

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



Monday, June 15, 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**
 - a. Motion to approve the agenda of June 15th, 2026
- 4. Approval of Minutes**
 - a. Motion to approve the minutes of May 18th
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
- 8. Round Table Updates from Businesses**
- 9. Presentations**
 - a. Mighjty ARGO brand partnerships
- 10. Action Items**
 - a. Motion to approve the Digital Multimedia Historic Tour with Creative Trajectory.
 - b. Motion to approve the Proposed Reallocation Strategy of Fireworks Funding
 - c. Motion to Approve the redesign of the internal barriers on Miner Street and the design and purchase of additional barrier signs.
- 11. Discussion**
- 12. Open Floor**
- 13. Closing Remarks**

14. Adjourn to Monday July 20th, 2026 at 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
1711 Miner Street
P.O. Box 907
Idaho Springs, CO 80452-0907
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FAX (303) 567-4955

NOTICE AND AGENDA
BUSINESS AND COMMUNITY PROMOTIONS BOARD
Idaho Springs City Hall
1711 Miner Street
Monday May 18th, 2pm

**NOTICE AND AGENDA OF
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING**

Monday May 18th, 2pm

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of April 20th, 2026**
- V. Public Comments**
- VI. Conflict of Interest**
- VII. Director Report**
- VIII. Round Table Updates from Businesses**
- IX. Presentations**
 - a. Workforce Colorado
- X. Action Items**
 - a. Recommendation of Fireworks for 2026
 - b. Recommendation on reallocation for events fund designated towards Rapidgrass to a Fall Taste of Idaho Springs
- XI. Discussion**
- XII. Open Floor**
- XIII. Closing Remarks**
- XIV. Next Meeting Monday June 15th 2pm**

**IN-PERSON AND REMOTE MEETING PUBLIC ATTENDANCE AND PARTICIPATION
INSTRUCTIONS**

The Public is able to view and hear this meeting remotely at the following address on the City's website:
<https://cityofidahosprings.colorado.gov/your-government/live-meetings-packets>

The Public is able to participate in person and remotely by utilizing the link below:

Join Zoom Meeting

<https://us02web.zoom.us/j/84267608096?pwd=h4DtTUPsjUF1ndWUw8YWfAnghTBCC7.1>

Meeting ID: 842 6760 8096

Passcode: 906156

For in-person **Unscheduled Public Comment**, please sign-in at the entrance to the Council Chambers, each individual that is providing public comment is limited to three (3) minutes.



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NOTICE of MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD
Idaho Springs City Hall
1711 Miner Street
Monday May 18th, 2pm

**MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
Monday May 18th, 2pm**

I. Call to Order

- a. The meeting was called to order by the Director at 2:00PM

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
 - iv. Lana Hearne, Club Hotel-
 - v. Katie Yard, Yards Taphouse
 - vi. Andy Marsh, City Administrator
 - vii. Lindsay Valdez, Two Brothers-via Zoom

III. Approval of the Agenda

- a. Katie Yard made a motion to approve the agenda of the May 18th meeting
b. Steve Indrehus, 2nd, all in favor, motion passes

IV. Approval of the Minutes of April 20th 2026

- a. Katie Yard made a motion to approve the minutes of the April 20th 2026, meeting
b. Lana Hearne, 2nd, all in favor, motion passes

V. Public Comments

No Public Comments

VI. Conflict of Interest: None reported

VII. Director Report

- a. **Marketing & Tourism Momentum:** The Board reviewed strong growth across Visit Idaho Springs marketing efforts, including social media growth from 709 to 1,342 Instagram followers and 521 to 1,000 Facebook followers since the last meeting. Influencer partnerships and the OTT/CTV streaming campaign continue to perform exceptionally well, generating significant engagement and visibility for
- b. **Grants & Long-Term Projects:** Updates were provided on the kickoff of the FY26 Wayfinding & Branding Strategy, the Digital Multimedia Historic Tour Grant, and the Colorado School of Mines Economic Impact Dashboard internship project. These initiatives focus on visitor navigation, historic storytelling, and long-term data-driven economic analysis for the community.
- c. **Summer Events & Community Activations:** The Board received updates on the successful ARGO ribbon cutting and Colorado Tourism Office media event, ongoing planning for the Outside Festival and Burro Races Family Fun Zone, and continued summer activation efforts throughout downtown.
- d. **Fireworks Recommendation & Fall Festival Planning:** The Board discussed recommending cancellation of the 2026 Fourth of July fireworks show prior to the June 25 contract deadline to

avoid the \$27,000 expense. Discussion included reallocating those funds toward alternative community activations, marketing, and development of a new “Taste of Idaho Springs & Music Festival” planned for the first weekend in October.

e. **Round Table Updates from Businesses**

- i. Several businesses reported seeing an uptick in activity following the ARGO opening, with Mother’s Day weekend noted as particularly strong. Businesses acknowledged that overall spring traffic has still been slower than normal due to weather conditions.
- ii. Questions were raised regarding the total number of paid parking spaces within the overall parking system.
- iii. ARGO provided an update that additional staff are being dedicated to traffic flow and parking management, and shared that operations would remain closed until May 22 due to weather and completion of remaining projects.
- iv. Businesses also discussed the need for improved signage and banner visibility for Miner Street Market, as well as interest in adding a crosswalk near the United Center to improve pedestrian access across Colorado Boulevard.

VIII. **Presentations**

- a. **Colorado Workforce:** Colorado Workforce presented an overview of workforce and business support services available through Workforce Colorado Jefferson, Clear Creek, and Gilpin. The presentation highlighted the updated “Connecting Colorado” platform, which helps connect employers with job seekers through recruitment tools, job postings, candidate matching, workforce planning, and training resources. They also shared information on the EDGE (Employee Development for Growth & Excellence) program, which provides reimbursement funding for workforce training and employee development programs for local businesses and nonprofits. The program is designed to help businesses strengthen workforce skills, retain employees, improve competitiveness, and prevent layoffs

IX. **Action Items**

- a. Motion was made by Tara Worley to approve the recommendation to not have fireworks in the 2026 season. 2nd by Katie Yard, all in favor.
- b. Motion was made by Katie Yard to approve the reallocation of event funds designated towards Rapidgrass to a Fall Taste of Idaho Springs. 2nd by Lana Hearne, all in favor.

X. **Closing Remarks**

- a. Next regular Meeting moved to Monday June 15th
- b. Meeting adjourned at 3:36pm