

Appendix 2: Action/Responsibility Matrix

Organization & Management				
	Action Item	Measurement of Success	Initiator	Potential Partners/ Contact
1-3 M	Assign intern to implement downtown objectives on a half-time basis as the Downtown Coordinator	Work plan with tasks and timeline for implementation of objectives	Town	Chamber
3-6 M	Continue to follow up on the establishment of liaison between the Trustees and Tribal Council	Establishment of regular meeting schedule	Town Manager	
3-6 M	Complete strategic events calendar	Completed strategic events calendar List of potential new events	Downtown Coordinator	Chamber/Casino
3-6 M	Tap into schools, seniors, and library volunteers to identify and coordinate volunteers available.	Advertisements Create volunteer database	Downtown Coordinator	Town, Library, Schools, and Chamber
Economic Restructuring				
	Action Item	Measurement of Success	Initiator	Potential Partners/ Contact
1-3 M	Increase vendor fee	Increased revenue	Chamber	
1-3 M	Formation of a Business Improvement District or Downtown Development Authority	Contract with consultant organization to assess potential	Town	Grimshaw & Harring, or PUMA
1-3 M	Canvas (1-5 questions) the town and develop a resolution for the Town Trustees to verify "Old Town Ignacio" as the downtown identity	Canvas questions and approved town resolutions	Town	Town and Chamber
3-6 M	Engage CCCD in creation of a conceptual plan for gateway/entryway, directional signage, and a gathering place near park.	Contract with Richard Sales Student presentation and drawings	Town	Richard Sales, CCCD
3-6 M	Contact SBDC to find out about funding or training for local business/property owners for façade drawings and appropriate signage	Training scheduled/sign in sheets	Downtown Coordinator	SBDC
3-6 M	Investigate grants from: Colorado Tourism Office, Heritage Tourism Office, DOLA (Energy Impact, CDBG & Gaming), Region 9 Façade improvements, Rural Business Opportunity	Database of potential grants and funding sources	Downtown Coordinator/ Town	See Action Item