

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



Monday, September 22, 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. 09-22-2025 BCPB Agenda
- 4. Approval of Minutes**
 - a. Move to approve the minutes from August 18th, 2025
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
 - a. Directors Report 09.22.2025 BCPB
- 8. Action Items**
 - a. Motion to approve the 2026 budget for recommendation to City Council.
 - b. Motion to approve a letter of support on behalf of Bellevue Mountain Resort
 - c. Motion to approve ZAPP in partnership with Clear Creek Arts and Education
- 9. Discussion**
- 10. Round Table Updates from Businesses**
- 11. Open Floor**
- 12. Closing Remarks**
 - a. Next Meeting Monday, October 20th, 2025 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) 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 September 22nd, 2025 2:00 p.m.

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

Monday September 22nd, 2025 2:00 p.m.

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of August 18th, 2025**
- V. Public Comments**
- VI. Conflict of Interest**
- VII. Director Report**
- VIII. Action Items**
 - a. Motion to approve the 2026 budget for recommendation to City Council.
 - b. Motion to approve a letter of support on behalf of Bellevue Mountain Resort
 - c. Motion to approve ZAPP in partnership with Clear Creek Arts and Education
- IX. Discussion**
- X. Round Table Updates from Businesses**
- XI. Open Floor**
- XII. Closing Remarks**
 - a. Next Meeting Monday October 20th 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 August 18th, 2025 2:00 p.m.

**MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING**

Monday August 18th, 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 -attended via zoom
 - iv. Lana Hearne, Club Hotel
 - v. Andy Marsh, City of Idaho Springs
 - vi. Katie Yard, Yards

III. Approval of Agenda

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

IV. Approval of the Minutes of July 21st, 2025

- a. Tara Worley made a motion to approve the minutes from 7/21/2025
b. Andy Marsh 2nd, all in favor

V. Public Comments

VI. Conflict of Interest

- a. None reported

VII. Director Report

- a. Director Sadie Schultz presented the August report, and the following items were discussed:
- i. Visit Idaho Springs website V2 development progressing; content updates aligned with Fall 2025 brand launch campaign.
 - ii. Brand assets rolled out: barricade banners installed downtown, I-70 billboard secured, additional branded collateral in development with Happy Llama.
 - iii. Fall 2025 brand launch video: casting in progress, production dates set for August 22 and September 6.
 - iv. Wayfinding grant: initial committee meeting held, map of current signage underway; workshop planned to refine strategy. Motion: Lindsay Valdez moved to request a proposal from Tryba Architects for the wayfinding grant and have EMBER Designs consult on branding; seconded by Katie Yard; all in favor.
 - v. FY26 Colorado Tourism Marketing Grant application: Lana Hearne made a motion to continue participation with CCCTB as the grant applicant and submit letter of support. Lindsay Valdez 2nd, all in favor.

VIII. Action Items

- a. Katie Yard made a motion to approve moving the September block party to 9/19/25. Steve Indrehus 2nd, all in favor
b. Katie Yard made a motion to approve the fall festival on October 25th. Tara Worley 2nd, all in favor.

- IX. Discussion**
 - a. 2026 Budget review
- 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 September 22nd 2pm (rescheduled to the 3rd Monday per vote on 7/21)
- XIII. Adjournment**
 - a. Meeting adjourned at 3:45p

REMOTE MEETING PUBLIC ATTENDANCE AND PARTICIPATION INSTRUCTIONS

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Director's Report

Business and Community Promotions Board Meeting

Overview & Key Updates

In the past month, we have continued strengthening our marketing, events, and community engagement efforts while preparing for the final quarter of the year. The Visit Idaho Springs website Version 2 is nearing completion, our brand launch campaign is on track for late September/early October, and we hosted the last Miner Block Party of the season. The board also reached consensus to cancel the Fall Harvest Festival due to limited volunteer availability and capacity, allowing us to focus resources on the holiday season.

1. Marketing & Branding Initiatives

a. Visit Idaho Springs Launch

Website: Development remains on schedule with new content pages under review and final edits underway. The upcoming Fall 2025 brand launch campaign is aligned with this release, planned for late September/early October. We need to next focus on SEO to get the site optimized and we will be working on this in the coming weeks.

b. Instagram & Facebook: We have 190 followers on Instagram, and 302 followers on Facebook.

c. Brand Asset Rollout

i. Billboard Campaign

The I-70 billboard continues to deliver an estimated 505,000 weekly impressions via I-70 drive numbers, targeting key westbound traffic from the Denver metro into the mountains. Feedback from businesses and visitors has been positive, with many noting increased visibility. We have paid for one more month (October) and need to work with ARGO on the timeline for the transition to the ARGO billboard.

ii. Branded Collateral

Happy Llama has provided designs for new merchandise including t-shirts, mugs, notebooks, hats, and playing cards. The custom ordering platform is nearly finalized and will be shared with businesses as part of the Fall launch and Shop Local campaign.

iii. Fall Brand Launch Video

The September 6 shoot wrapped successfully, with both the brand footage and the community resource video completed. I have seen the rough cut and am very excited to share the draft prior to release. Nate & I have been working on the full brand rollout with a focus on shop local, to meet the needs of the businesses. A full campaign rollout remains on schedule for late September, early October.

d. Wayfinding Grant

Following the July committee meeting, a mapping inventory of existing signage and proposed new placements has been drafted. Concerns were raised about the need for an experienced wayfinding professional to guide the process. ARGO recommended engaging Tryba, their wayfinding consultant, to provide a proposal for Idaho Springs. Per the board's vote, we requested and received a quote from Tryba; however, the proposal exceeded our current budget. A special meeting was convened on September 19 to review this in detail. Outcomes and next steps will be shared once the board has made decisions on a path forward.

e. FY26 Tourism Marketing Grant Application-CTO

The "Trails to Town" heritage tourism pocketbook application was submitted by the August 28 deadline. We committed \$10,000 in matching funds as part of the county-wide project. Awards are expected later this fall.

2. Event Planning & Activations

a. Miner Block Parties

The final Miner Block Party was rescheduled to Friday, September 19, to better accommodate families and align with the Skate Park's grand opening on September 27. A skate pop-up was included to support CCMRD's fundraising efforts. This event was managed and organized by Lauren Lavender a volunteer who has been very helpful with events this season.

b. Halloween Trunk or Treat

Planning is underway for the annual Halloween Trunk or Treat, which will take place on Thursday, October 30, as there is no school on Friday the 31st. We are working closely with Clear Creek School District to ensure this is an inclusive community event that welcomes participation from both the Middle and High School.

The schedule will follow a similar format to last year, beginning with a family-friendly magic show followed by trick-or-treating along Miner Street.

Call to Action: If you know of a nonprofit that would like to host a decorated "trunk" on Miner Street, please encourage them to reach out. This event is an excellent opportunity to showcase community spirit and engage with local families.

c. Halloween Decorating Contest – Partnership Proposal

Local realtor Sean Murphy has approached us about partnering on the 2nd Annual Halloween Decorating Contest. The contest has grown significantly since its first year and is expanding to include both residential and business divisions.

Prizes for the residential division will include \$100 for 1st place, \$50 for 2nd and 3rd, and a special "Rookie of the Year" award to encourage new participants.

For businesses, Sean is proposing a retail division with plaques/trophies for the top three winners and one large rotating trophy—similar to the Stanley Cup—that would remain with the winning business each year.

Where the event could use BCPB support:

- Splitting costs of prize money and trophies.

- Working with Happy Llama to design the trophies/plaques

- Cross-promotion and alignment with BCPB marketing channels.

Voting will follow a 50-50 model, balancing online votes with judges' scoring. Judges will conduct site visits on October 29 or 30. Flyers, signup forms, and a website have already been created by Sean, providing a solid foundation for the contest.

This partnership would align well with our fall activations and community engagement efforts, offering a fun and inclusive way to involve both residents and businesses in celebrating Halloween.

d. Holiday Planning

Preparations have begun for the Holiday Ramble Weekend, lighting installations, and downtown activations. Ramble card design and partner recruitment will begin in October.

3. Business & Community Engagement

a. New Resident Welcome Bag

As part of the New Resident Welcome Bag initiative, I would like to suggest creating a standard "Welcome to Idaho Springs" coupon. This would allow all participating businesses to provide a consistent discount to new residents. This can be you're a local discount.

Additionally, if your business would like to participate, we can design a decal to be placed in your window. This decal will signal to new residents that you offer a locals discount, making it easy for them to recognize participating businesses while helping to build long-term community loyalty.

4. Budget

- a. As of early September, spending remains aligned with projections. Key updates since the August 13 snapshot include:
 - i. Continued investment in website and marketing development for the Fall launch.
 - ii. Event expenditures for the August and September block parties.
 - iii. With the cancellation of the Fall Harvest Festival, associated funds will remain available for reallocation brand launch marketing initiatives.

b. 2026 Budget

I met with City Staff on September 2nd to discuss the 2026 budget and the board received and reviewed the proposed 2026 budget which is attached to the meeting packet. I will be presenting this budget to City Council on the 22nd meeting.

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. July 2025: \$562,470.38 (+2.29%)
- viii. **YTD (Jan–July 2025): \$2,795,806.57 (+2.79% 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	\$233,208.78	\$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
July	\$261,915.78	\$295,890.20	\$351,932.41	\$393,380.68	\$301,704.63	\$411,802.03	\$422,571.90	\$562,291.21	\$549,871.19	\$562,470.38	2.29%	2.79%	2,873,742.48	2,795,806.57

- ix. **Key Takeaway:** Through July, sales tax revenues remain positive with nearly a 3% year-to-date increase compared to 2024. While individual months continue to fluctuate, strong summer visitation in June and July helped boost overall performance, offsetting earlier softness in the year.