

was asked at the end of the second workshop to develop a strategy to take out to the public for feedback. Ideas discussed included setting up a storefront window location for people to view the materials and provide written comments, articles in the two local newspapers, and holding a public open house with a presentation from the consultants. This process formed the basis of the Master Plan strategies.

**Community Open House** - This event was held on Monday, February 10, 2014 at the Lee Belle Johnson Senior Recreation Center. The open house ran from 4:00 p.m. to 7:00 p.m. and included two brief presentations in order to attract as many participants as possible. A series of stations were set up around the room according to topic, and members of the consultant team and the MainStreet Board were in attendance to provide assistance to the participants. Some of the stations asked participants to identify their preference for a particular approach, while others presented information and asked for comments. For example, several alternative street sections were shown for Broadway and Main Streets, and participants were asked to consider a number of potential changes, including whether they preferred the streets to remain 1-way or change to 2-way; whether they favored the inclusion of bicycle lanes; whether they favored angled parking; etc. Information stations included graphics showing the existing conditions of streets, sidewalks, and accessible curbs. Forty participants signed in at the meeting. The results of the open house are incorporated into the Master Plan (for the full results of the open house, see Appendix A).



Participants at one of the stations at the Community Open House.

**City Commission Workshops and Meeting** - A City Commission Workshop was held on July 22, 2014. Consensus Planning made a presentation on the draft Downtown Master Plan / Metropolitan Redevelopment Plan and answered questions from the City Commissioners. Members of the MainStreet Board and the Steering Committee were in attendance. The Downtown Master Plan was positively received by the Commission and members of the general public. A subsequent City Commission Workshop was held on September 9, 2014 to adopt the MRA designation. The Downtown Master Plan / Metropolitan Redevelopment Plan were subsequently adopted on October 14, 2014.

## 1.5 STRENGTHS, WEAKNESSES, OPPORTUNITIES, and CONSTRAINTS

### Strengths

- Downtown's most obvious strength is its hot mineral springs and its historic reputation as a health resort community. This is one of the primary draws for people coming to Truth or Consequences. Much greater effort needs to be made to develop and market this brand identity throughout New Mexico and beyond.
- There are a wide variety of lodging choices in Downtown. Lodging at these motels is very reasonably priced and they offer a unique experience to visitors.