

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



Monday, August 18, 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. Motion to approve the agenda August 18th, 2025
- 4. Approval of Minutes**
 - a. Motion to approve the minutes from July 21, 2025
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
 - a. Director Report for Business Promotion and Vitality 08-18-2025
- 8. Action Items**
 - a. Motion to approve moving the September Block Party to 09/19/2025
 - b. Motion to approve the Fall Festival on October 25th, 2025
- 9. Discussion**
 - a. 2026 Budget Review
- 10. Round Table Updates from Businesses**
- 11. Open Floor**
- 12. Closing Remarks**
 - a. Next Meeting: Monday, September 22nd, 2025, at 2:00 p.m. (rescheduled to the 3rd Monday per the vote on July 21st, 2025)
- 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) 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 August 18th, 2025 2:00 p.m.

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

Monday August 18th, 2025 2:00 p.m.

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of July 21st, 2024**
- V. Public Comments**
- VI. Conflict of Interest**
- VII. Director Report**
- VIII. Action Items**
 - a. Motion to approve moving the September block party to 9/19/25.
 - b. Motion to approve the fall festival on October 25th
- IX. Discussion**
 - a. 2026 Budget review
- X. Round Table Updates from Businesses**
- XI. Open Floor**
- XII. Closing Remarks**
 - a. Next Meeting Monday September 22nd 2pm (rescheduled to the 3rd Monday per vote on 7/21)
- 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 July 21st, 2025 2:00 p.m.

**MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
Monday July 21st, 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

III. Approval of Agenda

- a. Andy Marsh, made a motion to approve the agenda
b. Lana Hearne, 2nd, all in favor, motion passes

IV. Approval of the Minutes of June 16th, 2025

- a. Steve Indrehus made a motion to approve the minutes from 6/16/2025
b. Katie Yard 2nd, all in favor

V. Public Comments

- a. Mike Rosenbaum from CCMRD Special Events spoke about Rapidgrass coming up on Aug 15th and 16th. This was a call for volunteers, see link in meeting recap.

VI. Conflict of Interest

- a. None reported

VII. Director Report

- a. Director Sadie Schultz presented the July report and the following items were discussed:
- i. **Print & Merchandise Partner Approved:**
The board approved working with Happy Llama as the City's dedicated print provider. Sadie will begin building a catalog of branded merchandise such as hats, t-shirts, and postcards that community members and visitors can purchase directly.
 - ii. **Fall Harvest Festival Date Change Exploration:**
The board directed Sadie to explore moving the Fall Harvest Festival to October to help boost visitation during slower months. Proposed dates include October 11 or October 18, with a final date to be decided via board poll.
 - iii. **4th of July Fireworks Future Planning:**
The board expressed support for continuing to use the current fireworks contractor and requested a formal **fireworks proposal** be brought forward for future consideration and budgeting.
 - iv. **Community Video Spotlight Launched:**
A new initiative was introduced in partnership with Katydid Media. One Idaho Springs-based nonprofit or community service group will be selected to receive a **free, high-quality promotional video** to support their mission. Applications are open until **July 31**

and can be accessed at: <https://forms.gle/tgutPzGrqxNQuiAT9>

VIII. Action Items

- a. Katie Yard made a motion to approve moving the September meeting of the BCPB from 9/15 to 9/22. Andy Marsh 2nd, all in favor

IX. Discussion

- a. Idaho Springs Updated Parking Plan
- b. Placier.ai presentation

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 August 18th 2pm

XIII. Adjournment

- a. Meeting adjourned at 4:12p

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:

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Director's Report

Business and Community Promotions Board Meeting

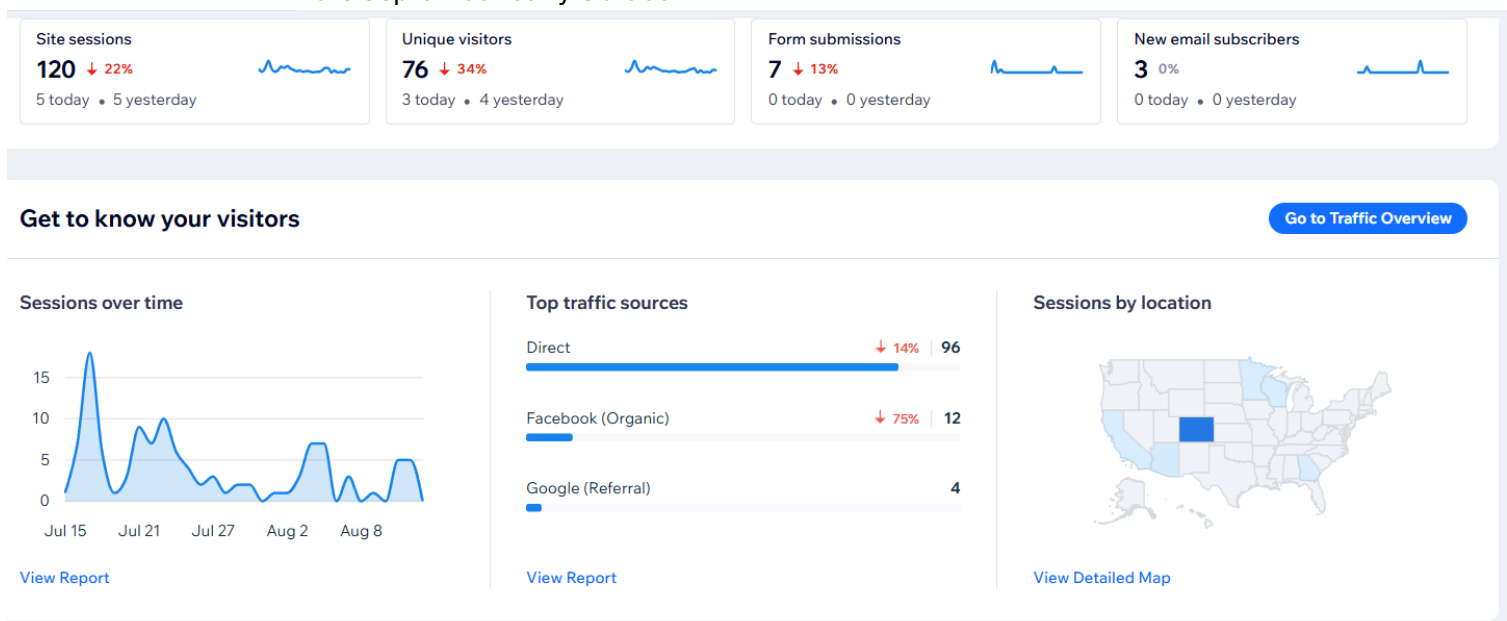
Overview & Key Updates

Over the past month, our collective efforts have continued building momentum in marketing, events, and community engagement. Highlights include progress on the Visit Idaho Springs website V2, preparations for the final events of the year, and new partnerships enhancing local brand visibility. I remain focused on supporting businesses, strengthening our brand identity, and driving strategic initiatives.

1. Marketing & Branding Initiatives

a. Visit Idaho Springs Launch

Website: The second version of the Visit Idaho Springs website is well underway, with development milestones met on schedule. We have some new pages under-development and if you would like to see the draft form let me know and I can share the view only link. Content updates and user experience improvements are being integrated to align with the upcoming Fall 2025 brand launch campaign, planned for late September/early October.



b. Instagram & Facebook: We have 168 followers on Instagram, and 284 followers on Facebook.

c. Brand Asset Rollout

The new branded banners for the barricades have been installed at 14th, 15th, and 17th Streets, featuring two variations—one vehicle-visible and one pedestrian-oriented. Additionally, we have secured and posted a billboard on I-70 located at the triangle of I-70, 6th Ave., C-470, and Colfax. This billboard targets high-volume traffic heading west into the mountains and reaches the western suburbs of Golden, Lakewood, Evergreen, as well as mountain resorts and casinos, with weekly impressions estimated at 505,076.

d. Dedicated Printer Partnership

Further branded collateral—including t-shirts, mugs, notebooks, hats, and playing cards—is currently being designed in partnership with Happy Llama, our preferred print vendor. This collaboration has streamlined the ordering process and ensured consistent quality across all materials. Happy Llama has developed a custom online ordering platform to facilitate easy access for local businesses.

I am in the process of reviewing the designs and will share them with the board soon for approval. Once finalized, we will distribute the print ordering link to the business

community so they can begin placing orders. Our goal is to launch this initiative in conjunction with the fall brand launch and the Idaho Springs Shop Local campaign.

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

CASTING outreach has seen good progress through local business networks; however, a few key roles remain open for the broader community. We have requested support to share the casting link within our networks.

For the free community resource video, we received four outstanding applications representing meaningful local initiatives: Loaves & Fishes, Clear Creek County Arts & Education (CCCAE), the Lions Club, and the Skate Park. After careful consideration, the decision has been made by the BCPB board to select:

Additionally, the video shoot dates are set for August 22 and September 6. While attendance is optional, board members are warmly invited to join the shoots to experience the production and community engagement firsthand.

f. **Wayfinding Grant**

The first Wayfinding Grant committee meeting took place on July 23 with strong engagement from key stakeholders, including representatives from COMBA, the City, and ARGO. ARGO has shared their comprehensive branding and wayfinding proposal for their site by Tryba Architects, and we are working to ensure this project advances strategically and cohesively.

City Planner Dylan and I have begun developing a map documenting all current signage locations along with suggested new sign placements, providing a valuable foundation for the planning process. Nate has proposed hosting a focused 2- to 3-hour virtual workshop with all key committee members to deepen collaboration and refine priorities. The workshop will concentrate on categories such as Behavior Mapping, User Journey Matrix, Parking Deep Dive, and Discovery Mapping.

Proposed dates are Tuesday or Wednesday from 4 to 6 PM next week, pending stakeholder availability.

g. **FY26 Tourism Marketing Grant Application-CTO**

As we advance the FY26 Colorado Tourism Marketing Grant application, I want to provide an update on the project and request board approval to continue participating. Additionally, the board's approval is needed to submit a letter of support and commitment for the Clear Creek County Tourism Board (CCTB) to serve as the grant applicant and lead agency. A motion to this effect is included in the Action section.

Project Title: Trails to Town: Heritage Tourism & Outdoor Recreation Pocket Book

Project Purpose: This campaign aims to connect all of Clear Creek County's outdoor heritage recreation attractions with its towns, cultural sites, and local businesses. By bridging trailheads and downtowns, the project encourages visitors to deepen their engagement beyond outdoor activities and explore the heritage and commerce of the region.

Core Goals:

- Inspire visitors to combine trail recreation with downtown exploration
- Promote responsible tourism and sustainable public land use
- Boost local economic vitality through increased foot traffic and heritage tourism
- Create a high-quality, replicable visitor resource aligned with Colorado's 150th and America's 250th anniversaries

Project Format: A heritage-themed pocket book featuring trail-to-town maps, historic and cultural highlights, QR codes for enhanced content, and stewardship messaging will be distributed at key visitor touchpoints.

Grant Details:**Grantor:** Colorado Tourism Office (CTO)

- Funding Requested: \$49,000 (maximum allowed)
- Match Requirement: 2:1 cash match (\$24,500 minimum)
- Application Deadline: August 28, 2025, 4:00 p.m.
- Project Timeline: Fiscal Year 2026
- Proposed Community Budget Commitments:
 - Idaho Springs: \$10,000
 - Clear Creek Tourism Bureau: \$5,000 (pending approval)
 - Georgetown: \$5,000
 - Empire: \$3,000
 - Silver Plume: \$2,000

As a key financial contributor providing a substantial portion of the required match funding, our community will play a leading role in shaping the focus and direction of the project's content, ensuring it aligns closely with our local priorities and vision.

2. Event Planning & Activations**a. Miner Block Parties**

The July 16th 1400 Miner Block Party was well-attended with high community enthusiasm for activities like burro rides, water balloon fight and live music. We had wonderful participation from the businesses on the block as well as our featured non-profits. The next party happened on August 13th-1500 Miner Block, themed "Carnival Night."

b. September Block Party

We are recommending rescheduling the final Miner Block Party of the season from Saturday, September 6, to Friday, September 19. The original date conflicts with several other area activities, and with the school year now underway, a weekday evening later in the month is expected to better accommodate families and residents, creating a more community-focused gathering. This timing also complements the anticipated CCMRD Skate Park grand opening on September 20, providing an opportunity to host a last skate pop-up to support their fundraising efforts. Additionally, this adjustment aligns with moving the Fall Harvest Festival to Saturday, October 25, allowing greater spacing between major fall events. Spreading out these events helps optimize community participation, volunteer availability, and marketing impact, ultimately supporting the success of both the block party and the festival.

c. Fall Harvest Festival October 25th

Following a board poll conducted via email, the majority expressed support for shifting the Fall Harvest Festival to Saturday, October 25, embracing a Halloween-inspired, spooky theme. Our signature fall event is shaping up as a "Taste of Idaho Springs" experience, centered around a community-wide chili cookoff featuring categories for both professional chefs and community members.

We are in early discussions with Shamrock Foods to sponsor the event by donating ingredients to all participating teams. Additionally, we are exploring a fundraising partnership with Clear Creek Metropolitan Recreation District (CCMRD) to support the local Skate Park.

The festival will celebrate the fall season and highlight the best of Idaho Springs with food, beverage, and craft vendors, live music, culinary demonstrations, interactive workshops, and costume contests for both kids and dogs. It will also serve as the kickoff for our "Best of Idaho Springs" voting campaign, a fun and engaging initiative to recognize standout local businesses and community members.

3. **Business & Community Engagement**

a. **Holiday Lighting:**

We recently met with Somerset from Colorado Christmas Lights, who has been approved to provide holiday lighting for the 2025 season. He has submitted a detailed proposal for permanent warm white lighting installation along Miner Street’s historic business buildings, spanning both north and south sides between 14th and 17th Avenues.

i. **Key Elements of the Proposal:**

Installation of permanent warm white roofline lights on building facades facing Miner Street, with a lease-to-own pricing structure of \$12,882 per year over five years (2025–2029). Optional additional lighting on side streets for 12 businesses, wrapping around corners, estimated at \$6,070 per year. The combined annual cost for all proposed lighting—including both Miner Street and side street installations—is \$18,962.

ii. **Energy Usage and Cost Estimates:**

The total power consumption for all six downtown city blocks’ permanent roofline lights is approximately 6.12 kWh per hour.

Assuming operation of six hours daily, the estimated monthly electricity cost is approximately \$31.21 for all blocks combined.

iii. **Recommendation:**

Implementing this permanent lighting solution will enhance downtown Idaho Springs’ historic character year-round, improve visitor experience, and foster community pride and safety during the winter months. The lease-to-own model spreads costs over five years, making it a financially feasible and sustainable investment. To support property owners who allow rooftop access for installation and operation, we recommend City Council consider offering a credit on their water bills to offset estimated monthly electricity costs. This incentive would encourage cooperation while formal permission from all participating owners is required for rooftop access.

4. **Budget Update: Community Promotion – Overview as of August 13, 2025**

The total Community Promotion budget for 2025 remains \$254,080. Current expenditures and allocations reflect steady progress across key areas:

- a. Director of Business & Community Promotion: \$39,775 spent of \$66,000 allocated
 - b. Website & Marketing Development (including Thrive4 PR, Branding, Content Creation): Approximately \$57,383 spent of \$87,500 allocated
 - c. Local Events Programming (including Miner Block Parties and upcoming Fall Harvest Festival): Around \$4,651 spent of \$18,000 allocated
 - d. Fourth of July Town Party: \$54,764 spent of \$50,000 allocated, with overrun offset by sponsorships and surplus funds
 - e. Contingency Fund: No new expenditures
 - f. Holiday Decorating: No new expenditures
 - g. Beautification: \$7,120 spent of \$9,500 allocated, including Miner Street banners;
- Overall, spending remains aligned with the planned budget, with reserves available for upcoming fall and holiday initiatives. If you would like a detailed, line-item budget report, please feel free to request it.

5. **Town Resiliency & Construction Impact**

a. **Traffic & CDOT Updates**

We have received updated project resources from CDOT to help keep the community informed about ongoing construction activities. These include:

- i. [Informational Video](#) - Good for websites, display monitors, etc.
- ii. Fact Sheet in [English](#) and [Spanish](#) - Project background information

- iii. [Rock Scaling/Blasting FAQ](#)
- iv. [Map](#) - Depicts the Project area
- v. [Social Media Graphic](#) - Details how to stay informed
- vi. [Project Website](#) - Recently updated with detailed Project information

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. June 2025: \$492,710.42 (+4.45%)
- vii. **YTD (Jan–June 2025): \$2,311,272.10 (+2.91% 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
June	\$233,208.76	\$248,756.18	\$274,310.00	\$285,678.54	\$289,485.68	\$364,020.44	\$364,822.74	\$445,442.74	\$471,665.00	\$492,710.42	4.46%	2.91%	2,311,272.10	2,245,935.38

- viii. **Key Takeaway:** Sales tax revenues for the first half of 2025 show a positive trend with an overall increase of 2.91% compared to the same period in 2024. While there were minor monthly fluctuations, April experienced a notable surge with a 9.86% growth, and June maintained strong momentum with a 4.45% increase. These results reflect continued economic vitality in the community, supported by effective events and marketing initiatives throughout the year.