



CITY OF IDAHO SPRINGS
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NOTICE AND AGENDA
BUSINESS AND COMMUNITY PROMOTIONS BOARD

Idaho Springs City Hall
1711 Miner Street
Monday, November 18, 2024 – 2:00 p.m.

**NOTICE AND AGENDA OF
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
MONDAY NOVEMBER 18TH, 2024 2:00 p.m.**

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of October 21st, 2024**
- V. Public Comments**
- VI. Conflict of Interest**
- VII. Director Report**
- VIII. Old Business**
 - a. 2025 Budget Update- Andy
 - b. Community Engagement Meetings
 - c. Holiday Ramble Weekend Planning:
 - d. Holiday Decorating Plans
- IX. New Business**
 - a. Strategic Forward-Facing Marketing Action Plan
 - i. Thrive4Marketing Partnership Discussion
 - b. ThisISIdahoSprings.com Evaluation and Quotes
 - c. AGS Advertisement in the KOA Guide
 - d. Donation from Dan Dalpes: Mini car contribution
- X. Open Floor**
- XI. Closing Remarks**
 - a. Next Meeting December 16th 2pm
- XII. 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://cityofidahosprings.colorado.gov/your-government/live-meetings-packets>

The Public is able to participate in person and remotely by utilizing the link below:
Join Zoom Meeting
<https://us02web.zoom.us/j/87129594732>

Webinar ID: 871 2959 4732
Passcode: 610228

For in-person Unscheduled Public Comment, please sign-in at the entrance to the Council Chambers, each individual that is providing public comment is limited to three (3) minutes.

Director Report for Business & Community Promotion Board

Date: 11/18/2024

1. Trunk or Treat Recap

- The Trunk or Treat event was a great success, with positive feedback from the community and Carlson. We could consider expanding this event into a community-wide carnival-style Trick or Treat Street in future years. Hay bales were used creatively as decorations on Miner, seating for the magic show, and later donated for the Pumpkin Smash Event.

2. Virginia Canyon Mountain Park (VCMP) Update

- The VCMP land exchange ballot measure passed successfully. The next steps will include reviewing land exchange logistics and beginning the planning process for expanded trail systems and visitor management.
- The trail system expansion continues to benefit local businesses, especially in the East End, with high daily visitor numbers, this has dropped off a little due to weather. We are working with Gary from COMBA to coordinate parking and enhance visitor communication.
- **Tourism and Promotion Efforts**
 1. Clear Creek Tourism has developed a dedicated landing page for VCMP and is launching digital advertising to assist with visitor management and support local businesses. Collaborative advertising with ARGO, CCCT, The Yards, and COMBA is in progress. TommyKnockers has also been working on collaborating with COMBA.

3. Community Conversations Updates

- The originally scheduled meeting on November 7 was postponed due to snow. The rescheduled **Community Conversations** event will now be held on November 21 at TK, with a focus on downtown updates.
- An **East End-Focused Community Conversations** meeting was held on November 14 at The Yards, where we provided updates on East End projects and encouraged community engagement.

4. Early Childhood Grant Support

- I wrote a letter of support for the early childhood financing grant in collaboration with EECL, focusing on bringing additional resources to local early childhood systems.

5. Miner Street Cleanup and Traffic Update

- Miner Street was reopened to eastbound one-way traffic on November 8 after delayed cleanup due to snow. Public Works will continue to address remaining items, and parking is now permitted on both sides. Miner will remain clear of activation areas for Winter 2024.

6. Holiday Ramble Weekend Planning (November 30 - December 1):

Planning for the Holiday Ramble is in full swing, with a two-day lineup of festive events to kick off the holiday season and encourage support for local businesses. Clear Creek Tourism has developed a **dedicated landing page** for the Holiday Ramble, accessible at [Clear Creek Events Page](#), as well as a unique **Holiday Ramble landing page** at visitclearcreek.com/holiday-ramble, providing event information and encouraging visitors to participate in our local festivities.

- **November 30 - "Town Lights & Local Delights"**

The festivities kick off on Saturday, running from **11 a.m. to 5 p.m.**, with activities designed to engage families and support local businesses.
- **Shop Local Promotions:** Throughout the weekend, a **"Shop Local"** theme will encourage residents and visitors to support local businesses. Many shops, restaurants, and the visitor center will offer special discounts

- **Santa Photos:** From **3 PM to 5 PM** at the Club Hotel Annex, families can enjoy photos with Santa, with treats like hot chocolate, cookies, candy canes, and coloring sheets for kids.
- **Reindeer Pictures:** Will be in Citizen's Park from **3 PM to 5 PM**
- **Story Time with the Mayor:** Following Santa photos, **story time with the Mayor** will take place at **4:45 PM** at the Club Hotel Annex, where a PA system will be set up for families to gather for a holiday story.
- **Caroling and Tree Lighting Ceremony:** Caroling by the Central City Opera begin following the Storytime, Carolers will lead the community from the Club Hotel Annex to Citizens Park for the **tree lighting at 5:30PM**. The ceremony will feature Santa, reindeer, and a festive atmosphere for community gathering.
- **"Meet Me Under the Mistletoe - Holiday Market" (December 1):**
On Sunday, December 1, the festivities continue with the **Holiday Market at ARGO**, from 10 a.m. to 4 p.m., showcasing local vendors, a ski/bike exchange, live music, and more. A bike parade will conclude the day, gathering at the ARGO at 4 p.m. and proceeding through downtown, adding a vibrant close to the weekend's events. We will have a prize for best bike decoration.

1. **ARGO's Television Spot and Tourism Promotion:**

ARGO has created a television spot promoting the Holiday Ramble, scheduled to air on Thanksgiving Day, which will help build awareness and excitement for the event.

- **Clear Creek Arts and Education Partnership:**

Clear Creek Arts and Education is co-sponsoring the event, enhancing the holiday experience with carolers from the Central City Opera and contributing to the festive atmosphere. As well as music and activities at the Holiday Market.

- **Ramble Cards and Shop Local Incentives:**

As part of the Holiday Ramble, **Ramble Cards** will be available to encourage community members and visitors to explore and support participating local businesses. Each card includes exclusive discount offers from various Idaho Springs shops, restaurants, and the visitor center, creating an incentive for attendees to shop locally. These will be handed out throughout the weekend by participating locations and at the Holiday Market.

1. When visitors complete their Ramble Cards by getting 6 punches at participating businesses, they can turn them in at any of those locations to be entered into a **Grand Prize Drawing**. The grand prize includes a free night's stay at the Club Hotel and gift cards generously provided by local businesses, making it a wonderful reward for those who fully experience the holiday offerings in our town. This initiative not only supports our local economy but also adds an engaging and fun way for people to connect with our community throughout the Holiday Ramble Weekend.

7. **Garland and Light Pole Decorations**

- Garland delivery is scheduled for Tuesday, November 19, with strong participation from local businesses. For those needing assistance with setup, we have arranged for an insured installer to handle garland installation. Additionally, Public Works will decorate the light poles in the historic district with ribbon and wreaths, creating a unified and festive atmosphere throughout downtown.

Summary Report – Initial Notes on ThisIdahoSprings.com Valuation

I have met with Kent Slaymaker, a technical expert in web development, multiple times to evaluate the potential acquisition of ThisIdahoSprings.com. Below is a summary of his findings, which he will support with a formal quote.

- **Evaluation of Website Assets:**

Kent's evaluation focused on the technical setup, content quality, and SEO strategy of ThisIdahoSprings.com. He has worked closely with Frozen Fire to clarify the asset details and provide a comparison of options for acquiring and updating the site versus building a new one from scratch. His assessment will inform our board's decision regarding this asset.

- **Deal Overview:**

While Kent considers the overall deal viable, he noted that the website's SEO strategy is incomplete and flawed, indicating a need for significant improvements to optimize search engine visibility and effectiveness.

- **Content Quality and Transparency Issues:**

The website's content quality is functional but basic, and Kent encountered transparency challenges with Frozen Fire. Since the website is currently offline, direct review of the live site was not possible. However, Kent confirmed that Frozen Fire holds all essential assets, including the code and content, to relaunch the site if acquired.

- **Key Value Assets:**

The primary value lies in the established URL and existing content and branding, which would help maintain community recognition and online presence for Idaho Springs. These elements are considered valuable for local branding continuity.

- **Technical Considerations and Platform Flexibility:**

ThisIdahoSprings.com operates on a custom-hosted solution, which Kent noted may introduce limitations for future updates. The technical setup may lack flexibility, particularly given the lack of access to the source code. Kent suggested that creating a new website on a more adaptable platform, such as Wix, GoDaddy, or WordPress, may be a practical alternative, though this option would require additional time and resources.

Kent will provide a detailed cost comparison and quote to outline the next steps and options available to us.

Yellow mobility scooter notes.

10/20/2024

Bob Nowak (RIP), long time resident and Chief of Police, bought it circa 2020 so he could get to Marions for breakfast with old timers. It only had about 120 kilometers on the odometer when I bought it for \$4,000. from his estate sale. Add some for batteries, charger, vintage license plates (Chief had primo YY 20 plates) and treats for kids of all ages. Bob would be pleased to share it with his town for most of 80 years. There's much more to Bob's story than the scooter.

I bought it at my brother in laws suggestion that he saw the perfect scooter for me. I had given my son Sawyer my little yellor 40cc scooter when I had balance and age challenges. This one had four wheels, but way slower and much limited range.

Almost everyone smiles when they see it. I want it to be out in public for people to enjoy 24/7.

I want to give (gift) it to all the good people of Idaho Springs for the mutual benefit of this community, including Empire, GT and Silver Plume.

Ideally, I think it would be best stored and kept in the downtown business district where it can be brought out on warm days. On wintery days it could be inside and attract customers

My hope is that it can be fun project for many local kids and playful adults and businesses. Maybe a contest to name it. Maybe many names. Local advertising. Parades. Rides for kids and seniors. Photo opportunities. Car shows. Possibly a donation can for benefits and local charities. A suggestion box for other uses. Any way to make it an Idaho Springs attraction. Certainly, a memorial for Chief and our history of colorful miners and mountain men, women and children of all ages.

I love it yet it is high maintenance and keeps me from walking. I pray that one or a few people in town grow to love it and care for it and create a fun personality for our town.

Cons: There is only one key and it's impossible to replace. Suggestion that one person is the keeper of the key. It is on a Red "Chief's Place" tag with a bright yellow tag. Good luck.

Scooter is a cheap Chinese knockoff, discontinued, with no one available for parts, batteries even in South Florida. The only phone number I tried doesn't answer. I didn't get an owner's manual.

The scooter is more for looks than mobility. It has a very short battery life. Requires frequent recharging so it needs to be close to an electric outlet.

I could go on and on and will offer suggestions and assistance to anyone willing to listen. I need to let it go and give it to God and the people of this community, for the benefit of our community.

Thank you, Dan Dalpes and family. 720-937-3326

Currently this scooter is stored at TommyKnockers and Steve has some suggestions.

Business and Community Promotion Board Minuets

Date: October 21, 2024

Time: 2:00 PM

Location: City Hall Idaho Springs & Zoom

- I. **Call to Order**
 - a. The Director called the meeting to order at 2:02pm
- II. **Swearing in of Board Members & Introductions**
 - a. City Clerk swore in the below board members:
 - i. Steve Indrehus, Tommyknocker Brewery
 - ii. Katie Yard, Yards
 - iii. Lindsay Valdez, Two Brothers Deli & CCEDC
- III. **Roll Call**
 - a. All Board Members listed below were present
 - i. Steve Indrehus, Tommyknocker Brewery
 - ii. Tara Worley, Marigolds Flowers
 - iii. Lindsay Valdez, Two Brothers Deli & CCEDC
 - iv. Lana Hearne, Club Hotel
 - v. Katie Yard, Yards
 - vi. Jennie Kim, 6&40 Motel
 - vii. Andy Marsh, City of Idaho Springs
- IV. **Approval of Agenda**
 - a. Andy Marsh made a motion to approve the agenda.
 - b. Motion was 2nd by Steve Indrehus, all in favor
- V. **Adoption of Rules of Procedure officially adopted 10/21/24**
 - a. The Board discussed the operating framework and the importance of maintaining the Board's independence. It was agreed that one of the Board's primary responsibility is to make recommendations to the City Council regarding community promotion initiatives. Then the Board will manage and direct the community promotion budget autonomously, except when entering into contracts or in cases where expenditures exceed the allocated budget. In such instances, approval from the City Council will be required. Additionally, the Board will provide regular updates to the City Council on progress and key activities.
 - b. Lindsay Valdez made a Motion to adopt rules of procedure as presented.
 - c. Steve Indrehus 2nd the motion, all in favor, motion passes
 - d. Per the rules of procedure a Chair and Vice Chair were appointed and both will serve 2 year terms
 - i. Chair: Steve Indrehus
 - ii. Vice Chair: Lindsay Valdez
- VI. **Director Report**
 - a. The Director presented a report on Updates/Old Business, please see attached report for details- no official votes made
- VII. **New Business**
 - a. The 2025 Budget presentation was reviewed, and the Board has requested an additional \$130,500 in funding from the City Council, bringing the total proposed budget to \$254,580. The final budget will be confirmed in November and formally adopted in December. The Board will begin developing an action plan for the utilization of these funds in November.

- b. Hosting community Engagement Meeting
 - i. The Board agreed on the immediate need to host “**Community Conversations: Business & Growth**” a Town Hall designed to engage both residents and business owners. Two meetings will be held: one in the east end and one in the downtown district. TommyKnocker will host the downtown meeting on November 7, 2024, at 6:00 PM. Yards has agreed to host the east end meeting on November 14, 2024, at 6:00 PM.
 - ii. The meetings will focus on providing updates on major projects and timelines. Studio Seed will be invited to share updates on the Downtown Master Plan and the Parking Structure. The City will sponsor the food budget, and the hosting businesses will sponsor the beverages.
- c. Tree Lighting- November 30th & December 1st
 - i. The Board discussed rebranding and expanding the upcoming holiday event, with Clear Creek Arts & Education serving as a co-sponsor. The focus for Saturday will be on promoting small businesses through a "Hot Chocolate Walk" throughout town, emphasizing the importance of supporting local businesses. Santa will be hosted at the Club Hotel annex for photos, hot chocolate, and a story reading by the Mayor, followed by a procession to the official tree lighting ceremony. Reindeer will be available in the park from 3:00-5:00 PM for photo opportunities.
 - ii. On Sunday, the event will feature a holiday shopping, music, and art showcase under the Big Red Tent at the ARGO. Promotions will encourage decorating along the greenway and inviting attendees to bike or walk to the historic district. The Board also discussed providing a shuttle service between the ARGO and downtown for easier access.
 - iii. Event Planner & Event Planning Group
Tara has agreed to take the lead as the event planner for the day, as the Director will be out of town for the weekend. A small working group will meet to finalize the details and complete planning for the event.
 - iv. Suggested names for event
 1. **Holiday Kickoff & Small Biz Celebration**
 2. **Shop & Stroll: Holiday Kickoff Weekend**
 3. **Town Lights & Local Delights**
 4. **Holiday Cheer & Small Biz Walk**
 5. **Winter Wonderland Weekend: Shop Small, Shine Bright**
 6. **Warm Up & Shop Local: Holiday Kickoff**
 7. **Festive Lights & Local Bites**
- d. Holiday Decorating Plans
 - i. Garland Fundraising
The Board discussed initiating a fundraising effort to give the businesses the opportunity to contribute toward purchasing garland for holiday decorations. This will help enhance the festive atmosphere throughout town.
 - ii. Light Pole Decorations
The Board agreed to purchase garland and candy cane bows for decorating the light poles in the Historic District, contributing to the seasonal decor and creating a unified holiday aesthetic.

VIII. **Adjournment at 4:00pm**