

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



Monday, October 20, 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 (2:00 PM)**
- 2. Roll Call**
- 3. Agenda Approval**
 - a. Motion to approve the agenda for October 20th, 2025
- 4. Approval of Minutes**
 - a. Motion to approve the minutes from September 29th, 2025
- 5. Public Comment**
 - a. Update from ARGO
- 6. Conflict of Interest**
- 7. Director Report**
 - a. Directors report October 20th, 2025
- 8. Presentations**
 - a. Happy Llama print portal presentation
- 9. Action Items**
 - a. Motion to approve the Happy Llama print portal for release to businesses
 - b. Motion to approve scheduling of the Q4 Community Conversations meetings
- 10. Round Table Updates from Businesses**
- 11. Discussion**
- 12. Open Floor**
- 13. Closing Remarks**
 - a. Next Meeting Monday November 17th, 2025 at 2:00 pm

14. 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 6 p.m. (Six) the Wednesday 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 Wednesday 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 October 20th, 2025 2:00pm

NOTICE AND AGENDA OF
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
Monday October 20th, 2025 2:00pm

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of the Minutes of September 29th, 2025
- V. Public Comments
 - a. Update from ARGO
- VI. Conflict of Interest
- VII. Director Report
- VIII. Presentations
 - a. Happy Llama print portal presentation
- IX. Action Items
 - a. Motion to approve the Happy Llama print portal for release to businesses.
 - b. Motion to approve scheduling the Q4 Community Conversations meetings.
- X. Discussion
- XI. Round Table Updates from Businesses
- XII. Open Floor
- XIII. Closing Remarks
 - a. Next Meeting Monday November 17th 2pm
- XIV. 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.



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NOTICE of MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD

Idaho Springs City Hall
1711 Miner Street
Monday September 29th, 2025 10:00am

MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING

Monday September 29th, 2025 10:00am

I. Call to Order

- a. The meeting was called to order by the Director at 10:02am

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. Lindsay Valdez, Two Brothers Deli
- vi. Katie Yard, Yards Taphouse
- vii. Andy Marsh, City of Idaho Springs

III. Approval of the Minutes of September 19th, 2025

- a. Steve Indrehus made a motion to approve the minuets of the September 19th, 2025 meeting
- b. Lana Hearne, 2nd, all in favor, motion passes

IV. Approval of the Minutes of September 22nd, 2025

- a. Katie Yard made a motion to approve the minuets of the September 22nd, 2025 meeting
- b. Tara Worley, 2nd, all in favor, motion passes

V. Public Comments

- a. Carla Cole with Clear Creek County Arts & Education (CCCAE) introduced Amy Fletcher, a new community member and the newly hired Assistant Events Manager at Clear Creek Recreation. Carla also shared that CCCAE is pursuing a \$700,000 Community Development Block Grant (CDBG) through DOLA to support the Arts Center project. She requested the board's support, with the City serving as the pass-through entity and grant administrator. The grant does not require a match. An initial meeting with DOLA to review process has been scheduled for September 2. An action item regarding this request was added to the agenda.

VI. Conflict of Interest: None reported

VII. Director Report

- a. During the September 19 special meeting, the board met with Tryba, a wayfinding consultant, to review a proposal for Idaho Springs. Per the board's direction, we requested and received a quote; however, the initial proposal exceeded our budget. Following that meeting and a subsequent discussion with the City Planner later in the week, Tryba provided a revised proposal of \$30,000. The updated scope removes work already completed and shifts some tasks into the execution phase of the project. After discussion, the board expressed support for approving the revised proposal, along with allocating an additional \$5,000 for Ember to provide consulting support throughout the wayfinding process. I will now meet with Tryba to finalize next steps, including submitting a scope change request to the Colorado Tourism Office related to the grant.

b. Halloween Decorating Contest

The board expressed support for partnering with local realtor Sean Murphy on the 2nd Annual Halloween Decorating Contest, which is expanding to include both residential and business divisions. The board agreed to contribute funds toward the residential cash prizes, and to work with Happy Llama to produce trophies and window decals for participating businesses.

VIII. Action Items

- a. Steve Indrehus made a motion to approve the 2026 budget for recommendation to City Council. Lana Hearne 2nd the motion, all in favor, motion passes.
- b. Lindsay Valdez made a motion to approve participation with CCCAE in the pursuit of the DOLA grant. Tara Worley 2nd the motion, all in favor, motion passes
- c. Katie Yard made a motion to approve ZAPP in partnership with Clear Creek Arts and Education. Lana Hearne 2nd the motion, all in favor, motion passes.

IX. Closing Remarks

- a. Next regular Meeting Monday October 20th 2pm

X. Adjournment

- a. Meeting adjourned at 11:31am

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

Since our September meeting, we focused on Q4 event execution, ongoing brand rollout, and business engagement. This report summarizes progress, open items, and decisions requested for the board on October 20.

1. Marketing & Branding Initiatives

a. Visit Idaho Springs Launch

Website: The website V1 is live and stable, with V2 content and SEO optimization underway for release alongside the fall brand campaign. Priority pages in development include Discover Idaho Springs, Plan Your Visit, Things to Do, Events, and a dedicated Live Local page.

The Live Local page will support the new campaign by listing all businesses offering local discounts, which will be determined individually by each business. Participating businesses will receive a branded window decal to display. The campaign graphic has also been shared with community connectors for inclusion in the New Resident Welcome Bags. A larger Live Local campaign is planned for Q1 2026.

STORIES LIVE HERE



LOCALS SAVE HERE



LIVE LOCAL

Look for this symbol at Idaho Springs businesses for exclusive local discounts



Check out our website for more details

b. Instagram & Facebook: We have 211 followers on Instagram, and 311 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, the ARGO has asked that the board pay for one more month. The ARGO will be taking over the billboard December 1st.

ii. Branded Collateral

Happy Llama is here to introduced the Idaho Springs print portal, which features officially branded Idaho Springs materials. Businesses interested in co-branding items can work directly through Happy Llama, and they will also assist groups of businesses in combining orders to meet minimum quantities. Additional items will be added to the portal on an ongoing basis to align with current campaigns. At present, the catalog includes materials for the brand launch and the Shop Local campaign.

iii. Fall/Winter Campaign: Brand Launch & Shopping Small Means More

A media buy is scheduled for November and December to support both the brand launch and the Shop Local initiative. The package totals \$10,000 net and includes 136 commercials plus a Great Day Colorado appearance (either in-studio or on location in Idaho Springs). Fox 31 will also provide additional no-charge placements as available and a gift card program.

The campaign mix will include:

- 30-second Brand Launch Spots – Focused on building awareness and driving traffic to the new Visit Idaho Springs website.
- 30-second Shop Local Spots – Messaging highlights that supporting Idaho Springs businesses means supporting families, neighbors, and the stories that make our community thrive. These spots emphasize that our shop owners live here, not just work here.
- 15-second Cutdown A – Condensed from the strongest moments of the brand video, with existing end card logo and call-to-action.
- 15-second Cutdown B – Music-only, retail-focused creative paired with the holiday gift card promotion. Opens and closes with general Idaho Springs experiences (adventure, wellness, etc.), with shopping, dining, and Miner Street featured in the core. Uses existing end card logo.

d. Wayfinding Grant

The Colorado Tourism Office has approved our scope change request for the wayfinding grant, allowing the project to move forward. Tryba has initiated the Research and Programming phase, beginning with a self-guided field observation day on Thursday, October 9.

The stakeholder engagement portion of the project is now underway, with 45-minute sessions being scheduled in the coming weeks. These sessions will ideally be hosted in person. Tryba has requested our input on whether certain groups should be paired together, or one group?

Stakeholder Groups Identified:

- Business and Community Promotions Board (Sadie Schultz, Lindsey Valdez, Steve Indrehus, Lana Hearne, Jennie Kim, Tara Worley, Katie Yard)
- City Staff (Andy Marsh, Guy Patterson, Dylan Graves)
- COMBA (Gary Moore, Executive Director – Chris Winn, others as needed)
- ARGO (Mary Jane Loevlie, Travis Cook, Ethan Muluer)
- EMBER Designs (Nate Herschleb)
- Additional considerations: Indian Hot Springs ownership, key Historical Society staff/volunteers, HRD Downtown Master Plan consultants, and Visitor Center representatives

EMBER has been notified of the approved scope change and the board’s willingness to allocate an additional \$5,000 for their consulting support.

e. 250/150- History Colorado-Grant

The City of Idaho Springs is applying for funding to develop a multimedia walking tour of historic sites, designed to increase accessibility, interpretation, and public engagement while honoring the city’s heritage. The project will showcase key properties such as the Powder House, Carnegie Library, and the restored Colorado & Southern coach, combining photos, videos, oral histories, and interactive digital tools hosted on the Visit Idaho Springs website. The tour will highlight preservation successes, celebrate Idaho Springs’ role in Colorado’s mining, railroad, and tourism history, and align with the America 250 and Colorado 150 anniversaries in 2026. City staff, the Historic Sites and Facilities Board, the Historical Society, and local partners will collaborate on content, design, and outreach. The goal is to unveil the tour by July 4, 2026, providing both locals and visitors a deeper connection to the city’s story and strengthening long-term preservation advocacy.

2. Event Planning & Activations

a. Halloween Trunk or Treat

Trunk or Treat: Thursday, October 30, Citizens Park and Miner Street activation, arrival by 1:30 p.m., ready by 2:00 p.m.; Magic Rob 2:00–3:30 p.m. Vendor/candy stations coordinated; safety plan synced with Police and Public Works.

b. Halloween Decorating Contest

Local realtor Sean Murphy is partnering with the City to expand the Halloween Decorating Contest, now featuring both residential and business divisions. We encourage all downtown businesses to take part in this fun community tradition. For businesses, prizes will include plaques/trophies for the top three winners, along with a special rotating trophy—passed from one winning business to the next each year. Judging will combine community voting and official site visits on October 29–30. This is a great opportunity to showcase your creativity, draw visitors into your storefront, and be part of a festive community-wide celebration. Flyers, sign-up forms, and a contest website are already live.

c. Holiday Planning

Holiday Ramble Weekend: Saturday–Sunday, November 29–30. Market, caroling walk on Miner, tree lighting at Citizens Park, story time with Santa and the Mayor, and bike parade. Vendor outreach underway, confirming needs and establishing partnerships with CCCAE and CCMRD.

3. Business & Community Engagement

a. Community Connections Meeting

It is time for our quarterly Community Conversations. I am recommending two meetings this quarter: one at the East End at The Yards Taphouse on Thursday, November 6, and one downtown at Tommyknockers on Thursday, November 20. Topics will include parking, updates on the Downtown Master Plan, and website progress. The downtown session will also feature the kickoff of recording local stories as part of the “Stories Live Here” campaign.

b. New Resident Welcome Bag

The Live Local coupon has been designed and implemented as part of the New Resident Welcome Bag initiative. This coupon directs residents to the Live Local webpage, where participating businesses and their local discounts are listed. Each business sets its own discount and receives a branded window decal to display. The campaign graphic has also been shared with community connectors for inclusion in the welcome bags. A larger Live Local campaign remains on track for Q1 2026.

c. Parking

The new resident parking portal is now live at www.parkidahosprings.com, providing a streamlined way for residents to apply for and manage permits online. In addition, the paid East End parking program has officially launched, with strong compliance to date. Businesses with concerns about dedicated parking are encouraged to contact me directly.

4. Budget

a. As of early October, 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.

b. 2026 Budget

At the October 13 work session, staff presented their budget recommendations, but Council did not have time to review them line by line. A special work session has been scheduled for November 17, 2025 to go through the details. In the City’s recommendation, the Community Promotion budget in the recommendation shows a

net decrease of \$21,971 from the 2025 total of \$334,580 to a proposed 2026 total of \$312,609. The summary also includes a callout for the \$14,000 increase for the Director position, moving from \$66,000 in 2025 to \$80,000 in 2026. I have reached out to Andy for clarification on how this increase/decrease is reflected in the budget and how they intend for us to apply the funds across the Community Promotion categories, including website and marketing, social media management, events and related expenses ect.

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. August 2025: \$472,389.49 (-0.97%)
- ix. **YTD (Jan–August 2025): \$3,346,131.97 (+2.24% 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
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
August	\$247,167.24	\$266,861.70	\$261,825.68	\$308,276.28	\$302,934.73	\$346,174.64	\$396,083.62	\$479,965.55	\$477,026.41	\$472,389.49	-0.97%	2.24%	3,346,131.97	3,272,832.98

- x. **Key Takeaway:** Year-to-date through August 2025, sales tax collections total \$3.35M, up 2.24% over 2024. While January and March were slightly down, strong gains in April (+9.9%) and steady growth through June and July carried the trend upward. July remains the peak month at \$562K. August saw a minor dip (-0.97%), but overall the spring and summer seasons reflect steady growth and continued resilience in the local economy.

c. Downtown Master Plan: Mobility Hub & Parking

City Council has reached a decision point on the Downtown Master Plan following notice that the RAISE capital grant was not awarded to fund the \$34 million project. Without this grant, the City cannot move forward with the full program, including a structured parking facility. The base program has been identified as the Mobility Hub and parking solutions. Three options were presented to Council, and direction has been given to proceed with a surface parking lot and the Mobility Hub. This approach

may depend on ongoing negotiations with CDOT, but it represents the most feasible path within current funding constraints.

While this differs from what many businesses have long expected, given the emphasis on a parking structure, this direction allows the City to make tangible improvements today, manage fiscal risk, and preserve the ability to pursue a parking structure in the future. The planning grant we did receive positions us strongly for future funding opportunities by advancing 60% design plans and securing NEPA clearance.

The business community has understandably anticipated a parking structure, and this change will require clear, honest communication. The message is that rising costs and grant outcomes have shifted the timeline, but we are making immediate improvements and added as many surface parking spaces as possible in the near future and keeping the long-term goal viable.