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

Monday, July 20, 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.

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1. **Call to Order (2:00 PM)**
2. **Roll Call**
3. **Agenda Approval**
   a. Motion to approve the agenda of July 20th, 2026
4. **Approval of Minutes**
   a. Motion to approve the minutes of June 15th, 2026
5. **Public Comment**
   a. Libertarian Party of Clear Creek County
6. **Conflict of Interest**
7. **Director Report**
8. **Round Table Updates from Businesses**
9. **Presentations**
10. **Action Items**
11. **Discussion**
12. **Open Floor**
13. **Closing Remarks**
14. **Next Meeting Monday August 17th, 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
Telephone (303) 567-4421
FAX (303) 567-4955

NOTICE of MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD
Idaho Springs City Hall
1711 Miner Street
Monday June 15th, 2pm

MINUETS OF THE BUSINESS AND COMMUNITY PROMOTIONS BOARD REGULAR MEETING

Monday June 15th, 2pm

I. Call to Order

a. The meeting was called to order by the Director at 2:02PM

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

III. Approval of the Agenda

a. Katie Yard made a motion to approve the agenda of the June 15th meeting
b. Lana Hearne, 2nd, all in favor, motion passes

IV. Approval of the Minutes of May 18th 2026

a. Lana Hearne made a motion to approve the minutes of the May 18th 2026, meeting
b. Katie Yard, 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 received the Director's Report, highlighting continued momentum in tourism marketing, successful summer events, grant implementation, and planning for upcoming community activations, including Fourth of July, RapidGrass, and the proposed Taste of Idaho Springs & Music Festival.

b. **Community Conversation Scheduled**
The Board approved hosting the next Community Conversation on Wednesday, August 12, which will include updates on the Downtown Master Plan, ongoing community projects, and provide an opportunity for public feedback and discussion.

c. **Miner Street Barrier Improvements**
Following discussion of the newly installed branded barrier topper on the west end of Miner Street Market, the Board directed staff to pursue design concepts and cost estimates for extending branded toppers to the internal Miner Street barriers while leaving the larger east-end barrier unchanged at this time. Additional wayfinding signage on the reverse side of the barrier will also be explored.

d. **Crisis Communications Planning**
Following the Colorado Tourism Office Crisis Communications Workshop, the Board supported beginning discussions on developing a City-wide Crisis Communications Plan integrated with

the Visitor Management Plan. The Director will initiate conversations with key City leadership, including the City Administrator, Police Chief, and other departments, to explore next steps and identify staffing and partnership needs.

VIII. **Round Table Updates from Businesses**

a. Businesses reported that activity has noticeably increased over the past few weeks as summer visitation continues to build. Several shared that **Fur-ling Fest** was a successful event that brought strong foot traffic downtown, and many noted that the summer season appears to have started earlier than expected. Overall, businesses are seeing a steadier flow of visitors and are optimistic heading into the peak tourism season. Discussions also highlighted continued excitement surrounding the ARGO opening and the positive impact of recent marketing efforts and community events.

IX. **Presentations**

X. **Mighty ARGO:** The ARGO team shared that they are actively seeking new community and business partnerships to help promote the Mighty ARGO Cable Car. They are interested in collaborating with local businesses through employee appreciation events, partner discounts, and other cross-promotional opportunities that encourage both residents and visitors to experience the attraction. Businesses interested in exploring partnership opportunities are encouraged to contact Rose Miller at rmiller@mightyargo.com to schedule a conversation.

XI. Action Items

a. Motion was made by Steve Indrehus, to approve the Digital Historic Tour with Creative Trajectory. 2nd by Katie Yard, all in favor.
b. Motion was made by Katie Yard to approve the reallocation of fireworks funds to approve a PT season events and marketing support staff at $20 an hour not to exceed a total spend of $4800 without prior approval. 2nd by Lana Hearne, all in favor.

XII. Closing Remarks

a. Next regular Meeting moved to Monday July 20th
b. Meeting adjourned at 3:39pm