

Business and Community Promotion Board Agenda

Date: October 21, 2024

Time: 2:00 PM

Location: City Hall Idaho Springs & Zoom

- I. **Call to Order**
 - a. The Director will call the meeting to order.
- II. **Roll Call**
 - a. Appointed Board Members
 - 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
- III. **Approval of Agenda**
 - a. Motion to approve the agenda.
- IV. **Swearing in of Board Members & Introductions**
 - a. Steve, Katie, Lindsay
 - b. Brief introductions of attendees.
- V. **Adoption of Rules of Procedure**
 - a. Motion to adopt rules of procedure.
- VI. **Director Report**
 - a. Updates/Old Business
 - i. Trunk or Treat
 - ii. Halloween/Fall Decoration Contest
 - iii. Pumpkin Smash- at the ballfields 11/2
 - iv. Update on Miner Street one-way traffic opening on November 8.
 1. Miner Street can likely be opened to one way vehicle traffic eastbound earlier in the week of November 4 depending on how quickly the encroachments are removed and the street is prepared for traffic.
 - v. Virginia Canyon Mountain Park Community (VCMP) Update
 1. Upcoming Ballot Item: Land exchange ballot question for November 5 Election.
 - a. Factual Summary of the VCMP Land Exchange ballot measure attached
 2. Messaging and Parking Committee??
- VII. **New Business**
 - a. 2025 Budget Review
 - i. Overview of proposed budget presented to council on October 14.
 - b. Hosting Community Engagement Meeting ASAP
 - i. Host an evening event at TK or Beau Jo's to talk about big project updates and timelines.
 - ii. Have Studio Seed come, and share updated on the DT Master Plan and Parking structure.
 - iii. Date ?

- c. Tree Lighting- November 30.
 - i. Santa and the Reindeer, Tree Lighting happening on
 - ii. Promotions and messaging for this weekend.
 - 1. Non-profit Hot Chocolate Walk?
- d. Holiday Decorating Plans
 - i. Garland
 - ii. Light poles

VIII. **Open Floor**

- a. Roundtable Business Updates
- b. Feedback and Questions: Opportunity for attendees to provide feedback and ask questions.

IX. **Closing Remarks**

- a. Summary of key points and action items.
- b. Schedule for the next meeting: November 18th at 2:00 PM at City Hall.

X. **Adjournment**

- a. Motion to adjourn the meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/2845400921?pwd=OV6rdk91U16SrFmagNBCO5JC5wnYpV.1&omn=89892424406>

Meeting ID: 284 540 0921

Passcode: 340574

One tap mobile

+17193594580,,2845400921#,,,,*340574# US

+16699009128,,2845400921#,,,,*340574# US (San Jose)

Dial by your location

- +1 719 359 4580 US
- +1 669 900 9128 US (San Jose)
- +1 253 205 0468 US
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
- +1 669 444 9171 US
- +1 301 715 8592 US (Washington DC)
- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
- +1 360 209 5623 US
- +1 386 347 5053 US
- +1 507 473 4847 US
- +1 564 217 2000 US
- +1 646 558 8656 US (New York)
- +1 646 931 3860 US
- +1 689 278 1000 US

Meeting ID: 284 540 0921

Passcode: 340574

Find your local number: <https://us02web.zoom.us/j/2845400921?pwd=OV6rdk91U16SrFmagNBCO5JC5wnYpV.1&omn=89892424406>

Rules of Procedure for the Idaho Springs Business & Community Promotion Board (BCPB)

I. **Establishment**

The Idaho Springs Business & Community Promotion Board (BCPB) is established to enhance the economic climate of Idaho Springs through various initiatives.

II. **Mission**

The mission of the Board is to invigorate Idaho Springs' economic climate by championing local businesses, orchestrating vibrant events, and fostering community engagement. We are dedicated to supporting local enterprises and nonprofits while enhancing the visitor experience to ensure lasting, positive impacts on our city.

III. **Purpose**

The Board's purpose is to facilitate ongoing collaboration and strategic planning with City Leadership to promote economic growth and community vitality in Idaho Springs.

IV. **Composition and Terms**

a. **City Representative**

- i. One member will be the Assistant City Administrator or a City Council member, appointed by the City Council. A City Council member will be appointed only if the Assistant City Administrator position is vacant or if deemed necessary. This term will be one year.

b. **Remaining Members**

The Board will consist of six additional members appointed by the City Council.

- c. **Term Length:** Members serve staggered two-year terms or until successors are appointed. Members filling vacancies will complete the unexpired term.

- d. **Term Commencement:** Two-year terms begin on October 15 of each year, except for initial appointments in 2024.

- i. Three members will have terms ending in October 2025.

- ii. Three members will have terms ending in October 2026.

- e. **Subsequent Appointments:** Members appointed after the initial formation will serve staggered two-year terms.

- f. **Recommendations:** The Board will recommend replacements for expiring terms to the City Council. If recommendations are not provided by the 1st City Council session in October, the City Council will appoint members directly.

- i. **Qualifications:** Members must hold a current City business license in good standing or be associated with such license holders, including employees or members of nonprofits with a physical presence in the City. If no qualified candidates are available, the Council may appoint individuals with alternative qualifications.

g. **Election of Officers**

At its annual meeting in October of each year, the Board will elect a Chair and Vice-Chair to serve for the upcoming year.

h. **Removal and Vacancies**

i. **Removal of Members**

1. Board Members may be removed by a majority vote of the City Council for inefficiency, neglect of duty, excessive absenteeism, or malfeasance. Excessive absenteeism is defined as missing three (3)

consecutive meetings. Members will receive written notice of removal grounds and can address the Council before a vote

ii. **Vacancies**

1. Vacancies will be filled by appointment from the City Council within a reasonable time after the vacancy occurs. Appointed members will serve the remainder of the term of the member whose seat is vacant.

V. **Staffing**

a. **Director of Business Promotion and Vitality**

The Board will work with a temporary City-paid contracted Director of Business Promotion and Vitality, who will report to both the Assistant City Administrator and the Board. The Board will evaluate the Director's effectiveness and advise the City Council on whether to contract a full-time Director or extend the current contract, including making necessary adjustments to contracted hours.

- b. The Board will assist in issuing a request for contract proposals and present recommendations to the City Council if a full-time Director is needed.
- c. The Board will supervise the Director, including assigning duties and reviewing performance.
- d. The City Administrator has the authority to terminate the Director's contract, with the Board providing recommendations and input.

VI. **Meeting Procedures**

a. **Regular Meeting**

- i. The Board shall meet on the third Monday of each month at 2:00 p.m. at City Hall or another time and place as noticed pursuant to the Colorado Open Meetings Law. Meetings will be open to the public and broadcast on the City Website. A record of all meetings will be maintained, and recordings will be available on the City Website.

ii. **Record Keeping**

1. The Board will maintain accurate records of all meetings, decisions made, and relevant documents, which will be made available for public inspection.

iii. **Public Participation**

1. The agenda will include a time for public comments, allowing community members to voice their opinions and concerns.

b. **Code of Conduct**

- i. Members are expected to conduct themselves with professionalism and respect, maintaining confidentiality as necessary.

c. **Quorum and Voting**

Four (4) members of the Board constitute a quorum for conducting business.

Official actions require a majority vote of those present.

Participation in meetings by audio or audio/visual means will count towards the quorum and will not be considered an absence.

i. **Conflict of Interest**

1. Members must disclose any potential conflicts of interest and recuse themselves from discussions and votes on related matters.

d. **Remote Meetings**

If a quorum cannot meet in person due to an emergency affecting the City or public

health, meetings may be conducted via audio or audio/visual communication, provided:

- i. All Board members can hear one another and access discussion and documentation.
- ii. Full and timely notice is given to the public, including meeting time, remote participation information, and public rights to attend.
- iii. All votes are conducted by roll call.
- iv. Minutes are taken, promptly recorded, and open to public inspection.

VII. Resource Allocation

a. Advisory Role

The Board is responsible for advising the Director and Assistant City Administrator on the Community Promotion budget, guiding the effective allocation of resources to initiatives that benefit the community and boost sales tax revenue.

b. Expenditure Authorization

i. Non-Budgeted Expenditures

1. The Board must consult with and advise the City Council before authorizing non-budgeted expenditures over \$500.00. Expenditures of \$500.00 or more may be approved by any two Council members and or the Mayor and the City Administrator for immediate needs before the next City Council meeting.

ii. Expenditure Authority

1. Contract and Expenditure Arrangements

The Board may not enter any contract or expenditure arrangement for business promotion funds without prior authorization from the City Council, except as provided in these rules.

VIII. Monitoring and Evaluation

a. Assessment

- i. The Board will regularly assess the impact of its initiatives on business vitality, community engagement, and economic indicators.

b. Annual Report

- i. The Board must submit an annual report to the City Council by the 1st City Council meeting in October, including:
 1. A proposed Community Promotion budget for the upcoming year.
 2. A detailed account of the previous year's budget use.
 3. An analysis of past activities and expenditure comparisons.
 4. Goals and objectives for the next year, including plans for activities such as Miner Street activation.

IX. Amendments to Rules

- a. Proposed amendments to these rules may be submitted by any Board member and require a two-thirds majority vote for approval.

X. Procedures for Addressing Grievances

- a. A formal process will be established for members or the public to submit grievances regarding Board actions or member conduct
- b. Board members and the public can raise concerns about Board actions or member conduct. Grievances must be submitted in writing within 30 days of the event and include the submitter's name, a description of the issue, relevant details, and any supporting documents. Grievances can be submitted to the Director. It will be

reviewed and acknowledge receipt within five business days. If valid, a committee of two Board members will investigate and present findings at the next Board meeting, where the Board will discuss and vote on recommended actions. Submitters will be notified of the outcome within five business days, and all proceedings will be handled confidentially. If unsatisfied with the Board's decision, individuals may appeal to the City Council within 14 days.

Recommendations for the Community Promotion Budget for 2025

1. **Removal of Webcam Line Item**

2. **Misc. Organization Request**

We can reduce this account by \$10,000. These funds were allocated to The Chamber. Now we allocate these funds into the new website/marketing account.

3. **Historic Sites & Facilities:**

Propose that account **10-21-5041** for Historic Sites & Facilities be moved out of the Community Promotion category.

4. **HSIS/Visitor Center and Building Maintenance:**

We will not be making any recommendations for the HSIS/Visitor Center or the building maintenance for the Visitor Center. Perhaps this can be considered as a category of its own, or a sub-category that the Business and Community Promotion Board is not involved in.

5. **2025 Community Promotion Budget:**

We are recommending that the Community Promotion Budget include the following new line items; Website/Marketing & Salary for Director of Business and Community promotion.

- Below are the recommendations for 2025

		2024 Budget	Proposed 2025
10-21-5032	Misc: Events	\$ 7,000.00	\$ 15,000.00
10-21-5033	K-Goat Annual Fee	\$ 3,500.00	\$ 3,500.00
10-21-5036	Mayor & Commissioner Awards	\$ 2,000.00	\$ 2,000.00
10-21-5037	Tree Lighting	\$ 1,500.00	\$ 3,000.00
10-21-5038	Misc. Organization Request	\$ 30,000.00	\$ 20,000.00
10-21-5039	Beautification	\$ 9,500.00	\$ 9,500.00
10-21-5040	Holiday Decorating	\$ 20,580.00	\$ 20,580.00
10-21-5050	4th of July	\$ 50,000.00	\$ 50,000.00
New Act	Website/Marketing	\$ -	\$ 80,000.00
New Act	Salary for Director of BCP Board	\$ -	\$ 66,000.00
		\$ 124,080.00	\$ 269,580.00

Total Proposed 2025 Budget: \$269,580

(not including line items for HSIS/Visitor Center and Building Maintenance)

Investing an additional \$145,500 in strategic forward-facing marketing is vital for the long-term vitality of Idaho Springs. This funding directly supports the mission of the Business & Community Promotion Board to enhance the economic climate through cohesive marketing, events, and community outreach. By funding a full-time Director of Business and Community Promotion with a salary of \$66,000, we ensure dedicated leadership to implement strategic initiatives and foster collaboration among local businesses.

We are requesting a one-time allocation of \$80,000 for marketing and website development this year, with a significant decrease expected next year as we better understand our needs and effective strategies. This investment will help us build a robust online presence, showcase Idaho Springs' unique offerings, and attract a targeted audience, all while addressing the challenges posed by ongoing I-70 construction and the Downtown Master Plan.

Additionally, increasing our local events budget will create engaging experiences that draw visitors, generating revenue for local businesses and enhancing community engagement.

Overall, this budget increase is a strategic investment in our community's future. By aligning our efforts, we can create a sustainable plan that benefits both residents and visitors, ultimately leading to increased sales tax revenue and a stronger economic foundation for Idaho Springs.

The Importance and value of Strategic Forward-Facing Marketing investment for Idaho Springs

First, let's define what we mean by "forward-facing": A forward-facing marketing plan for a city emphasizes proactive strategies to attract visitors while addressing the needs of residents. This approach focuses on future opportunities, aiming to enhance tourism through innovative initiatives and targeted outreach. By adopting a forward-facing strategy, we will bring Idaho Springs up to speed with industry standards, positioning ourselves as a competitive destination that effectively meets the needs of both visitors and the local community.

Having a plan for solutions instead of reacting to problems.

- **Proactive Approach:** Focus on future opportunities to enhance tourism while balancing the needs of our residents. With tourists already visiting, we need a comprehensive plan to effectively manage and sustain their presence in our community.
- **Target Audience:** Identify and understand potential visitors, by working with CCCT and their Placer.ai platform- see attachment for reference
- **Engaging Branding:** Develop strong messaging that resonates with both tourists and residents.
- **Promotional Tactics:** Implement digital marketing and events to attract visitors strategically, targeting the right times and locations. Collaborate with local businesses to expand our reach and share the costs of large marketing campaigns with CDOT and community non-profits.
- **Visitor Management:** Implement strategies to minimize disruptions for residents.
 - **Do Idaho Springs RIGHT:** This framework promotes a collaborative, community-centered approach to tourism. It aims to enhance residents' quality of life and improve visitors' experiences while protecting our environment, communities, and cultural heritage.
- **Community Feedback:** Involve locals in discussions about tourism impacts.
- **Balanced Benefits:** Aim for a thriving city that serves both visitors and the community.

1. Salary for Director of BCPBoard (New Budget Line Item):

Investing in a paid contractor for the Director of Business and Community Promotion is crucial for Idaho Springs' economic vitality. The proposed budget of \$66,000 addresses the need for dedicated leadership to implement strategic initiatives effectively.

- **Full-Time Role:** Transitioning this position to full-time will maximize impact beyond the current 20-30 hours per week I am currently contracted for.
- **Leadership Benefits:** A full-time director will provide consistent oversight and effective resource allocation.
- **Collaborative Efforts:** The director will work with the Assistant City Administrator and the Business and Community Promotion Board to execute comprehensive marketing plans.
- **Economic Impact:** This role will enhance the city's visibility, attract tourists, support local businesses, and ultimately increase sales tax revenue.

Overall, this position represents a strategic investment in the future growth and sustainability of our community.

2. Website/Marketing Development (New Budget Line Item):

We propose an initial budget of \$80,000 for marketing and website development, aimed at enhancing Idaho Springs' visibility and supporting local businesses. This investment will also help develop a long-term sustainability plan to navigate the challenging impacts expected over the next few years.

- **Website Development:** A one-time cost of \$30,000 allocated for the purchase or development of a visitor/community website (e.g., ThisIsIdahoSprings), with an estimated annual maintenance fee of \$10,000.

- **Digital Presence:** A strong online presence is crucial for reaching broader audiences and serving as a central hub for information. It will provide a dedicated landing page for visitors and the community, offering factual, engaging, and educational content. This platform will effectively showcase what Idaho Springs has to offer while enhancing community engagement.

We encourage visitors to engage with our local culture, explore responsibly, learn about our heritage, and choose eco-friendly options during their stay, fostering a vibrant, sustainable tourism model, in alignment with other State initiatives.

** potentially grant funding opportunities here

- **ThisIdahoSprings.com:** We have an immediate solution available to purchase ThisIdahoSprings.com for \$25,000. A community tech expert, Kent Slaymaker has offered to consult on the viability of this offer, identifying potential pitfalls and providing a true value assessment of the asset.
 1. **SEO Value:** The expert stresses the importance of SEO, highlighting that immediate value in this area cannot be quickly gained. A comprehensive evaluation of the website's performance, domain authority, and backlink profile will be essential.
 2. **Value Assessment:** The consultant will conduct an analysis of traffic metrics, competitor comparisons, and potential revenue streams to inform our decision.
 3. **Potential Pitfalls:** We will identify existing issues, such as technical SEO problems, content quality, and outdated design, to prepare for necessary improvements.
 4. **Expert Experience:** The consultant's past successes in similar projects will provide valuable insights.
 5. **Long-term Strategy:** We will evaluate how this asset fits into our broader business goals and our capacity for ongoing SEO and content updates.
 6. **Cost vs. Value:** We will weigh the initial investment against potential growth in SEO performance as indicated by the expert.
- **Marketing Budget:** The remaining \$50,000 will be dedicated to marketing efforts, including:
 1. **PR Consulting Services:** \$1,000 per month for Thrive4 Marketing, which may transition to \$1,000 per quarter as needs evolve. (to be approved by the BCPB)
 2. **Campaigns:** \$38,000 for marketing campaigns, potentially partnering with local businesses, CDOT, and non-profits to share costs.
- **Strategic Insights:** Collaborate with Clear Creek Tourism and utilize the Placer.ai application for insights into our target audience. This will show us the value and the ROI of our investment.

3. Increase spending for Local Events (line items 10-21-5032 & 10-21-5037):

To boost visitation during targeted periods, especially in the shoulder seasons, we propose a total event budget of **\$15,000** for both spring and fall events, along with strategic micro-events. Additionally, we recommend allocating **\$3,000** for an enhanced Tree Lighting event. This strategic investment not only enriches our event offerings but also positions Idaho Springs as a vibrant destination, fostering community engagement and driving economic growth. By focusing on these initiatives, we aim to create memorable experiences that attract visitors and support local businesses.

- **Misc: Events**

1. **Event Investment:** Utilizing Placer.ai, we analyzed visitor data from 2023, revealing the positive impact of event investment. The City spent **\$1,800** on the successful Fur-Lings Fest on June 8, 2024, which drew **13.6K** visitors (up from **11.1K** in 2023) who stayed an average of **97 minutes**. For the upcoming spring and fall events, we plan to allocate **\$5,000—\$2,500** for each main event—to involve the entire city and leverage partnerships with local businesses to share costs and responsibilities.

2. **Additional Activities:** We will introduce smaller, sponsorship-driven activities throughout the season, such as mini block parties and music events along Miner Street. This will include **\$4,000** allocated for these micro-events. Furthermore, collaborating with local nonprofits will enhance our offerings, supporting events like the Literary Festival, CCMRD skate nights, and the school district's Trunk or Treat.
3. **Contingency Fund:** To ensure flexibility for unexpected opportunities, we propose reserving **\$2,500** as a contingency fund for last-minute events that may arise throughout the year.

- **Tree Lighting Enhancement:** Transform the tree lighting into a weekend-long holiday kickoff, including a nonprofit-focused event on Black Friday, a festive tree lighting with Santa on Saturday featuring a Hot Chocolate Walk, and a Sunday holiday market at the ARGO to showcase local artisans and kicking off a Gingerbread Competition. We propose increasing the tree lighting budget from \$1,500 to \$3,000 to foster greater community engagement and vibrancy.
- **Year-Round Event Hub:** Collaborate with current event organizers and nonprofits to build on successful events like the 4th of July and Rapidgrass. By addressing challenges and enhancing the impact of events like the Bob Cook Hill Climb, we can establish Idaho Springs as a year-round hub for diverse community activities, benefiting local businesses and enhancing overall appeal.

4. **Additional Funding Strategies for Enhanced Marketing Initiatives**

- **Collaborative Marketing Initiatives:** Propose joint marketing campaigns that leverage CDOT's outreach capabilities, creating mutually beneficial partnerships that promote both Idaho Springs and regional travel.
- **Grants:** Identify and apply for relevant state and federal grants focused on tourism, community development, and environmental sustainability, showcasing how our initiatives align with their goals.
- **Local Business Sponsorships:** We are already successfully engaging in collaborative advertising efforts, such as the ads in Visit Aurora, primarily funded by ARGO and the Georgetown Loop. This partnership highlights one of our largest target market zip codes and demonstrates the potential for further co-funding opportunities that promote local businesses while enhancing community visibility.

Action Plan for Strategic Forward-Facing Marketing in Idaho Springs

Overview

This Action Plan will be proposed to the Business & Community Promotion Board for their adoption. They can execute a strategic forward-facing marketing initiative aimed at enhancing Idaho Springs' visibility, boosting tourism, and supporting local businesses.

Total Proposed 2025 Budget: \$269,580 (excluding HSIS/Visitor Center and Building Maintenance)

1. Director of Business and Community Promotion

- **Budget:** \$66,000
- **Objective:** Enhance the effectiveness of the existing Director in implementing strategic initiatives and fostering collaboration among local businesses.
- **Action Steps:**
 - Provide necessary resources and support to maximize the impact of the Director's role.
 - Facilitate collaboration with the Assistant City Administrator and the Business and Community Promotion Board to execute comprehensive marketing plans.

2. Website and Marketing Development

- **Budget:** \$80,000
- **Objective:** Enhance Idaho Springs' visibility and support local businesses.
- **Action Steps:**
 - Allocate \$30,000 for the development or purchase of a dedicated visitor/community website (ThisIsIdahoSprings.com).
 - Utilize \$50,000 for marketing efforts, including:
 - PR services: \$1,000/month.
 - Campaigns: \$38,000 for print ads and digital marketing, leveraging partnerships with local businesses and organizations.

3. Local Events Budget Increase

- **Budget:** \$18,000
- **Objective:** Boost visitation during key periods, especially in shoulder seasons.
- **Action Steps:**
 - Allocate \$15,000 for both spring and fall events, including \$5,000 for main events (\$2,500 each).
 - Reserve \$3,000 for an enhanced Tree Lighting event.
 - Introduce smaller sponsorship-driven activities with \$4,000 for micro-events.
 - Establish a \$2,500 contingency fund for last-minute opportunities.

4. Visitor Management and Community Engagement

- **Objective:** Minimize disruptions for residents while enhancing visitor experiences.
- **Action Steps:**
 - Implement the "Do Idaho Springs RIGHT" framework for a collaborative tourism approach.
 - Engage locals in discussions about tourism impacts and gather feedback to inform strategies.

5. Building Partnerships

- **Objective:** Foster collaboration with local businesses and nonprofits.
- **Action Steps:**
 - Develop joint marketing campaigns that leverage CDOT's outreach.
 - Identify and apply for relevant state and federal grants to support tourism and community development.

- Enhance collaborative advertising efforts with local businesses to increase visibility and engagement.

6. Long-Term Sustainability and Economic Growth

- **Objective:** Ensure a robust economic foundation for Idaho Springs.
- **Action Steps:**
 - Create a strategic marketing plan that focuses on long-term sustainability and aligns with community needs.
 - Regularly assess market trends and adjust marketing strategies to stay competitive.
 - Promote local businesses and initiatives to stimulate job creation and increase sales tax revenue.

Conclusion

This action plan represents a strategic investment in the future of Idaho Springs. By prioritizing the outlined initiatives and increasing the budget for marketing and events, we can enhance community engagement, attract visitors, and ultimately drive economic growth, ensuring a vibrant and sustainable future for our city.