

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



**Monday, June 16, 2025**

**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/84267608096>)**

**Meeting ID: 842 6760 8096**

**Passcode: 906156**

**to participate in a meeting remotely.**

---

- 1. Call to Order**
- 2. Roll Call**
- 3. Agenda Approval**
  - a. June 16th, 2025 BCPB Regular Meeting Agenda
- 4. Approval of Minutes**
  - a. Motion to approve the minutes from May 19th, 2025
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
  - a. Directors Report for Business Promotion and Vitality 06-16-2025
- 8. Action Items**
  - a. Motion to approve \$500.00 sponsorship of the Slaymaker's 5th Anniversary Block Party on 07/26/2025
  - b. Motion to approve designs for Visit Idaho Springs 10 X 10 tents, and vinyl signs for the Miner Street barricades.
- 9. Discussion**
  - a. Idaho Springs Mobility Hub/Downtown Master Plan Implementation
- 10. Round Table Updates from Businesses**
- 11. Open Floor**
- 12. Closing Remarks**
  - a. Next meeting Monday July 21st at 2:00 pm
- 13. Adjourn**

## **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](mailto:cityclerk@idahospringsco.com)) by 12 p.m. (Noon) the Thursday 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.
- Council typically does not provide feedback during public comment sessions.
- If you would like to provide materials for Council to review along with your Comment, please sign up for Scheduled Public Comment and provide those materials to the City Clerk by the Thursday 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 AND AGENDA**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**

Idaho Springs City Hall  
1711 Miner Street  
Monday June 16th, 2025 2:00 p.m.

**NOTICE AND AGENDA OF**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**  
**REGULAR MEETING**  
Monday June 16th, 2025 2:00 p.m.

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of May 19th, 2024**
- V. Public Comments**
- VI. Conflict of Interest**
- VII. Director Report**
- VIII. Action Items**
  - a. Motion to approve \$500 sponsorship of the Slaymaker's 5<sup>th</sup> Anniversary Block Party on 7/26/2025
  - b. Motion to approve designs for Visit Idaho Springs 10x10 tents, and vinyl signs for the Miner St barricades.
- IX. Discussion**
  - a. Idaho Springs Mobility Hub/Downtown Master Plan Implementation
- X. Round Table Updates from Businesses**
- XI. Open Floor**
- XII. Closing Remarks**
  - a. Next Meeting Monday July 21st 2pm
- XIII. Adjournment**

**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://idahospringsco.portal.civicclerk.com/>

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=h4DtTUPsjUFlndWUw8YWfAnghTBCC7.1>

Webinar ID: 842 6760 8096

Passcode: 906156

For Unscheduled Public Comment, please sign-in the chat of the meeting each individual that is providing public comment is limited to three (3) minutes.



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 May 19th, 2025 2:00 p.m.

**MINUETS OF THE  
BUSINESS AND COMMUNITY PROMOTIONS BOARD  
REGULAR MEETING  
Monday May 19th, 2025 2:00 p.m.**

**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. Andy Marsh, City of Idaho Springs
  - vi. Katie Yard, Yards Taphouse

**III. Approval of Agenda**

- a. Katie Yard,, made a motion to approve the agenda  
b. Lana Hearne, 2<sup>nd</sup>, all in favor, motion passes

**IV. Approval of the Minutes of April 21<sup>st</sup>, 2025**

- a. Tara Worley made a motion to approve the minutes from 4/21/2025  
b. Katie Yard 2<sup>nd</sup>, all in favor

**V. Public Comments**

- a. Mary Jane Loevlie spoke about the monthly tours of the Mighty ARGO Cable Car project that will be occurring at 4p after the BCPB each month, these tours will be limited to 12 attendees. She also introduced Joseph Jones the new manager of the ARGO Mill.

**VI. Conflict of Interest**

- a. None reported

**VII. Director Report**

**VIII. Action Items**

- a. No voted action items

**IX. Discussion**

- a. Idaho Springs Mobility Hub/Downtown Master Plan Implementation:  
i. We reviewed a presentation from HDR on the current status and schedule of the project.
- b. Overview of the proposed parking management agreement.  
i. Guy Patterson, Assistant City Administrator reviewed the facts of the new parking program and stressed the importance of attending the work session on 5/27 if you have concerns.
- c. Presentation by Bellevue Mt. a new business in Idaho Springs.
- d. Expanding Early Care and Learning POS sales Round Up program towards childcare support in Clear Creek County.
- e. Clear Creek County Arts & Education (CCCAE)- Sponsorship of water bottle program

**X. Round Table Updates from Businesses: no time for this item**

**XI. Open Floor: no time for this item**

**XII. Closing Remarks**

- a. Next Meeting Monday June 16th 2pm
- XIII. **Adjournment**
  - a. Meeting adjourned at 3:55p

### **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://idahospringsco.portal.civicclerk.com/>

## Director's Report

### Business and Community Promotions Board Meeting

June 16th 2025

#### Overview & Key Updates

The last month has brought major developments across our marketing, events, and community engagement efforts. Following the departure of the County Tourism Director, I've been in active communication with Assistant County Manager Colton regarding the future of the Clear Creek County Tourism Board (CCCTB) and its collaboration with The City of Idaho Springs. He has asked for my participation in conversations around restructuring the board, and I've expressed openness so long as the vision supports the needs of individual municipalities, promotes collaboration and rebuilds credibility. Colton and I are also working closely to develop baseline data and ROI tools using Placer.ai and county-held analytics, with a goal of presenting this work to the board in July. These insights will help inform strategic tourism decisions and performance tracking.

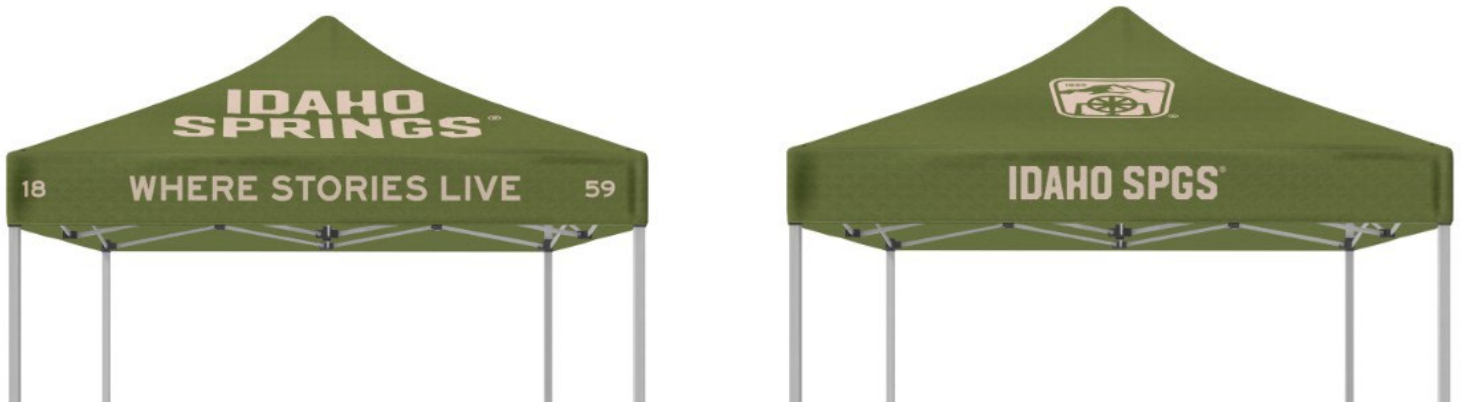
#### 1. Marketing & Branding Initiatives

- a. **Website:** We are preparing to send out the V1 version of the Visit Idaho Springs website to board members & stakeholders this week for review and feedback, with a launch goal of 6/20. The plan is to move to a V2 version by mid-July, followed by a full brand launch campaign in early fall that includes a video rollout, paid ads, and content activations.
- b. **Slaymaker Cellars 5th Anniversary Celebration:** The Block Party on Saturday, July 26 from 12 PM to 9:30 PM. The celebration will feature live music throughout the day, street food, a bounce house, and a strong downtown activation presence. I recommend the BCPB consider sponsoring this event at the \$500 level. This sponsorship would support event infrastructure and marketing and include recognition in a statewide Colorado Public Radio ad, where we could also feature Visit Idaho Springs and the launch of our new website. Additionally, we have the option to purchase a \$250 Great Day Colorado segment to further promote the event and Idaho Springs as a destination. Given the timing, this could serve as a soft lead-in to our fall marketing campaign while helping drive summer foot traffic and exposure to the new brand.
- c. **New Resident Welcome Bag – Community Connector Program:** The Community Connectors group is revamping the New Resident Welcome Bag to help incoming households feel connected and informed about local offerings. They've reached out to request discounts, ads, or promotional materials from local businesses to include in the bag. This is a great opportunity to introduce new residents to our businesses and services. If your business would like to participate, please let me know. I also suggest we consider extending the same discount structure we're using in the CDOT "text-to-save" campaign.
- d. **CDOT Marketing:** We are actively partnering with CDOT to promote a new Text Alert Discount Program designed to drive visitor traffic to local businesses while encouraging safer travel awareness. Visitors who sign up for CDOT's travel text alerts can show proof of enrollment at participating businesses to receive a discount or special offer. CDOT will be promoting the program through their internal and external newsletters as well as across their social media channels. In support of this initiative, we are developing a dedicated landing page on the Visit Idaho Springs website that will list all participating businesses and their respective offers. This is a great opportunity to align with regional messaging while incentivizing spending within Idaho Springs. If you would like to participate, please email me with the details of your offer so we can include your business on the website and promotional materials.

- e. **Branded Designs:** We've drafted designs for branded vinyl banners to be mounted to downtown barricades and will work with Public Works to ensure CDOT compliance. Looking for feedback on this design, we can mount these vinyl signs on the existing barriers.



- f. We've drafted designs for branded tents for us to use at events. Some current pricing for 10x10 tents—\$725 for a single tent or \$617 each when ordering four. I can also look at additional sources, I would like to acquire these tents prior to 4<sup>th</sup> of July.



- g. I am looking for board feedback on these designs and approval to move forward with the ordering process.

## 2. Event Planning & Activations

- a. **Outdoor Festival Recap:** Despite a quick turnaround due to changes at the County level, our participation in the Outdoor Festival was a success. We gained 80 new Instagram followers, collected 84 entries for our Clear Creek County giveaway, and engaged with dozens of attendees excited about Idaho Springs as a day-trip destination. It served as a great visibility boost ahead of summer.
- b. **Fur-ling Fest:** Fur-ling Fest saw a notable increase in both crowd size and community engagement, with strong activity throughout the morning and early afternoon. The bounce house proved to be a major draw for families, and vendors appreciated the steady traffic during the first half of the event. However, we did experience a lull between 3–5 PM, with a modest pickup in attendance closer to 6 PM. To maintain energy throughout the day in future years, I recommend introducing interactive dog contests such as “Best Dressed,” agility challenges, or owner-dog look-alike competitions to help retain visitors later into the

event. Several vendors noted the drop in foot traffic during the afternoon and expressed interest in ideas to keep attendees downtown.

The Pet Photo Booth and Sketchy Faces (both sponsored by the BCPB) were well received, and I recommend adding branded signage in future events to highlight board sponsorship and support. Our \$1,000 paid segment with Great Day Colorado helped boost pre-event visibility and reached new audiences. Looking ahead, I suggest placing greater emphasis on coordinated fundraising to support participating rescues. A more structured donation campaign could allow us to offer stipends or incentives to attract larger rescue organizations with more adoptable animals. Several downtown businesses supported this year's event by contributing 10% of their outdoor sales or offering flat donations, and we could expand on this successful model moving forward.

- c. **Flower Program:** We saw strong turnout at the Flower Planting Day on June 5, with tremendous support from Public Works, Marigold, Beau Jo's, Tommyknockers, and a wonderful group of community volunteers. Their collective effort helped us complete downtown planting smoothly and extend flower placement to the east end. In total, we collected \$3,435 in contributions from 16 businesses and supporters. With expenses totaling \$2,201, we currently have a net profit of \$1,234. We would recommend that we purchase a brick for the Skatepark with the Visit Idaho Springs logo. We also donated flower baskets to both senior centers and the rec center, ensuring this year's flower program not only beautified downtown but extended to the east end as well.
  - d. **Fourth of July:** Planning is nearly complete. I am proposing we extend vendor activation through the weekend and allow for non-competitive vendors along Miner, this was successful on Furlings and we had good feedback. I polled the board and we have majority support for CCCAE to sell two signature alcoholic beverages in Citizens Park (via Beltini) and offering NA drinks and snacks. I will include signage to encourage guests to purchase additional beverages from Miner Street businesses. If businesses have 4th of July specials they want featured at the CCCAE booth, please send them to me by June 25. The Historic Majestic has agreed to host the green room, and we are seeking a sponsor to provide supplies. I am also working on banner designs for the stage and banners that can be placed at the entrance to town.
3. **Business & Community Engagement:** We have several current opportunities for local involvement:
- a. **New Resident Welcome Bag:** Businesses can submit discounts, ads, or promos to be included.
  - b. **CDOT Text Alert Program:** Offer a discount for travelers who sign up for CDOT alerts—get featured online and in state promotions.
  - c. **Fourth of July Volunteers Needed:** Help with setup, teardown, or general event support.
  - d. **Green Room Sponsor Wanted:** Seeking a sponsor to provide supplies for performers on July 4.
  - e. **Block Party Volunteer List:** Looking for community members interested in helping at upcoming events—starting with Slaymaker's July 26 Block Party.
  - f. If you'd like to participate in any of the above, please email me directly.
4. **Downtown Resiliency & Construction Impact:** Despite ongoing project coordination and construction-related interruptions, business activity has remained relatively stable. We continue to monitor sidewalk encroachments weekly and communicate with Public Works to maintain access, especially around high-traffic weekends.
- a. **Traffic Updates:** CDOT and contractor Kraemer North America will resume major construction activities on I-70 near Idaho Springs beginning mid-June. This work includes rock scaling, sign structure installation, and a westbound traffic shift from MP 245 to the US 6 interchange (Exit 244).

- i. **Rock Scaling:** Crews will remove loose rock east of Hidden Valley/Central City Parkway (Exit 243) beginning Monday, June 16. Work will occur Monday–Thursday, 9 AM–3 PM, for two weeks. Expect traffic holds every 60–75 minutes, with potential delays of up to 45 minutes, possibly extending until 4 PM. No detours are available—motorists must remain on I-70.
- ii. **Overnight Closures:** To install two new electronic overhead sign structures and shift traffic westbound toward the median, full overnight closures of westbound I-70 between County Road 65 (Exit 248) and the US 6 interchange (Exit 244) are scheduled for:
  - 1. Monday, June 16, 10 PM – Tuesday, June 17, 4:30 AM (Backup: June 17–18)
  - 2. Monday, June 23, 10 PM – Tuesday, June 24, 4:30 AM (Backup: June 24–25)
- iii. To stay informed, community members are encouraged to text “floydhill” to 21000 for real-time project updates.

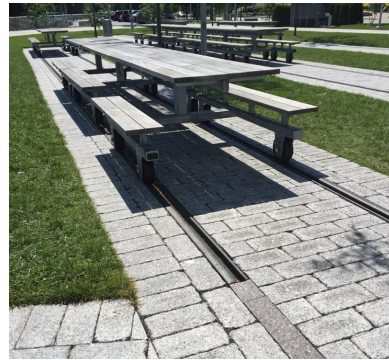
**b. Sales Tax Trends & Insights**

- i. **January 2025:** \$357,076.65, down 2.39% from January 2024.
- ii. **February 2025:** \$363,464.19, up 4.12% compared to February 2024.
- iii. **March 2025:** \$400,737.88, showing a slight decrease of 0.40% from March 2024.
- iv. **May 2025:** \$365,027.77, down 0.87% from May 2024
- v. **Year-to-Date (YTD) Total (Jan–May 2025):** \$1,486,306.49, up 0.05% from the same period in 2024

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Mo. To Mo. Comparison	YTD Comparison	Current YTD Total	Previous YTD Total
Jan	\$139,731.94	\$200,236.03	\$194,756.37	\$222,532.49	\$235,940.98	\$266,501.90	\$265,799.93	\$344,180.43	\$365,835.89	\$357,076.65	-2.39%	-2.39%	357,076.65	365,835.89
Feb	\$187,483.54	\$177,395.43	\$190,166.90	\$207,177.31	\$232,375.01	\$243,676.11	\$272,972.03	\$361,032.17	\$349,072.52	\$363,464.19	4.12%	0.79%	720,540.84	714,908.41
Mar	\$182,398.01	\$206,563.51	\$223,907.92	\$232,244.57	\$186,300.12	\$291,578.68	\$310,036.11	\$402,899.93	\$402,360.50	\$400,737.88	-0.40%	0.36%	1,121,278.72	1,117,268.91
April	\$134,442.24	\$159,819.04	\$175,580.94	\$178,261.23	\$188,064.67	\$248,167.82	\$256,468.48	\$317,733.49	\$310,527.71	\$341,153.02	9.86%	2.43%	1,462,431.74	1,427,796.62
May	\$181,631.58	\$177,345.32	\$184,601.78	\$213,658.13	\$176,240.37	\$275,287.42	\$280,922.87	\$339,029.09	\$346,473.76		-100.00%	-17.58%	1,462,431.74	1,774,270.38

- c. **Key Takeaway:** collections remain strong, and continued activations, marketing, and beautification work are helping to offset slower traffic periods. These trends further emphasize the need to build resilience into our summer marketing, particularly in early and late shoulder seasons.



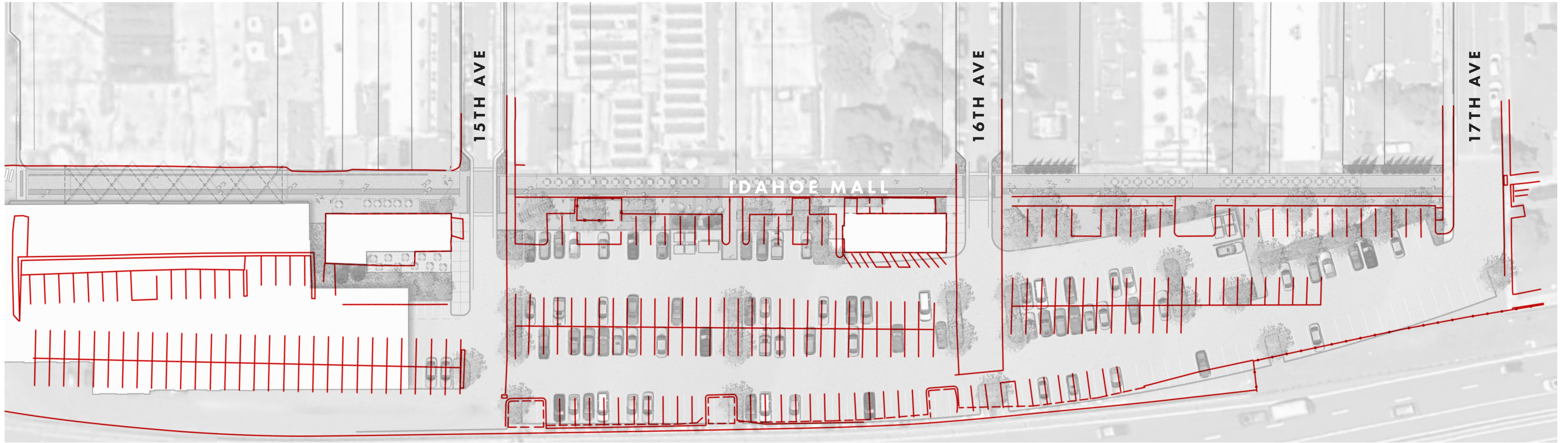


14TH AVE

15TH AVE

16TH AVE

17TH AVE



DESIGN OVERLAY DIAGRAM

SCALE : 1" = 50'-0"

### PARKING

- 14-15 EXISTING: 81 (INFORMAL)
- 14-15 PROPOSED (PARKING STRUCTURE) 3+(280)
- 15-17 EXISTING: 100+67
- 15-17 PROPOSED: 101+68
- TOTAL EXISTING: 248
- TOTAL PROPOSED: 449 (+201)

EXISTING AND PROPOSED DESIGN SECTIONS TO BE ADDED TO PRESENTATION FOR MEETING JUNE 16TH



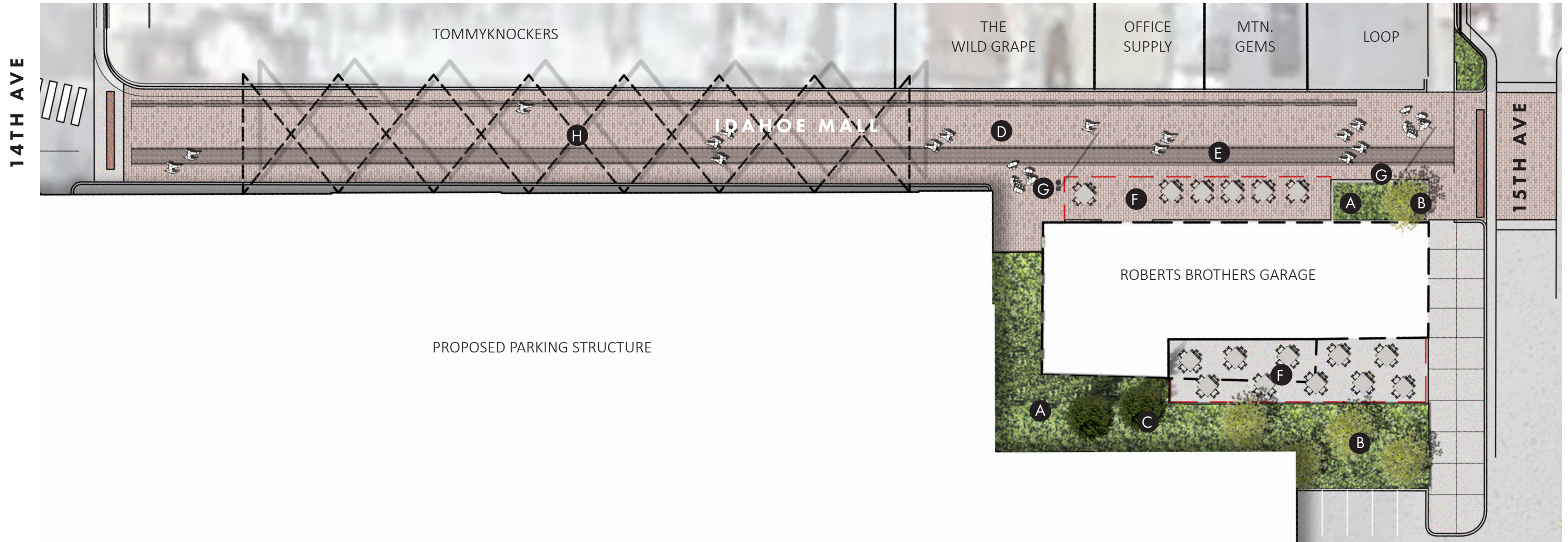
[PRELIMINARY DESIGN ONLY]

THE CITY OF IDAHO SPRINGS  
1711 MINER ST , IDAHO SPRINGS, CO 80452



SECTIONS  
JUNE 11, 2025

4

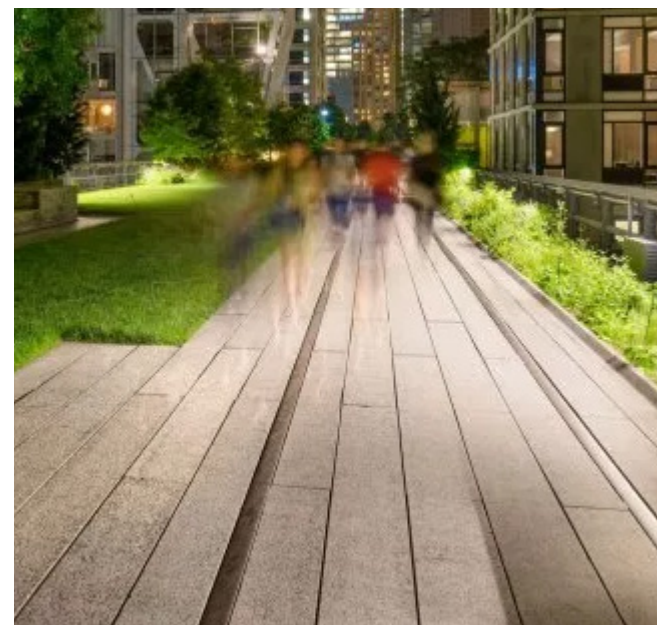


PLAN ENLARGEMENT (14TH AVE- 15TH AVE)

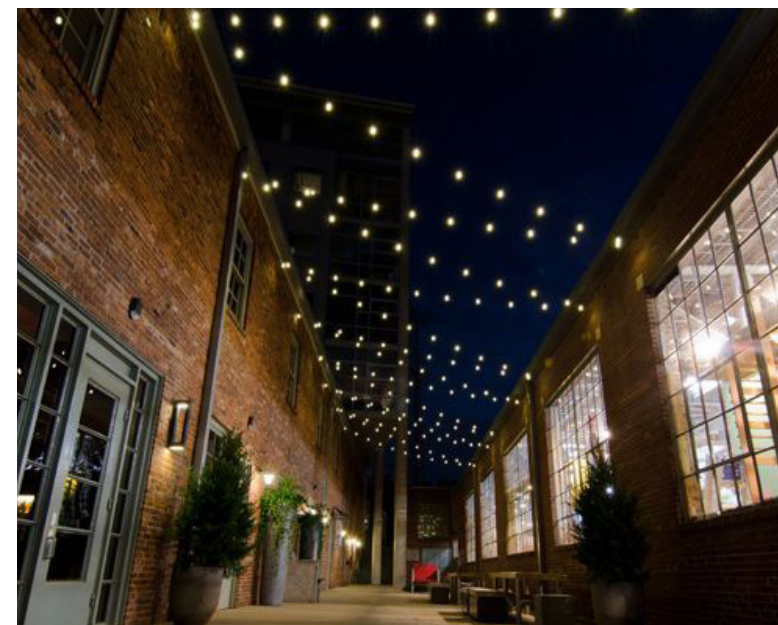
SCALE : 1" = 20'-0"



Murals / Art



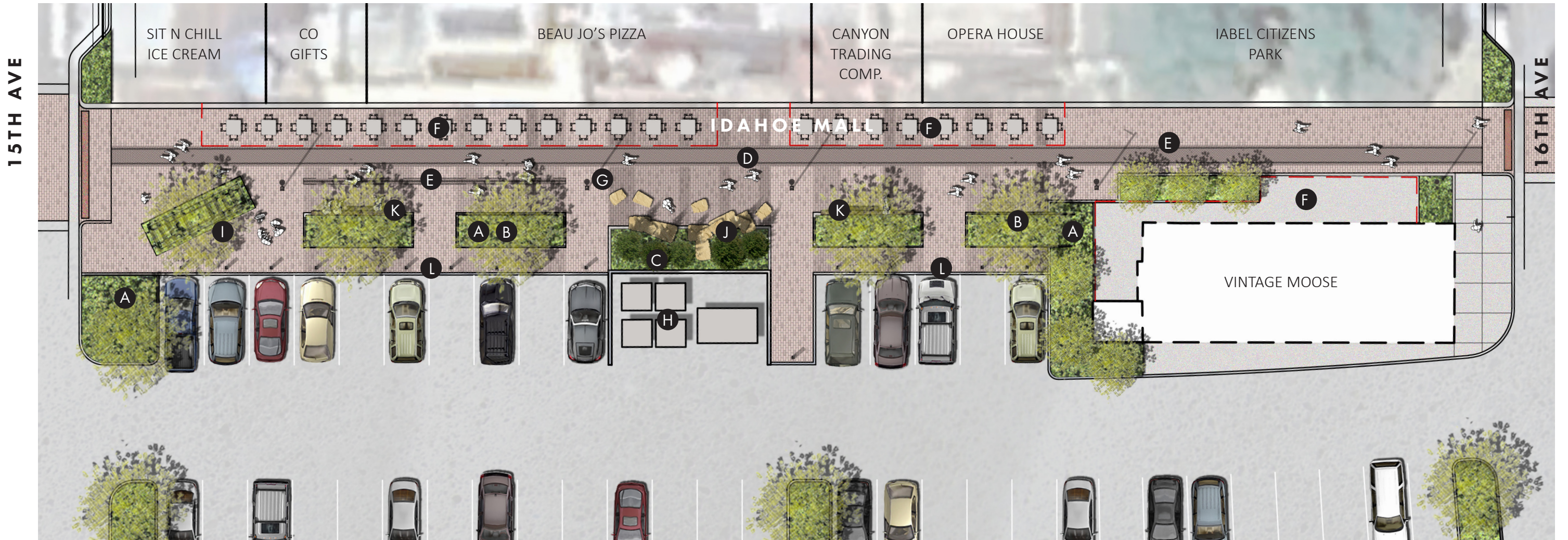
Rail / Track Paving Inlay



Overhead Lighting

LEGEND

- A** Planting
- B** Deciduous Tree
- C** Evergreen Tree
- D** Enhanced Paving
- E** Rail Track Inlay
- F** Patio
- G** Ped Lights
- H** Improved Lighting



PLAN ENLARGEMENT (15TH AVE- 16TH AVE)

SCALE : 1" = 20'-0"



Custom Bench Seating (Rail Tie Expression)



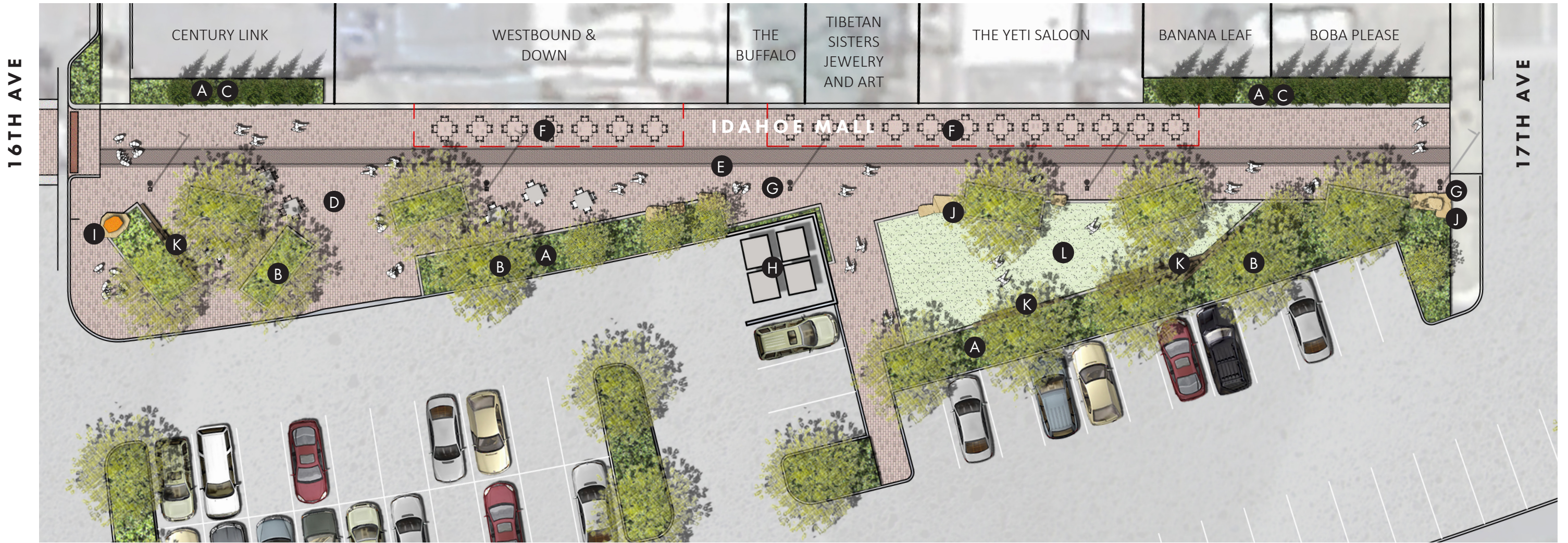
Boulder Seating (Mining Drill / Blasting Detail)



Art / Sculpture

LEGEND

- |                      |                                |
|----------------------|--------------------------------|
| (A) Planting         | (H) Trash Enclosure            |
| (B) Deciduous Tree   | (I) Art Elements               |
| (C) Evergreen Tree   | (J) Boulders                   |
| (D) Enhanced Paving  | (K) Custom Seating             |
| (E) Rail Track Inlay | (L) Curbless Design / Bollards |
| (F) Patio            | (M) Overhead Lighting          |
| (G) Ped Lights       |                                |



PLAN ENLARGEMENT (16TH AVE - 17TH AVE)

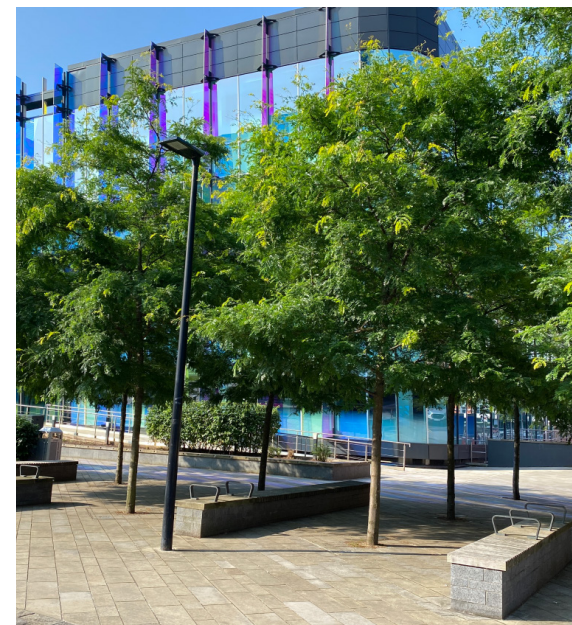
SCALE : 1" = 20'-0"



Custom Bench Seating (Rail Tie Expression)



Rail / Track Paving Inlay



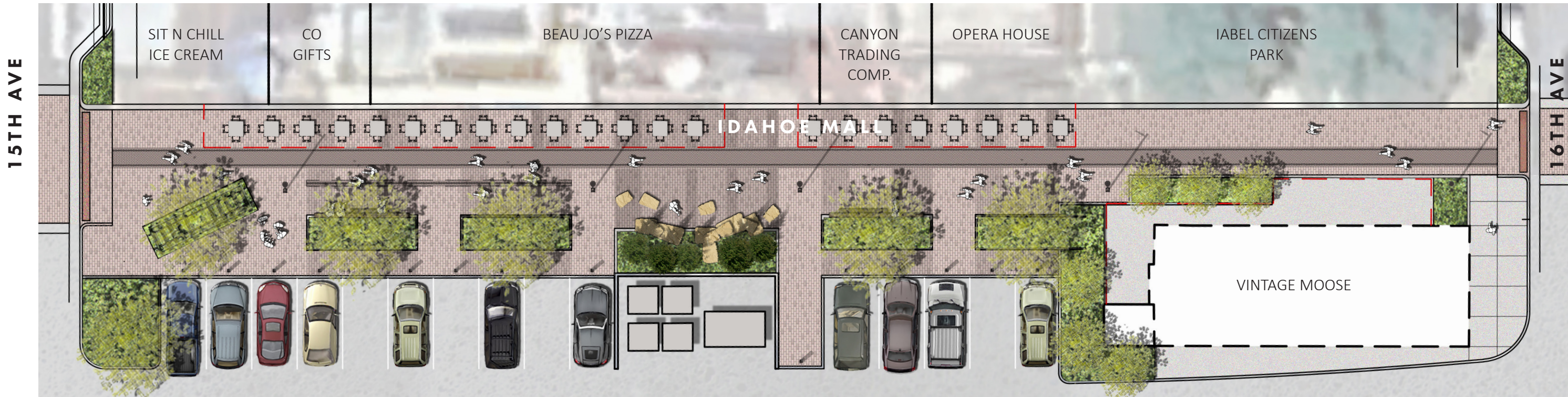
Tree Grove / Seating



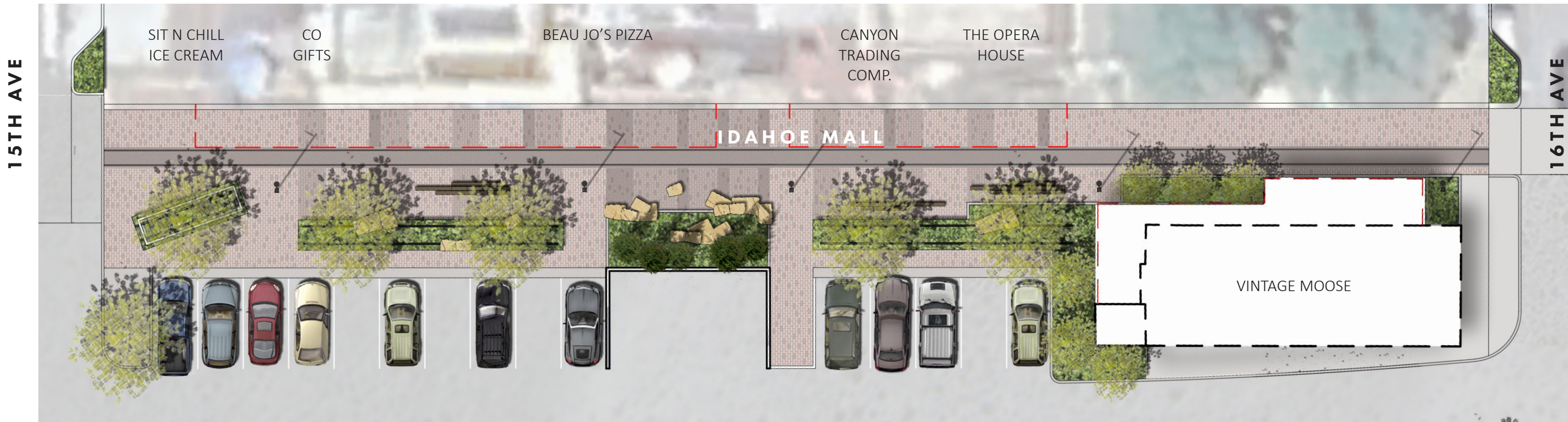
Art / Sculpture

LEGEND

- |                           |                            |
|---------------------------|----------------------------|
| <b>A</b> Planting         | <b>H</b> Trash Enclosure   |
| <b>B</b> Deciduous Tree   | <b>I</b> Art Elements      |
| <b>C</b> Evergreen Tree   | <b>J</b> Boulders          |
| <b>D</b> Enhanced Paving  | <b>K</b> Custom Seating    |
| <b>E</b> Rail Track Inlay | <b>L</b> Lawn / Playground |
| <b>F</b> Patio            |                            |
| <b>G</b> Ped Lights       |                            |



OPTION 1



OPTION 2

SCALE : 1" = 20'-0"

14TH AVE

15TH AVE

16TH AVE

17TH AVE



PATIO AND ACTIVATION DIAGRAM

SCALE : 1" = 50'-0"

LEGEND

- Full Time Patio
- Additional Temporary Patio and/or future patio opportunities
- Non permanent activation opportunities

14TH AVE

15TH AVE

16TH AVE

17TH AVE



TRASH AND DELIVERY SERVICE DIAGRAM

SCALE : 1" = 50'-0"

LEGEND

- Trash (Central Location)
- Trash (Private Properties)
- Deliveries