



## FHDA Board Meeting February 9, 2022

Location: Willamette Wineworks 824 Sutter Street Suite 200

Board Members: Jim Snook, Jerry Bernau, Karen Holmes, Bobbi Eddy, Jim Metzker, Rich Veale, Amber Felts, Kathy Cole, Mark Dascallos, Christine Brainerd, Alana Holley

Guest: Carrie Lane, Allan D'Anneo, YK Chalamcherla, Darron & Jamie Bracht

FHDA Director: Judy Collinsworth

1. Call to Order: 8:06am
2. January minutes for approval , Jerry B. motioned to approve, Jim M. 2nd, Approved by All
3. New Business
  - a. Official New Board Member - HDC Representative Kathy Cole, Commission Chair
  - b. Uber New Drop/Pick up zones - Judy connected with Uber and Lyft to identify a better pickup/drop off zone, after one weekend of using this spot, there's discussion on adjusting the location due to traffic flow. A couple of spots were suggested, lighting will be looked at, and possibly getting resident perspective.
  - c. Hacienda Lot - Now that the Hacienda Building refacing has been completed, Alana was excited to share further changes to the Hacienda Building which include replacing the current large wooden staircase with a more streamlined direct staircase that will open up visibility to the ground floor business suite and provide additional bike racks to the District.
  - d. Twinkle Lighting all trees - the City requested removal of the twinkle lights from the trees as they can impede the tree growth patterns. The cost for removal is \$2000, loosening & replacement will be around \$5800. There are about 100 trees lit within the District. New lighting schedule is installation around Halloween and removal right after Valentine's Day.
  - e. Bylaw change for consideration.  
Before being considered as a board director...active for 6-months.  
There was discussion on what is 'Active' considered. Judy would add this change to the Nomination Committee's requirement in when considering nominations. In the past when someone wanted to be on the Board, it was suggested that they attend several meetings prior, and often they wouldn't follow through. As the discussion continued, it was suggested that we share the number of seats that become open each particular year, meetings are open, and active involvement is suggested for Board membership. The board determined not to change the Bylaws at this time.
  - f. Santa Eric - Eric hosted a dinner thanking all the holiday volunteers & ambassadors for their work during the holidays within the District. The dinner was wonderful and big thanks to Eric. Judy would like to give Eric a weekend stay at the penthouse in the Fire and Rain building. Board agreed.
4. Old Business
  - a. Barley Barn Recap - there was discussion regarding the recent approval by City Council of the Barley Barn project and the parking impact this will have on future projects with already approved parking requirements. The goal of the District was to follow the Main Street program with a good balance between day-time & night-time business. It's a concern when a business has a 'change of use' approval & there is no city ordinance addressing the new parking requirements. This is not allowed anywhere else within the city. Christine shared that the City is having a series of workshops to identify what the public wants improved, funded, and supported and discussion on parking may fit into these workshops. YK requests that we continue to share with the City Council our concerns & issues, continue to share information about the Historic District.
  - b. 700 Block Closure & City Barricade Update - Judy met with the 700 Block group and everyone (except 1 merchant) wants the block to continue to be closed on weekends. There will be an additional meeting with these merchants to discuss what can be done to 'engage' the merchants in the block closure.
  - c. Depot Lease update - Jim M shared that the Chamber had approached him to rent out the Depot space, including the Ambassador Room space. This is new information as FHDA had a verbal agreement to rent

out the Green Room/ Ambassador Room. Doug Scalzi has also been contracted to show and find a leaser for the Depot space that would possibly include a general store selling memorabilia, alcohol & soft drinks.

- d. Farmer's Market - vendor mix - John Voelz has created a suggested list of guidelines for the alternative vendors the Farmers Market brings in to supplement the farm booths during winter. There was discussion that a vendor that sells baked goods & another selling gluten free baked goods, vs. another selling Keto baked goods aren't targeting the same customers and should be considered within the numbers. It was also suggested that the group take the list and get suggestions for the next meeting. The point of this is to alleviate the concerns expressed by the merchants to Judy when there are excessive identical vendors. Alan agreed that it is a balancing act and they already work to keep it balanced week to week with a good mix.
  - e. State of the City Meeting reminder February 24, 11:15, FHDA has purchased tickets for the FHDA board to attend.
5. Events:
- a. Ice Rink Recap - Brian has cleared 95% out of the District. A forklift remains.
  - b. Celebration of the life honoring Everett Blix/OWL & Ambassador - Folsom Hotel Noon 2/27, all are invited.
  - c. Galentine Passport - a Merchant event coordinated by Michelle A. from the Stone & Birch boutique. This is the 2nd passport event she has created, adding in more merchants as it grows.
  - d. Eggscellent Adventure Passport - A Bayside sponsored event on XXXX.
6. Community Comments - Jim S recognized Karen for her outstanding support of the District throughout her tenure as owner of KBC & as a Board Member.
7. Merchant Update - a florist is moving into the District, into the Hacienda building.
8. History Museum Update - The museum welcomes new Board member Dee Ford. Also, on February 23, the Museum will be hosting the merchant meeting at 5:30. Jim also reminded everyone of the Friday Lunch group, which was created to show Love & Support for local businesses that have been hit hard by the pandemic. All are welcome to join & support. The next lunch will be at Reset & the Taqueria on Friday, February 11 (weather will be fantastic!).
9. Historic District Commission Update - With John Lane's appointment, the Commission is now full. There is a full meeting scheduled for 2/16. It will cover getting John sworn in and the Crematorium project. It will be a Zoom meeting.
10. City Update - YK will ask the mayor to close the City Council meeting on 2/22 in Everett's memory. YK is also asking for our involvement and help to get dialogue between the City, FHDA, residents, and new business coming into the District.
11. Financial Report: We are actively looking for a bookkeeper. Amber motion to accept, Karen 2nd, All Accept.
12. Adjourn 10:12am

Next FHDA Board Meeting March 9, 2022  
Williamette Wineworks

Sent from my iPad – Bobbi Eddy