Brand Playbook if framed as a project that involves strategic planning and requires short-term staffing and/or contractors.
- Support: Garrett Mayberry, Boettcher Foundation Grants Program Officer, [garrett@boettcherfoundation.org](mailto:garrett@boettcherfoundation.org)

### Causality – [Full / Matching Brand Grant](#)

- Type: Funding
  - Full Grant, \$500-\$25,000
  - Matching Grant, \$500-\$25,000 (with a funding requirement of 50%)
- Matching required: Depends
- Application period: January to February
- Purpose: The grant could fund the development of a Brand Playbook that captures Minturn's unique history, culture, and outdoor recreation assets.
- Support: Unknown

### Grant-writing Support

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

## Action 4.2. Promote shoulder season visitation to Minturn

### What is this? Why is it important?

According to visitation data provided to Minturn by Datafy, peak visitation is in the summer months between June and August. During this season, visitors drive significant economic activity at local businesses and utilize surrounding outdoor recreation amenities, placing pressure on the town in the form of traffic and parking congestion, overcrowding on trails and trailheads, and disturbances to wildlife and the natural environment. Outside of June through August, visitation declines, with the lowest season experienced between January to May.

This seasonal fluctuation in visitation and corresponding changes in visitor spending create ongoing challenges for Minturn. During slower periods, local businesses experience reduced revenue and customer traffic, making it difficult to sustain their operations year-round. In response, some businesses shorten their operating hours, close seasonally, or reduce available services, which can in turn limit stable employment opportunities. Core Transit, the public transit service, often operates on reduced schedules outside of peak season as well. Together, these can constrain potential economic activity from tourism and create challenges for residents who depend on business operations and transportation access throughout the year.

# Community Action Plan, Goal 4

## Action 4.2. Promote shoulder season visitation to Minturn

To address these challenges, this action builds on discussions from steering committee meetings by encouraging visitation to Minturn during the shoulder seasons. By attracting visitors more consistently throughout the year, Minturn can help stabilize revenue for local businesses, including the restaurants, shops, lodging, and other service providers that support the town’s tourism and outdoor recreation economy. This may also assist local businesses in hiring employees on a year-round basis, helping employers attract and retain quality employees, as well as helping Minturn retain its identity as a place where people live, work, and play.

Spreading visitation more evenly across the year also reduces peak-period strain on Minturn’s wildlife habitats, trails, and public lands, supporting the long-term conservation goals outlined in **Action 4.3** and **Goal 1**. This will also improve the community’s quality of life during those peak visitation periods when the town’s infrastructure and public lands are perceived to be overwhelmed by visitors.

**Timeline** 15 months

**Initial Next Steps and Deadlines**

- Step 1: Analyze community readiness to support a year-round tourism season.**
- Gather ideas from community members for how to attract visitors outside of the summer months
  - Reach out to local businesses by sector to ask if they would be willing to extend their operations or participate in a staggered schedule
  - Verify Core Transit’s seasonal schedules
  - **Timeline:** Month 0 → Month 2
- Step 2: Research mountain towns that successfully encourage shoulder season visitation.**
- Identify similar mountain towns that have successfully increased shoulder season visitation
  - Track key learnings, such as:
    - Priorities for shoulder season visitation
    - Types of programs or events offered
    - Marketing strategies and target audiences
    - Incentives (e.g., discounts, packages, partnerships)
    - Measurable outcomes (e.g., visitor numbers, revenue impacts)
  - Reach out to marketing contacts at these mountain towns to learn more about how they implemented their strategies and lessons learned
  - **Timeline:** Month 3 → Month 5
- Step 3: Identify and select one-to three pilot projects to increase shoulder season visitation.**

# Community Action Plan, Goal 4

## Action 4.2. Promote shoulder season visitation to Minturn

	<ul style="list-style-type: none"> <li>• Based on case study learnings from other mountain towns, identify relevant and feasible projects to implement in Minturn</li> <li>• Assess whether any ideas gathered from <b>Step 1</b> are feasible to implement</li> <li>• Select one to three projects to pilot in Minturn for the upcoming shoulder season</li> <li>• <b>Timeline:</b> Month 6 → Month 8</li> </ul> <p><b>Step 3: Identify funding sources to support and promote the pilot projects.</b></p> <ul style="list-style-type: none"> <li>• Research grants and funding opportunities</li> <li>• Develop a shortlist of viable funding sources</li> <li>• <b>Timeline:</b> Month 9 → Month 10</li> </ul> <p><b>Step 4: Draft and submit grant applications.</b></p> <ul style="list-style-type: none"> <li>• <b>Timeline:</b> Month 10 → Month 15, <i>**Note that timeline is dependent on grant cycles</i></li> </ul> <p><b>Step 5: Develop and launch the pilot projects.</b></p> <ul style="list-style-type: none"> <li>• Build upon existing digital marketing materials (e.g., the <a href="#">Minturn and Red Cliff Visitor Guide</a>) and physical marketing materials (refer to <b>Action 4.4</b>) to promote the pilot shoulder season projects</li> <li>• <b>Timeline:</b> Month 15 begin → ongoing</li> </ul> <p><b>Step 6: Track the performance of pilot projects.</b></p> <ul style="list-style-type: none"> <li>• Determine if the pilot projects lead to an increase in visitation, dollars spent, and/or higher engagement with marketing materials</li> <li>• <b>Timeline:</b> Month 15 → ongoing</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• Community readiness has been assessed and there is confirmed interest from local residents and businesses in increased shoulder season visitation</li> <li>• A number of businesses agree to extend or stagger their operating schedules</li> <li>• A list of case studies of peer mountain towns who have successfully increased shoulder season visitation has been created</li> <li>• A list of viable funding sources have been developed and organized</li> <li>• Selected pilot projects are launched in the upcoming shoulder season</li> <li>• Communications materials successfully promote the new pilot projects to visitors and residents</li> </ul>
<p><b>Lead</b></p>	<p>Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a></p>
<p><b>Support Team</b></p>	

# Community Action Plan, Goal 4

Action 4.2. Promote shoulder season visitation to Minturn	
<b>Support Team</b>	<p>Rob Gutierrez, Minturn Town Manager, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a></p> <p>Kami Collins, Representative West of the Rural Opportunity Office (ROO), <a href="mailto:kami.collins@state.co.us">kami.collins@state.co.us</a></p> <p>Minturn local business owners, <a href="#">Business Directory</a></p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Research funding options</li> <li>• Engage business owners on the potential of staggered closures</li> <li>• Execute new shoulder season activities, events, etc.</li> </ul> <p><b>Programs to Support Shoulder Season Visitation</b></p> <p>Colorado Tourism Office – <a href="#">Destination Development Mentor Program</a></p> <ul style="list-style-type: none"> <li>• Type: Program</li> <li>• Matching required: No</li> <li>• Application period: September to October</li> <li>• Purpose: The grant would provide Minturn with added capacity to explore and advance off-peak tourism opportunities.</li> <li>• Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a></li> </ul> <p>Colorado Tourism Office – <a href="#">Destination Blueprint Program</a></p> <ul style="list-style-type: none"> <li>• Type: Program</li> <li>• Matching required: No</li> <li>• Application period: May to June</li> <li>• Purpose: The grant would provide Minturn with added capacity to explore and advance off-peak tourism opportunities.</li> <li>• Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a></li> </ul> <p><b>Funding to Support Shoulder Season Visitation Pilot Projects</b></p> <p>Colorado Tourism Office – <a href="#">Tourism Management Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding</li> <li>• Matching required: Yes <ul style="list-style-type: none"> <li>◦ \$0-\$20,000 = 4:1 funding match required</li> </ul> </li> <li>• Application period: December to January</li> <li>• Purpose: If paired with <b>Action 4.3</b>, grant could provide Minturn with the funds to encourage shoulder season visitation and responsible recreation.</li> </ul>

# Community Action Plan, Goal 4

## Action 4.2. Promote shoulder season visitation to Minturn

- Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, [faith.overall@state.co.us](mailto:faith.overall@state.co.us)
  - Faith is not the program manager, but she could potentially put Minturn in touch with the program manager, Elizabeth O'Rear.

### Causality – [Full / Matching Brand Grant](#)

- Type: Funding
  - Full Grant, \$500-\$25,000
  - Matching Grant, \$500-\$25,000 (with a funding requirement of 50%)
- Matching required: Depends
- Application period: January to February
- Purpose: The grant could fund the development of branding materials for the one to two shoulder season pilot initiatives Minturn would like to advertise.
- Support: Unknown

### Grant-writing Support

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

## Action 4.3. Create messaging on responsible tourism and recreation in Minturn

**What is this?  
Why is it important?**

During the workshop, the importance of conserving the town's surrounding natural environment was repeatedly highlighted. Given Minturn's reliance on visitation as part of its tourism-based economy, workshop participants emphasized the importance of visitor education as a key strategy for reducing environmental impacts on the town's outdoor recreation amenities. This includes promoting responsible practices on trails, around wildlife, on the river, and in other recreation settings. While some educational materials exist already through Vail Valley Mountain Trails Alliance (VVMTA), workshop participants noted that these are limited in terms of content covered, they are not consistently visible, or as widely distributed as they would like them to be.

This action centers on developing clear, consistent messaging that encourages visitors to enjoy Minturn responsibly while minimizing impacts on the environment and wildlife. Responsible tourism and recreation messaging helps educate visitors who may be unfamiliar with Leave No Trace principles and other best practices, while also reinforcing these behaviors among residents. This messaging can foster a shared sense of stewardship and support the long-term sustainability of Minturn's natural and outdoor recreation assets.

**Timeline**

10 months

# Community Action Plan, Goal 4

## Action 4.3. Create messaging on responsible tourism and recreation in Minturn

### Initial Next Steps and Deadlines

#### **Step 1: Take inventory of existing educational materials on responsible tourism and recreation in Minturn and the greater Eagle River Valley.**

- Review and compile existing materials used by local and regional partners:
  - VVMTA
  - Minturn and Red Cliff Visitor Guide
  - Town of Minturn website, signage, and social media platforms
  - Eagle Valley Land Trust (EVLTL), *\*\*Minturn is not a partner organization*
  - Eagle River Coalition
- Take note of key themes, messaging language, and/or distribution channels already being capitalized on
- **Timeline:** Month 0 → Month 1

#### **Step 2: Evaluate inventory of existing materials to identify gaps in responsible tourism and recreation messaging.**

- Determine where new and/or updated materials are needed to amplify messaging on responsible tourism and recreation
- **Timeline:** Month 2 → Month 3

#### **Step 3: Identify audiences that may not be effectively reached by current responsible tourism and recreation messaging.**

- Develop targeted outreach strategies to reach "missing audiences"
- This step may be better informed by the process outlined in **Action 4.4**
- **Timeline:** Month 4 → Month 5

#### **Step 4: Gather and/or develop consistent messaging surrounding responsible outdoor recreation. If deemed unnecessary, move directly to Step 4.**

- Coordinate with partners to align messaging and avoid duplication
- Integrate messaging into existing town materials and update outdated content where needed
- **Timeline:** Month 4 → Month 6

#### **Step 5: Share materials with Minturn stakeholders.**

- Provide outreach materials to lodging providers, short-term rental hosts, property managers, restaurant owners, etc. for direct distribution to visitors
- Encourage stakeholders to include responsible recreation messaging
- **Timeline:** Month 7 → Month 8

#### **Step 6: Monitor effectiveness of amplified messaging and refine if needed.**

- Consider tracking visitor engagement with responsible recreation messaging through website engagement, social media, and other metrics
- Update messaging periodically to reflect seasonal needs, emerging issues, or new conservation priorities
- **Timeline:** Month 9 → Month 10, ongoing

# Community Action Plan, Goal 4

Action 4.3. Create messaging on responsible tourism and recreation in Minturn	
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• An inventory of responsible tourism and recreation materials is completed</li> <li>• Major overlaps and/or gaps in existing materials are identified</li> <li>• Priority audiences and outreach strategies are clearly defined</li> <li>• Gathered/updated/created materials reflect consistent, unified messaging and Minturn's broader conservation priorities</li> <li>• Materials are distributed to stakeholders within Minturn to adopt and share with visitors and residents</li> <li>• Messaging is updated based on visitor and resident feedback, seasonal needs, or other emerging needs for the town</li> </ul>
<b>Lead</b>	Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a>
<b>Support Team</b>	<p>Rob Gutierrez, Minturn Town Manager, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a></p> <p>Ernest Sager, Executive Director of Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p> <p>Adrian J. Brown, Land Conservation and Stewardship Manager at Eagle Valley Land Trust, <a href="mailto:adrian@evlt.org">adrian@evlt.org</a></p> <p>Jessica Foulis, Executive Director at Eagle Valley Land Trust, <a href="mailto:jessica@evlt.org">jessica@evlt.org</a></p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Research funding options</li> <li>• Conduct inventory of existing communications materials</li> <li>• Disseminate new/improved communications materials</li> </ul> <p><b>Programs to Promote Responsible Recreation</b></p> <p>Colorado Tourism Office – <a href="#">Destination Development Mentor Program</a></p> <ul style="list-style-type: none"> <li>• Type: Program</li> <li>• Matching required: No</li> <li>• Application period: September to October</li> <li>• Purpose: The grant would provide Minturn with added capacity to encourage responsible and respectful use of the town's outdoor recreation assets.</li> <li>• Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a></li> </ul>

# Community Action Plan, Goal 4

## Action 4.3. Create messaging on responsible tourism and recreation in Minturn

Colorado Tourism Office – [Destination Blueprint Program](#)

- Type: Program
- Matching required: No
- Application period: May to June
- Purpose: The grant would provide Minturn with added capacity to encourage responsible and respectful use of the town’s outdoor recreation assets.
- Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, [faith.overall@state.co.us](mailto:faith.overall@state.co.us)

### Funding to Promote Responsible Recreation

Colorado Tourism Office – [Tourism Management Grant](#)

- Type: Funding
- Matching required: Yes
  - \$0-\$20,000 = 4:1 funding match required
- Application period: December to January
- Purpose: The grant could provide Minturn with the funds to encourage shoulder season visitation and responsible recreation.
- Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, [faith.overall@state.co.us](mailto:faith.overall@state.co.us)
  - Faith is not the program manager, but she could potentially put Minturn in touch with the program manager, Elizabeth O’Rear.

### Grant-writing Support

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

## Action 4.4. Enhance wayfinding and signage in and around Minturn to promote visibility, safety, and place-making

**What is this?  
Why is it  
important?**

Minturn’s current signage lacks consistency and centralized information, contributing to confusion, inefficient movement through town, and missed opportunities for visitors to engage with local businesses and events. Steering committee members noted in the Community Self-Assessment that visitors frequently have trouble finding outdoor recreation amenities on their own. Without clear wayfinding and signage, community members and visitors find it difficult to intuit where appropriate recreation access points and downtown services are, resulting in unnecessary circulation and traffic congestion.

This action seeks to establish a coordinated wayfinding and signage approach

# Community Action Plan, Goal 4

## Action 4.4. Enhance wayfinding and signage in and around Minturn to promote visibility, safety, and place-making

to improve how community members and visitors navigate within and around Minturn. Key components identified during the Action Brainstorming activity at the workshop include: improving signage at gateways and entry points into Minturn, within downtown, at popular recreation areas such as the Minturn Bike Park and Boneyard Open Space, and along trail corridors.

This action is composed of three sub-actions related to signage that share similar implementation steps. There are several steps outlined that focus on shorter term, lower cost improvements as well as longer term projects that may require more capital and planning. Altogether, these steps will improve wayfinding and signage to enhance pedestrian safety, augment the resident and visitor experience, and attract more economic activity to Minturn.

The sub-actions are as follows:

- 4.4.1: Showcase and promote local events under/above the “Welcome to Minturn” sign
- 4.4.2: Install wayfinding and safety signage in and around Minturn
- 4.4.3: Promote Minturn’s local businesses on trailhead signs, trashcans, and other low-cost, public locations

### Action 4.4.1. Showcase and promote local events under/above the “Welcome to Minturn” sign

**What is this?  
Why is it important?**

This sub-action uses the highly visible “Welcome to Minturn” sign as a strategic location to promote local events and encourage visitors to stop, explore, and spend time in Minturn. Many people pass by/through Minturn and visit nearby outdoor recreation amenities without realizing what the town itself has to offer, resulting in missed opportunities for local businesses and sales tax generation.

By incorporating temporary, rotating event messaging at this key gateway, Minturn can better capture the attention of day visitors and passing traffic, increasing awareness of events such as the Minturn Market, First Fridays, and other local programming. This low-cost approach is an easy win that will help connect recreation use with increased economic activity, ultimately supporting local businesses, strengthening community engagement, and positioning Minturn as a vibrant destination for people to stop and spend time at.

**Timeline**

10 months

**Initial Next Steps and Deadlines**

**Step 1: Review signage requirements and identify feasible display options.**

# Community Action Plan, Goal 4

## Action 4.4.1. Showcase and promote local events under/above the "Welcome to Minturn" sign

- Research the regulatory requirements for installing a temporary banner display
- Review the Town of Minturn's [Sign Application Process Guide](#)
- **Timeline:** Month 0 → Month 1

### **Step 2: Create a checklist of the requirements to streamline permitting in the future.**

- Document the steps required to apply for and receive approval for temporary signage so that any future event promotions can be implemented more quickly
- Consider creating a reusable template for banner designs to reduce review time for future applications
- **Timeline:** Month 1 → Month 3

### **Step 3: Determine if funding is needed and, if applicable, where to acquire it from.**

- **Timeline:** Month 3 → Month 5, *\*\*Timeline is dependent on whether funding is needed and on grant cycles.*

### **Step 4: Develop a simple process for updating and managing event information on temporary banner(s).**

- Establish responsibility for updating banners with messaging and determine how often information will be refreshed
  - Refer to Minturn's [calendar](#) of community events
- **Timeline:** Month 5 → Month 6, ongoing

### **Step 5: Pilot the new banner strategy.**

- Install the first banner and/or messaging display and use it to promote an upcoming event
- **Timeline:** Month 7 → Month 8

### **Step 6: Analyze the effectiveness of the banner strategy.**

- If possible, select an event that already has attendee data so it can serve as a baseline comparison to the new strategy
- Check for any noticeable changes in attendee counts
- **Timeline:** Month 8 → Month 9

### **Step 7: Evaluate visitor and resident satisfaction with the new banner strategy.**

- Collect feedback from:
  - Local businesses on whether they observe increased foot traffic
  - Community members on whether they feel better informed on what is happening in Minturn

# Community Action Plan, Goal 4

<b>Action 4.4.1. Showcase and promote local events under/above the “Welcome to Minturn” sign</b>	
	<ul style="list-style-type: none"> <li>◦ Visitors on whether they have greater awareness of downtown Minturn and its offerings</li> <li>◦ Resident and visitor perceptions on the banner quality and design</li> <li>• Adjust banner strategy as needed</li> <li>• <b>Timeline:</b> Month 10 → ongoing</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• A temporary or permanent banner approach is selected and fits within the Town of Minturn’s requirements</li> <li>• Basic design standards are developed for banners to be submitted</li> <li>• Pilot banner is installed and used to promote at least one community event successfully</li> <li>• Feedback on the pilot banner is gathered from local businesses, residents, and visitors and used to improve future iterations</li> </ul>
<b>Lead</b>	Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a>
<b>Support Team</b>	Rob Gutierrez, Minturn Town Manager, <a href="mailto:manager@minturn.org">manager@minturn.org</a>  Scot Hunn, Town of Minturn Planning Director and Town Council Member <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a>  Minturn local business owners, <a href="#">Business Directory</a>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Create proposal to turn into CDOT</li> <li>• Find contractors to install signage</li> </ul> <p><b>Funding to Support Banners Under/Above ‘Welcome to Minturn’ sign</b></p> <p>Colorado Tourism Office – <a href="#">Tourism Management Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding</li> <li>• Matching required: Yes               <ul style="list-style-type: none"> <li>◦ \$0-\$20,000 = 4:1 funding match required</li> </ul> </li> <li>• Application period: December to January</li> <li>• Purpose: The grant could fund the development of wayfinding signage that “directly enhances the visitor experience through increased access or engagement.”</li> <li>• Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, <a href="mailto:faith.overall@state.co.us">faith.overall@state.co.us</a> <ul style="list-style-type: none"> <li>◦ Faith is not the program manager, but she could potentially put Minturn in touch with the program manager, Elizabeth O’Rear.</li> </ul> </li> </ul>

# Community Action Plan, Goal 4

## Action 4.4.1. Showcase and promote local events under/above the “Welcome to Minturn” sign

### Causality – [Full / Matching Brand Grant](#)

- Type: Funding
  - Full Grant, \$500-\$25,000
  - Matching Grant, \$500-\$25,000 (with a funding requirement of 50%)
- Matching required: Depends
- Application period: January to February
- Purpose: The grant could fund the creation of signage.
- Support: Unknown

### Boettcher Foundation – [Rural Catalyst Grant](#)

- Type: Funding, \$1,000-\$10,000
- Matching required: Unknown
- Application period:
  - October 1st-31st, or
  - January 12th-February 12th
- Purpose: The grant could fund the development of a wayfinding and signage strategy.
- Support: Garrett Mayberry, Boettcher Foundation Grants Program Officer, [garrett@boettcherfoundation.org](mailto:garrett@boettcherfoundation.org)

### Grant-writing Support

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

## Action 4.4.2. Install wayfinding and safety signage in and around Minturn

**What is this?  
Why is it important?**

This sub-action seeks to install wayfinding and safety signage to improve visibility, navigation, and overall safety in and around Minturn. Many travelers along I-70 and Hwy 24 are not aware of Minturn’s downtown or nearby amenities. If they do come into town, the lack of directions and speed limit cues affect traffic, the ease in which people can find parking and outdoor recreation amenities, and contributing to increased risk for pedestrians and cyclists. These were issues noted in the Community Self-Assessment and during the community tour.

Targeted signage at town entrances, along key corridors, and within downtown can better signal arrival, encourage drivers to slow down, and guide people around town more efficiently. Improved wayfinding will also strengthen connections between Minturn’s outdoor recreation amenities and the downtown, helping to draw visitors from these amenities to local businesses. Ultimately, this action supports safer, more intuitive movement through town that also serves as a marketing opportunity for Minturn.

# Community Action Plan, Goal 4

Action 4.4.2. Install wayfinding and safety signage in and around Minturn	
Timeline	24 months
Initial Next Steps and Deadlines	<p><b>Step 1: Evaluate wayfinding and safety signage needs.</b></p> <ul style="list-style-type: none"> <li>The following signs were discussed at the community workshop and can serve as a starting point for further conversation of what signage is needed and where: <ul style="list-style-type: none"> <li>A sign on I-70 to promote Minturn’s historic downtown</li> <li>In-town signage on Hwy 24 to improve navigation to outdoor recreation assets, parking, and other key amenities</li> <li>Pedestrian safety and truck warning signage at Minturn’s entrance</li> <li><i>Note that any sign along Hwy 24 or I-70 will either require CDOT approval or meet CDOT’s regulations</i></li> </ul> </li> <li>Engage with community members, local businesses, and visitors to gather additional feedback, if necessary, on signage needs and validate proposed locations</li> <li><b>Timeline:</b> Month 0 → Month 3</li> </ul> <p><b>Step 2: Prioritize signs and signage locations most likely to acquire approval and funding.</b></p> <ul style="list-style-type: none"> <li>Continue conversations with Kaleb Baugh, Technician at the Colorado Department of Transportation (CDOT), and/or a representative from the Outdoor Advertising Program (CDOT) for questions related to potential sites</li> <li><b>Timeline:</b> Month 4 → Month 6</li> </ul> <p><b>Step 3: Assess the feasibility and requirements under CDOT regulations.</b></p> <ul style="list-style-type: none"> <li>Review CDOT guidelines for highway signage: <ul style="list-style-type: none"> <li><a href="#">Colorado Standard Highway Signs (2026)</a></li> <li><a href="#">CDOT Sign Design Manual (2026)</a></li> <li><a href="#">CDOT Guide Signing Policies and Procedures (2021)</a></li> <li><a href="#">CDOT Outdoor Advertising Program</a></li> <li><a href="#">Supplement to the Federal Manual on Uniform Traffic Control Devices (Revised 2022)</a></li> <li><a href="#">Colorado Scenic and Historic Byway Design Guidelines (2025)</a></li> <li>Minturn’s Wayfinding Guidelines under CDOT</li> </ul> </li> <li>Identify any constraints or restrictions and pivot from there</li> <li>Determine if a Special Use Permit (SUP) is necessary for replacing sites with existing signage</li> <li><b>Timeline:</b> Month 4 → Month 6</li> </ul> <p><b>Step 4: Develop preliminary signage designs for proposed locations.</b></p> <ul style="list-style-type: none"> <li>Create a preliminary design concept for I-70 and Hwy 24 signage</li> <li>Incorporate branding elements such as the town’s slogan, “Small Town, Big Charm,” across I-70, in-town wayfinding, and safety signage designs</li> <li><b>Timeline:</b> Month 7 → Month 10</li> </ul>

# Community Action Plan, Goal 4

## Action 4.4.2. Install wayfinding and safety signage in and around Minturn

	<p><b>Step 5: Create a proposal to submit to CDOT.</b></p> <ul style="list-style-type: none"> <li>• Compile a formal signage proposal for submission to CDOT             <ul style="list-style-type: none"> <li>◦ Include documentation of community support, if possible</li> </ul> </li> <li>• Make revisions with the Support Team (see below) prior to reaching out to CDOT</li> <li>• <b>Timeline:</b> Month 11 → Month 14</li> </ul> <p><b>Step 6: Coordinate a meeting with a CDOT representative to get approval.</b></p> <ul style="list-style-type: none"> <li>• Initiate conversations with CDOT to confirm feasibility and gather feedback on the signage proposal</li> <li>• Submit a formal application, if required, and any other supplementary materials</li> <li>• <b>Timeline:</b> Month 15 → Month 18</li> </ul> <p><b>Step 7: Identify and secure funding for signage design, permitting, and installation if deemed necessary.</b></p> <ul style="list-style-type: none"> <li>• Estimate total project costs for each signage site</li> <li>• Explore potential funding sources through the Town of Minturn’s general budget, grants (see Appendix F), and/or private foundations</li> <li>• <b>Timeline:</b> Month 19 → Month 24</li> </ul>
<p><b>Measures of Success</b></p>	<ul style="list-style-type: none"> <li>• Priority signage locations are identified</li> <li>• A preliminary review of CDOT’s standards is completed and fully understood</li> <li>• Potential funding sources for the signage design and/or signage installation are identified and secured</li> <li>• Full proposal to CDOT is compiled and discussed with a CDOT representative</li> </ul>
<p><b>Lead</b></p>	<p>Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a></p> <p>Willie Wilkinson, CSU Extension Regional Specialist, <a href="mailto:willie.wilkins@colostate.edu">willie.wilkins@colostate.edu</a></p>
<p><b>Support Team</b></p>	<p>Rob Gutierrez, Minturn Town Manager, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Scot Hunn, Town of Minturn Planning Director and Town Council Member <a href="mailto:scot@hunnplanning.com">scot@hunnplanning.com</a></p> <p>Minturn local business owners, <a href="#">Business Directory</a></p> <p>Kaleb Baugh, Colorado Department of Transportation (CDOT) Technician/EPST-II, <a href="mailto:kaleb.baugh@state.co.us">kaleb.baugh@state.co.us</a></p>

# Community Action Plan, Goal 4

## Action 4.4.2. Install wayfinding and safety signage in and around Minturn

### Step 5: Create a proposal to submit to CDOT.

- Compile a formal signage proposal for submission to CDOT
  - Include documentation of community support, if possible
- Make revisions with the Support Team (see below) prior to reaching out to CDOT
- **Timeline:** Month 11 → Month 14

### Step 6: Coordinate a meeting with a CDOT representative to get approval.

- Initiate conversations with CDOT to confirm feasibility and gather feedback on the signage proposal
- Submit a formal application, if required, and any other supplementary materials
- **Timeline:** Month 15 → Month 18

### Step 7: Identify and secure funding for signage design, permitting, and installation if deemed necessary.

- Estimate total project costs for each signage site
- Explore potential funding sources through the Town of Minturn's general budget, grants (see Appendix F), and/or private foundations
- **Timeline:** Month 19 → Month 24

### Potential Needs and Resources

#### Staff Time and Capacity

- Design the signage
- Create proposal to turn into CDOT
- Find contractors to install signage (if applicable)

#### Funding to Support New Signage Installations

##### Colorado Tourism Office – [Tourism Management Grant](#)

- Type: Funding
- Matching required: Yes
  - \$0-\$20,000 = 4:1 funding match required
- Application period: December to January
- Purpose: The grant could fund the development of wayfinding signage that "directly enhances the visitor experience through increased access or engagement."
- Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, [faith.overall@state.co.us](mailto:faith.overall@state.co.us)
  - Faith is not the program manager, but she could potentially put Minturn in touch with the program manager, Elizabeth O'Rear.

##### Causality – [Full / Matching Brand Grant](#)

- Type: Funding
  - Full Grant, \$500-\$25,000
  - Matching Grant, \$500-\$25,000 (with a funding requirement of 50%)
- Matching required: Depends

# Community Action Plan, Goal 4

## Action 4.4.2. Install wayfinding and safety signage in and around Minturn

- Application period: January to February
- Purpose: The grant could fund the creation of signage.
- Support: Unknown

### Boettcher Foundation – [Rural Catalyst Grant](#)

- Type: Funding, \$1,000-\$10,000
- Matching required: Unknown
- Application period:
  - October 1st-31st, or
  - January 12th-February 12th
- Purpose: The grant could fund the development of wayfinding and signage.
- Support: Garrett Mayberry, Boettcher Foundation Grants Program Officer, [garrett@boettcherfoundation.org](mailto:garrett@boettcherfoundation.org)

### Grant-writing Support

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

## Action 4.4.3. Promote Minturn’s local businesses on trailhead signs, trashcans, and other low-cost, public locations

### What is this? Why is it important?

Many people come to Minturn for its surrounding outdoor recreation amenities but do not always stop in town before or after recreating. This represents a missed opportunity for local businesses, especially given that some of the most popular trailheads in Eagle County are located just outside downtown.

This action focuses on reaching visitors who are already recreating near Minturn and directing their attention towards downtown. By increasing awareness of local shops and dining at nearby recreation points, Minturn can better connect the tourism and outdoor recreation economy with their downtown, supporting local businesses while also making it easier for visitors to learn about what the town has to offer.

### Timeline

16 months

### Initial Next Steps and Deadlines

#### Step 1: Identify eligible sites for local business advertisements.

- Figure out which sites would be effective and appropriate for promoting local businesses (e.g. trailheads and parking lots, Core Transit stops, public trashcans, etc.)
- **Timeline:** Month 0 → Month 2

**Step 2: See what the requirements are (if any) for installing signage at these sites.**

# Community Action Plan, Goal 4

## Action 4.4.3. Promote Minturn's local businesses on trailhead signs, trashcans, and other low-cost, public locations

- These may include permitting, design standards, and/or content restrictions
  - **Timeline:** Month 3 → Month 4
- Step 3: Determine if funding is needed and, if applicable, where to acquire it from.**
- **Timeline:** Month 5 → Month 7, *\*\*Timeline is dependent on whether funding is needed and on grant cycles*
- Step 4: Determine the signage design and create the signs.**
- Select the most cost-effective yet durable design and materials for signs
  - Ensure designs are consistent with Town of Minturn branding and the branding of associated local businesses
  - **Timeline:** Month 5 → Month 8
- Step 5: Coordinate with relevant land management partners and property owners.**
- Ask permission from the U.S. Forest Service (USFS), Eagle Valley Land Trust (EVL), and private property owners, where relevant, to install signage
  - If no point of contact already exists, establish one so there is a clear channel of communication
  - **Timeline:** Month 9 → Month 11
- Step 6: Install signage at selected locations.**
- Start with a small pilot installation at a handful of locations to test how the signage looks, how well it holds up over time, and how visitors respond to it
  - **Timeline:** Month 12 → Month 13
- Step 7: Evaluate whether the pilot project is increasing awareness of downtown Minturn and helping guide visitors in that direction.**
- Gather feedback from local businesses, community members, and visitors to understand what is working well and what could be improved upon
  - Use pilot learnings to make adjustments as needed
  - **Timeline:** Month 14 → Month 15
- Step 8: Based on feedback, expand the pilot project.**
- Install additional signage at other high-priority locations identified from **Step 1**
  - **Timeline:** Month 16 → onwards

### Measures of Success

- Trailheads, parking lots, and other highly visible public locations are mapped out and prioritized

# Community Action Plan, Goal 4

<b>Action 4.4.3. Promote Minturn’s local businesses on trailhead signs, trashcans, and other low-cost, public locations</b>	
	<ul style="list-style-type: none"> <li>• The permitting, land manager approvals, and design restraints are clarified</li> <li>• A durable, low-cost signage format is selected</li> <li>• Initial signage is installed at select locations and observed under real conditions</li> </ul>
<b>Lead</b>	<p>Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a></p> <p>Willie Wilkinson, CSU Extension Regional Specialist, <a href="mailto:willie.wilkins@colostate.edu">willie.wilkins@colostate.edu</a></p>
<b>Support Team</b>	<p>Rob Gutierrez, Minturn Town Manager, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Spence Neubauer, Town Council Member, Business Owner, Downtown Development Authority Board Member, <a href="mailto:spence@minturnwhisky.com">spence@minturnwhisky.com</a></p> <p>Brady Schlichting, Owner and Founder of Evoke Outdoors, <a href="mailto:brady@evokeout.com">brady@evokeout.com</a></p> <p>Other Minturn local business owners, <a href="#">Business Directory</a></p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Create proposals to turn into CDOT</li> <li>• Find contractors to install signage</li> <li>• Record successes, challenges, and/or barriers for the related projects</li> </ul> <p><b>Funding to Support Local Business Advertisements</b></p> <p>Causality – <a href="#">Full / Matching Brand Grant</a></p> <ul style="list-style-type: none"> <li>• Type: Funding <ul style="list-style-type: none"> <li>◦ Full Grant, \$500-\$25,000</li> <li>◦ Matching Grant, \$500-\$25,000 (with a funding requirement of 50%)</li> </ul> </li> <li>• Matching required: Depends</li> <li>• Application period: January to February</li> <li>• Purpose: The grant could fund the creation of signage.</li> <li>• Support: Unknown</li> </ul> <p><b>Grant-writing Support</b></p> <ul style="list-style-type: none"> <li>• Northwest Colorado Development Council – <a href="#">Northwest Colorado Grants Collective</a></li> </ul>

# Community Action Plan, Goal 4

## Action 4.5. Improve tracking of visitor metrics

<p><b>What is this? Why is it important?</b></p>	<p>Although improving the collection and analysis of visitor data was not formally prioritized during the Action Prioritization activity at the workshop, it came up repeatedly as a gap in multiple discussions with the steering committee and community points of contact. This action is included because it is foundational to implementing and evaluating many of the other recommended actions under <b>Goal 4</b>.</p> <p>Minturn’s data collection, analysis, and monitoring of visitor metrics, such as visitor numbers and visitor spending, is fragmented and inconsistent. Data collection is primarily led by the Town of Minturn and the Vail Valley Mountain Trails Alliance (VVMTA). Currently, the town receives visitor data from Datafy and the Colorado Tourism Office (CTO), which together provide insights on visitor origin, trip type (day vs. overnight), seasonal trends, lodging metrics, and more. VVMTA, meanwhile, uses trail counters to track recreation use across Eagle County.</p> <p>These datasets, however, are not regularly integrated or applied in a way that informs local decision-making. Improving coordination, collection, analysis, and use of visitor data across the different organizations will help Minturn better understand who is visiting, when they are coming, why they are coming, and how they are spending their time and money. These insights will help Minturn and its businesses capture more visitor spending, enhance the visitor experience, and better manage tourism’s impacts on the town’s physical infrastructure and outdoor recreation amenities.</p>
<p><b>Timeline</b></p>	<p>6 months</p>
<p><b>Initial Next Steps and Deadlines</b></p>	<p><b>Step 1: Identify existing visitor data sources.</b></p> <ul style="list-style-type: none"> <li>• These include: Datafy Spending Reports, VVMTA trail counters, dollars spent in town at local businesses, event attendees (e.g., Minturn Market, First Fridays), number of visitors staying overnight at local accommodations, and CTO data reports</li> <li>• <b>Timeline:</b> Month 0 → Month 1</li> </ul> <p><b>Step 2: Identify which visitor metrics are currently being tracked and what needs to be tracked</b></p> <ul style="list-style-type: none"> <li>• Determine which visitor metrics are most useful for decision-making and how they will be used</li> <li>• Determine how currently unavailable visitor metrics could be tracked and by whom</li> <li>• <b>Timeline:</b> Month 1 → Month 2</li> </ul> <p><b>Step 3: Collect and collate visitor data into a shareable format.</b></p> <ul style="list-style-type: none"> <li>• Implement a process for collecting visitor data across the different organizations at various points in the year</li> </ul>

# Community Action Plan, Goal 4

Action 4.5. Improve tracking of visitor metrics	
	<ul style="list-style-type: none"> <li>• Compile key metrics into a simple, shareable format that can be updated and accessed by town staff and other Minturn stakeholders</li> <li>• <b>Timeline:</b> Month 3 → Month 6</li> </ul> <p><b>Step 4: Establish roles and data-sharing standards.</b></p> <ul style="list-style-type: none"> <li>• Clarify who is responsible for updating, maintaining, and sharing visitor data</li> <li>• <b>Timeline:</b> Month 5 → Month 6</li> </ul> <p><b>Step 5: Use data to inform decisions on tourism and outdoor recreation visitation.</b></p> <ul style="list-style-type: none"> <li>• Ensure data is not only collected but actively used to support town, local business, and other stakeholder decision-making</li> <li>• <b>Timeline:</b> Month 6 → ongoing</li> </ul> <p><b>Step 6: Evaluate and expand data tools as needed.</b></p> <ul style="list-style-type: none"> <li>• Consider investing in additional platforms like Placer.ai or Strava Metro if they provide new, meaningful, or actionable insights</li> <li>• <b>Timeline:</b> Month 6 → ongoing</li> </ul>
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• An inventory of all existing visitor data sources is documented</li> <li>• A list of key visitor metrics to track are agreed upon by the town and other Minturn stakeholders</li> <li>• Visitor data is compiled into a shareable format</li> <li>• Roles and responsibilities are assigned for maintaining, cleaning, and communicating the data</li> <li>• Visitor data is referenced and utilized in real decision-making contexts surrounding tourism and outdoor recreation</li> </ul>
<b>Lead</b>	Cindy Krieg, Minturn Economic Development and Communications Manager, Minturn Deputy Clerk, <a href="mailto:events@minturn.org">events@minturn.org</a>
<b>Support Team</b>	<p>Rob Gutierrez, Minturn Town Manager, <a href="mailto:manager@minturn.org">manager@minturn.org</a></p> <p>Ernerst Sager, Executive Director of Vail Valley Mountain Trails Alliance (VVMTA), <a href="mailto:ernest@vvmta.org">ernest@vvmta.org</a></p> <p>Minturn local business owners, <a href="#">Business Directory</a></p> <p>Datafy, Minturn &amp; Red Cliff Spending Reports</p>
<b>Potential Needs and Resources</b>	<p><b>Staff Time and Capacity</b></p> <ul style="list-style-type: none"> <li>• Research data platforms</li> <li>• Assess data indicators and bring them together in a simplified, sharable</li> </ul>

# Community Action Plan, Goal 4

## Action 4.5. Improve tracking of visitor metrics

format

- Act on the data in meaningful ways

### Partnerships to Support Improved Visitor Tracking

Strava Metro – [Strava Metro Partnership Application](#)

- Type: Partnership
- Matching required: No
- Application period: Anytime
- Purpose: The program would provide Minturn with georeferenced visitor data.
- Support: Unknown

### Grants to Support Improved Visitor Tracking

Colorado Tourism Office – [Tourism Management Grant](#)

- Type: Funding
- Matching required: Yes
  - \$0-\$20,000 = 4:1 funding match required
- Application period: December to January
- Purpose: The grant could provide Minturn with the funds to better track visitor behavior data.
- Support: Faith Overall, Destination Stewardship Manager at Colorado Tourism Office, [faith.overall@state.co.us](mailto:faith.overall@state.co.us)
  - Faith is not the program manager, but she could potentially put Minturn in touch with the program manager, Elizabeth O'Rear.

### Grant-writing Support

- Northwest Colorado Development Council – [Northwest Colorado Grants Collective](#)

# Implementation & Next Steps

## Implementation & Next Steps

Following the community workshop, the student consultant team met virtually with the steering committee and additional participants from the workshop twice to continue developing and refining the Community Action Plan (CAP). On May 6th, the student consultant team shared a virtual presentation of the CAP with Town Council. The final CAP was released to the community on May 8th, 2026.

Moving forward, the implementation of this plan will be supported and assisted by Guinevere Nelson, Douglas County Extension Director, Colorado State University (CSU) Extension, and other CSU Extension staff who will provide support relating to actions identified by community members in Minturn. As this plan has been created to reflect the specific goals of Minturn community members, the implementation process will also reflect the resources and needs of the community.

## Progress to Date

The Minturn community has already made progress implementing some of the actions in this plan since the workshop took place. This includes:

- Town staff have already begun the engineering and planning work for the waterline replacement as part of the First-Williams- Nelson Infrastructure Improvements Project. They have tasked their grant-writing consultants to begin a grant search to identify which portions of the project are competitive for outside funding.
- There are existing plans for the Downtown Development Authority (DDA) to convene in May, 2026 to discuss the development of an official Investment Policy that will guide DDA funding of future town projects.
- Cindy Krieg, one of the community points of contact, has recently been in communication with Kaleb Baugh, a

- technician at the Colorado Department of Transportation (CDOT), about potential signage options for Minturn to either add or upgrade on I-70 and Hwy 24
  - The Town of Minturn has submitted a Special Use Permit (SF-299) to the U.S. Forest Service (USFS) to assume management of the existing Two Elk shooting range. The town is currently working through permitting and environmental review processes. In parallel, the town has submitted an application to the Colorado Parks and Wildlife (CPW) Shooting Range Development Grant Program (SRDG) to fund Phase 1 improvements, including safety, access, signage, and environmental mitigation infrastructure.
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