

**Business and Community Promotions Board City Hall -
1711 Miner Street, Idaho Springs CO 80452
Agenda**



Monday, March 16, 2026

Tel: (303) 567-4421 Fax: (303) 567-4955

Video from Meetings are viewable on the City's Website.

You must join the Zoom Meeting

(<https://us02web.zoom.us/j/81840799265>)

Meeting ID: 818 4079 9265

Passcode: 371706

to participate in a meeting remotely.

- 1. Call to Order (2:00 PM)**
- 2. Roll Call**
- 3. Agenda Approval**
- 4. Approval of Minutes**
 - a. Motion to approve the minutes from February 17th, 2006
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
- 8. Round Table Updates from Businesses**
- 9. Presentations**
 - a. Hot Springs-Update
- 10. Action Items**
 - a. Approval to purchase ads in Thirst for the Summer and Fall edition
- 11. Discussion**
- 12. Open Floor**
- 13. Closing Remarks**
- 14. Adjourn**
 - a. Next meeting Monday, April 20th, 2:00 PM

In-person and remote meeting public attendance and participation instructions:

Participation

- To provide scheduled public comment, either in person or remotely, please fill out and return the Public Comment Form on the City's website. All requests must be submitted to the City Clerk (cityclerk@idahospringsco.com) by 6 p.m. (Six) the Wednesday before the scheduled meeting.
- To provide unscheduled public comment, please join the Zoom Meeting, identify yourself with your full first and last name, and use the "Raise Hand" feature to indicate your desire to speak.

General Guidelines

- Each public comment, whether scheduled or unscheduled, is limited to three (3) minutes.
- The Board typically does not provide feedback during public comment sessions.
- If you would like to provide materials for the Board to review along with your Comment, please sign up for Scheduled Public Comment and provide those materials to the City Clerk by the Wednesday Deadline.



CITY OF IDAHO SPRINGS
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NOTICE of MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD

Idaho Springs City Hall
1711 Miner Street

Tuesday February 17th, 11am

**MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING**

Tuesday February 17th, 11am

I. Call to Order

- a. The meeting was called to order by the Director at 11:02am

II. Roll Call:

- a. **All Board Members listed below were present**
- i. Steve Indrehus, Tommyknocker Brewery
 - ii. Tara Worley, Marigolds Flowers
 - iii. Jennie Kim, 6&40 Motel -- via zoom
 - iv. Lana Hearne, Club Hotel- via zoom
 - v. Andy Marsh, City of Idaho Springs-
 - vi. Katie Yard, Yards Taphouse-
 - vii. Lindsay Valdez, Two Brothers Deli- - via zoom

III. Approval of the Agenda

- a. Katie Yard made a motion to approve the agenda of the February 17th meeting
b. Tara Worley, 2nd, all in favor, motion passes

IV. Approval of the Minutes of January 26th 2026

- a. Katie Yard made a motion to approve the minutes of the January 26th 2026, meeting
b. Andy Marsh, 2nd, all in favor, motion passes

V. Public Comments

- a. No public comments

VI. Conflict of Interest: None reported

VII. Director Report

a. Visit Idaho Springs Website – Business Listing Review

- i. The business listings section of the Visit Idaho Springs website is now complete. Businesses are encouraged to review their listing for accuracy and submit any updates to photos or descriptions to the Director.

b. Idaho Springs Gift Card Program Recap

- i. The holiday Gift Card program generated \$10,845 in total sales, including the \$5,000 Park Idaho Springs-sponsored giveaway. The Director requested guidance on how to share redemption data and consider future expansion opportunities.

c. Parking Program Review & February Update

- i. A review of Summer 2024 vs. 2025 parking performance data has been completed, showing decreased transactions and revenue. A comprehensive parking update will be presented at the February meeting, including rate restructuring options and operational analysis

d. FY26 Tourism Management Grant Application

- i. The City submitted a \$20,000 application for Phase II of the Wayfinding Strategy, with a \$7,000 City match and additional in-kind support. If awarded, the project will move from

planning into implementation-focused design and execution planning.

VIII. Round Table Updates from Businesses

- i. Most businesses are reporting the challenging slowness due to lack of snow and again stress the importance of being flexible and creative in our strategy.

IX. Presentations

a. Interstate Parking One Page

- i. The Board reviewed updates to the proposed parking enforcement strategy and public perception considerations. Recommendations include implementing a light-touch enforcement approach when municipal lots are below 50% occupancy, maintaining consistent enforcement during high-demand periods and special events, prioritizing an education-first ambassador approach before issuing citations, and applying lighter enforcement along Miner Street during non-peak periods. The Board expressed support for advancing these recommendations, along with proposed rate restructuring and event-day parking rates, to City Council for consideration at the March 9 meeting.

b. Comprehensive Wayfinding Plan

- i. The Board reviewed progress on the new Wayfinding Strategy, which will be presented to City Council in March to improve visitor navigation and connections between key destinations.

c. Fieldhouse Apartments

- i. The Board received an update on the upcoming Fieldhouse Apartments development, which is scheduled to open April 1, 2026. The project will provide income-qualified housing units for residents earning at or below 90% of the area median income, with a range of studio to four-bedroom apartments. The development includes move-in incentives such as one month of free rent and participation in a renter cashback rewards program, and is expected to support local workforce housing needs in Idaho Springs.

X. Action Items

- a. Motion was made by Katie Yard to approve the recommendation to City Council on the Interstate parking updates 2nd by Steve Indrehus, all in favor.
- b. Motion was made by Katie Yard to approve a recommendation to City Council to approve and adopt the Comprehensive Wayfinding Plan. 2nd by Tara Worley, all in favor.

XI. Closing Remarks

- a. Next regular Meeting moved to Monday March 16th at 2pm

XII. Adjournment

- a. Meeting adjourned at 12:33pm