

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



**Monday, July 21, 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.**

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- 1. Call to Order (2:00 pm)**
- 2. Roll Call**
- 3. Agenda Approval**
  - a. 07-21-2025 Business and Community Promotions Board Agenda
- 4. Approval of Minutes**
  - a. Minutes
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
  - a. 07-21-2025 BCPB Directors Report
- 8. Old Business**
- 9. New Business**
- 10. Closing Remarks**
- 11. Open Floor**
- 12. 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  
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**NOTICE AND AGENDA**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**

Idaho Springs City Hall  
1711 Miner Street  
Monday July 21st, 2025 2:00 p.m.

**NOTICE AND AGENDA OF  
BUSINESS AND COMMUNITY PROMOTIONS BOARD  
REGULAR MEETING  
Monday July 21st, 2025 2:00 p.m.**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of the Minutes of June 16th, 2024
- V. Public Comments
- VI. Conflict of Interest
- VII. Director Report
- VIII. Action Items
  - a. Motion to approve moving the September meeting of the BCPB from 9/15 to 9/22.
- IX. Discussion
  - a. Idaho Springs Updated Parking Plan
  - b. Placier.ai presentation
- X. Round Table Updates from Businesses
- XI. Open Floor
- XII. Closing Remarks
  - a. Next Meeting Monday August 18<sup>th</sup> 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=h4DtTUPsjuF1ndWUw8YWfAnghTBCC7.1>

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.



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NOTICE of MINUETS  
BUSINESS AND COMMUNITY PROMOTIONS BOARD

Idaho Springs City Hall  
1711 Miner Street

Monday June 16th, 2025 2:00 p.m.

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

**I. Call to Order**

- a. The meeting was called to order by the Director at 2:03pm

**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. Lindsay Valdez, Two Brothers

**III. Approval of Agenda**

- a. Andy Marsh, made a motion to approve the agenda  
b. Steve Indrehus, 2<sup>nd</sup>, all in favor, motion passes

**IV. Approval of the Minutes of May 19th, 2025**

- a. Lana Hearne made a motion to approve the minutes from 5/19/2025  
b. Tara Worley 2<sup>nd</sup>, all in favor

**V. Public Comments**

- a. Lindsay Gianola from Advocates for Recovery introduced the programs that are available in Gilpin and Clear Creek County and that they are looking for sponsors for their recovery events they are hosting in Clear Creek County. The board would like to consider sponsoring this and the Director put it on the agenda for July.
- b. 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 10 attendees. She also shared the Mighty Argo Fact Sheet.

**VI. Conflict of Interest**

- a. None reported

**VII. Director Report**

- a. The board approved allocating the \$1,234 profit from the Flower Program toward the purchase of a commemorative brick at the Idaho Springs Skate Park as part of the community beautification effort. The board also provided general support to move forward with the branded tent purchase and vinyl barricade signage, pending final design review. We presented V1 of the Visit Idaho Springs website, we made some live design changes and the board was satisfied that a motion was made to make v1 of the site live.

**VIII. Action Items**

- a. Tara Worley made a motion to approve \$500 sponsorship of the Slaymaker's 5<sup>th</sup> Anniversary Block Party on 7/26/2025. Lana Hearne 2<sup>nd</sup>, all in favor
- b. Tara Worley made a motion to approve designs for 4 Visit Idaho Springs 10x10 tents, and vinyl signs for the Miner St barricades with design changes and consensus from the board. Lindsay Valdez 2<sup>nd</sup>, all in favor.

- c. Steve Indrehus made a motion to launch v1 of [www.visitidahospringsco.com](http://www.visitidahospringsco.com). Lindsay Valdez 2<sup>nd</sup>, all in favor.

**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.

**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 July 21st 2pm

**XIII. Adjournment**

- a. Meeting adjourned at 3:47p

**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

#### Overview & Key Updates

Over the past month, our collective efforts have continued to drive progress across events, marketing, and tourism initiatives. Most notably, we hosted a successful Fourth of July Town Party, continued the work on the new Visit Idaho Springs website, and began planning for late-summer and fall activations. I have been directly supporting our businesses and brand visibility. I will not be available for the September 15<sup>th</sup> BCPB meeting and am suggesting we reschedule this to September 22<sup>nd</sup>.

#### 1. Marketing & Branding Initiatives

##### a. Visit Idaho Springs Launch

**Website:** The new Visit Idaho Springs website officially launched June 20 and has already seen strong engagement. We have started work on V2 version that will be rolling out over the next two months. We are currently planning on having the final website finished in alignment with our Brand Launch campaign in Spet/Oct. Below are the site visits from June 20<sup>th</sup>-July 16<sup>th</sup>

#### Key stats



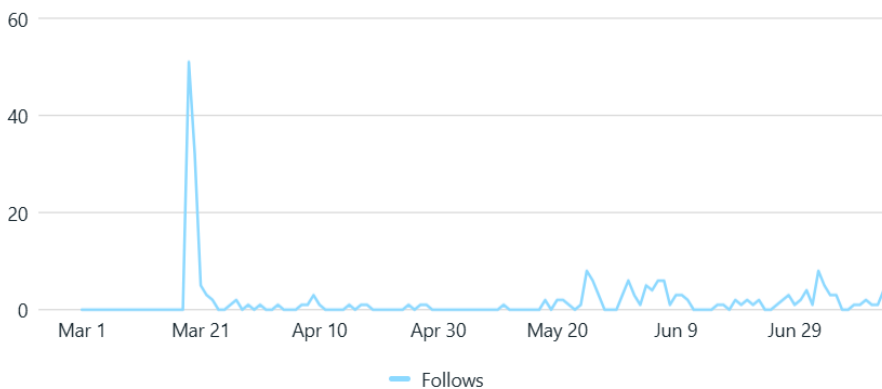
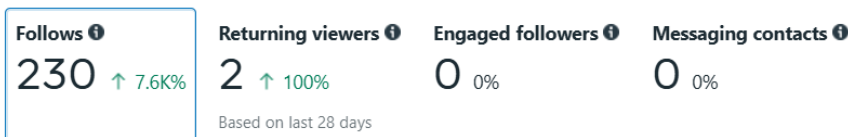
#### Top traffic sources



#### Sessions by location



**b. Instagram & Facebook:** We have 122 followers on Instagram, below are the followers on FB



#### Followers breakdown

Mar 1, 2025 – Jul 15, 2025

#### Unfollows

7 ↑ 100%

#### Net follows

223 ↑ 7.3K%

#### Followers

Lifetime

242

**c. Brand Asset Rollout**

Four branded 10x10 tents were ordered and received ahead of the Fourth of July. These are now part of our event kit and will be used throughout the summer and fall. Branded vinyl barricade signage has been approved and we have been quoted \$136.50 per orange banner and \$102.50 for each green banner. Estimated total cost \$785.50 for all the barriers. They will be installed at 14th, 15th, and 17th Streets, with two variations, one vehicle-visible and one pedestrian-oriented.



**d. Slaymaker Cellars 5th Anniversary Block Party**

Scheduled for July 26 from 12–9:30 PM, this will be a key summer activation. BCPB approved a \$250 sponsorship for the Great Day Colorado segment was live on July 15<sup>th</sup>.

**e. Dedicated Printer Partnership**

I am currently evaluating options for a dedicated printing provider that can consistently meet our Visit Idaho Springs brand standards while offering streamlined access for local businesses. The vision is to establish a centralized vendor capable of producing high-quality branded materials—such as t-shirts, cups, postcards, and signage—with the eventual goal of enabling participating businesses to place direct orders for official merchandise. One potential partner is Happy Llama, who has developed a custom online ordering platform at [happyllamainc.com/idahosprings](http://happyllamainc.com/idahosprings). I am in the process of reviewing their capacity, pricing, and print quality to determine alignment with our goals. This partnership would help ensure a cohesive visual identity across events, retail offerings, and visitor-facing materials.

f. **Fall 2025 brand launch Video:**

We're partnering with Katydid Media to produce a community video spotlight—and we want to feature you! In addition to tourism-focused video content, we're creating one free, high-quality video for a local group or individual working to make Idaho Springs better for residents. This opportunity is open to non-profits, community resource groups, informal service networks, or neighbor-led initiatives—anyone providing a not-for-profit benefit to the community. The selected applicant will receive a professionally produced video tailored to their mission—whether it's promotional, informational, for fundraising, or something creative we design together. The application deadline is July 31, 2025, and filming will take place in September. Nominate your group or apply here: <https://bit.ly/IdahoSpringsNomination>

This initiative is part of our broader effort to elevate Idaho Springs' identity while celebrating the people who make it special.

g. **Wayfinding Grant**

We have officially kicked off the wayfinding grant and will have our 1<sup>st</sup> meeting with the committee on 23<sup>rd</sup>. Look for more updates soon.

**2. Event Planning & Activations**

a. **Fourth of July Town Party – At-a-Glance**

The 2025 Fourth of July Town Party drew strong regional engagement, featuring live music from five bands, carnival games, and participation from dozens of downtown businesses. Over the three-day weekend, citywide visitation reached 73,700—a 1.9% increase year-over-year—while average time spent in market rose to 114 minutes. Although historic downtown foot traffic dipped slightly on July 4, visitor dwell time increased, indicating deeper engagement. Spillover activity at the East End and VCMP demonstrated successful regional draw and trail use. Parking revenue for July 4 rose to \$7,850.75, up from \$7,187.50 in 2024, with a strong turnover rate of 3x per day. Notably, Saturday, July 5 outperformed July 4 in total visits without a headline event, confirming Idaho Springs' growing appeal as a weekend destination. Visa data showed a continued rise in restaurant and experience spending, even as retail and lodging saw declines—highlighting the value of accessible, high-impact events and activations for sustained visitor satisfaction and economic vitality.

i. Visitors: (July 4): 14.7K (Downtown) 25.4K (citywide)

ii. Community Response: Positive feedback across all categories, including family activities, music, and safety. Businesses reported strong sales July 4–5. We anticipate planning improvements next year we may want to consider hiring an event staff for 2026.

iii. Fireworks: 2025 marked the final year of our current fireworks contract. As we begin planning for next year's Fourth of July celebration, we are seeking input from the board on whether to move forward with securing a new fireworks contract. The show continues to be one of the most attended portions of the event and remains a key draw for both residents and visitors. Your support and feedback will help guide the next steps in the negotiation and budgeting process. Are you in support of renewing our fireworks contract for future celebrations?

b. **Miner Block Parties**

The 1400 Block Party on July 16 featured burro rides, root beer floats, live music, water balloon fights and giveaways. Community response was strong and high engagement from businesses. The next block party will be on August 13, 2025 – 1500 Miner Block Party: theme Carnival Night.

**a. Fall Harvest Festival Sept 27<sup>th</sup>**

Our signature fall event is taking shape as a “Taste of Idaho Springs” experience, anchored by a community-wide chili cookoff, with a category for professionals and community members. We are in early discussions with Shamrock Foods to sponsor the event by donating ingredients to all participating teams. This year, we are also exploring a fundraising partnership with Clear Creek Metropolitan Recreation District (CCMRD) to support the Skate Park. The event will celebrate the fall season and showcase the best of Idaho Springs through food, beverage, and craft vendors; live music; culinary demos; and interactive workshops. It will also serve as the kickoff for our “Best of Idaho Springs” voting campaign—a fun and engaging way to highlight standout local businesses and community members. More details and vendor applications will be released in early August

**3. Business & Community Engagement**

**a. Holiday Lighting:** We recently met with Somerset from Colorado Christmas Lights to begin planning for the 2025 Holiday Lighting Program and are currently gathering proposals to review with the board. One exciting development is that Somerset now offers a **permanent lighting program**, which could help us achieve our long-term goal of lighting the entire historic district. We’ll be working closely with this board to finalize the details of the program. Specifically, we’ve requested the following:

**i. Downtown Historic District Permanent Lighting Estimate**

1. Full cost estimate for installing permanent lighting throughout the historic core. Projected wattage usage and monthly electricity costs

**ii. Waterwheel Lighting Proposal**

1. Permanent, color-changing lights on the waterwheel  
2. Options for either vendor-led installation or a collaborative install with our Public Works team

These proposals will be shared with the board soon for discussion and input.

**b. Budget Update: Community Promotion – Mid-Year Summary (2025)**

The total working budget for Community Promotion in 2025 is **\$254,080**, supporting director services, branding and marketing development, event programming, beautification, and community engagement efforts. As of this report, **\$132,998.54** has been spent year-to-date across all categories, representing **52.4%** of the total budget. With 50% of the fiscal year complete as of June 30, spending is slightly ahead of pace. However, this is both expected and appropriate due to the timing of several major investments, including the Fourth of July Town Party—our largest and most resource-intensive annual event—as well as branding development, website production, and brand launch video costs.

**c. Key Budget Highlights:** (if you would like a full budget report please let me know)

**i. Website & Marketing Development:**

\$54,790.15 spent of \$87,500 allocation

Includes PR services, branding development, grant match, website design, brand video production, photography, tents, and digital materials

Remaining: \$32,709.85

**ii. Local Events Programming:**

\$3,647.20 spent of \$18,000 allocation

1. Includes Clear Creek Clean-Up, March community meeting, and Fur-ling Fest  
2. Fur-ling Fest: \$2,511.36 spent (remainder supported July 4)  
3. Block Parties, Fall Harvest Festival, and Tree Lighting remain within planned budgets

- iii. **Fourth of July Town Party:**  
\$54,764.29 spent of \$50,000 allocation
  - 1. Slight overrun offset by a \$1,000 sponsorship and Fur-ling Fest surplus
- iv. **Beautification Program:**  
\$6,436.90 spent of \$9,500 allocation  
**Funds Raised** \$1,234 donation to the skatepark (from BCPB flower program)  
Remaining: \$3,039.10

d. **Summary Insight:**

We are operating at a healthy and intentional spending pace. The mid-year increase in expenditures reflects strategic investments during our peak visitor season, including marketing rollouts and large-scale community activations. With several programs under budget and fourth-quarter funds reserved, we are well-positioned to support remaining 2025 initiatives while maintaining fiscal balance.

4. **Town Resiliency & Construction Impact**

a. **Traffic & CDOT Updates**

Rock scaling and blasting operations continue Monday through Thursday, 9:00 AM to 3:00 PM, above both eastbound and westbound I-70 between the Veterans Memorial Tunnels and Homestead Road. These operations may cause intermittent traffic holds and delays. CDOT remains committed to minimizing disruptions and has provided regular communication updates. For a visual overview of the full project scope and design, CDOT has released a project rendering video, which can be accessed here: [Here is a link](#) Please encourage your networks to sign up for real-time alerts by texting “floydhill” to 21000.

b. **Sales Tax Trends & Insights**

- i. January 2025: \$357,076.65 (-2.39%)
- ii. February 2025: \$363,464.19 (+4.12%)
- iii. March 2025: \$400,737.88 (-0.40%)
- iv. April 2025: \$341,153.08 (+9.86%)
- v. May 2025: \$356,129.94 (+2.79%)
- vi. **YTD (Jan–May 2025): \$1,818,561.68 (+2.50% over 2024 YTD)**

	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	\$356,129.94	2.79%	2.50%	1,818,561.68	1,774,270.38

- vii. **Key Takeaway:** Our summer activations and enhanced branding efforts are contributing to sustained sales tax performance. Increased regional attention—via the website, CDOT program, and event visibility—continues to support resiliency during construction and detour impacts.