**SILVER DOLLAR METROPOLITAN DISTRICT**

**REGULAR MEETING**

**AGENDA**

**Tuesday**

**April 22, 2025 @ 9:15am**

**Black Hawk Public Works Conference Room**

**In Person & Zoom Platform**

**987 Miners Road, Black Hawk**

1. Call to order.
2. Roll Call.
3. Any Additions or Corrections to the Agenda.
4. Disclosure of potential conflicts of interest.
5. Consideration of March 25, 2025, Meeting Minutes.
6. Ratification of the Cohn Marketing Content Audit/Statement of Work in the amount of $2,500.
7. Ratification of the Cohn Marketing 2025 P2P Media Buy in the amount of $16,320.
8. Consideration of April Statement of Claims $100,286.07.
9. Financial Report: April 2025, acceptance of the report.
10. **NEW BUSINESS**:

a. Ramblin: additional run at either 3am or 3:30am, discussion and possible action.

1. **OLD BUSINESS:**

a. P2P's Huntsman Segment/road closure - based on closure timeframe: 9pm Sunday, 4/20 to 7pm Saturday, 4/26 (see outreach timeline sent to Board on 3/26): status update.

b. visitblackhawk website - 2025 Digital Visibility Approach report (sent to Board on 2/28) and recommendations, discussion and possible action.

c. Traffic Counters – In City and on SH 119 & US 6 update, discussion and possible action.

1. Manager’s **Report** (Questions of Manager on items contained in the written report but not on the agenda).
2. Cohn Marketing website administrator: ali@cohnmarketing.com
3. Cohn Marketing 1Q report – discussion and/or comments.
4. WRC weekly ad for HARD District with casino logos (see manager’s report).
5. Westword advertising including social media (sent info to Board on 4/10).
6. 2026 Marketing/planning for the dual milestone of Nation's 250th Anniversary and Colorado's 150th Anniversary - discussion including jointly finance drone show on 7/4/26 and start planning event for 8/1/26.
7. HARD DISTRICT - marketing concept and plans for 2025 Founder's Day event, meeting set for May 7th, more info after that meeting.
8. Road Closure/Delay notices – sent out upon receipt.
9. SH 119 & Main St, electronic gate – no update.
10. Rim Rock parking & facility plan – no update, looking for Board direction.
11. **Board Member Comments**.
12. **Public Comment**

15. **Continue or Adjourn**.

 Next Meeting: 5/27/25