



# May FHDA Board Meeting Minutes

Wednesday, May 11, 2022  
8am Willamette Wineworks  
824 Sutter St – upstairs

Board of Directors: Jim Snook, Karen Holmes, Jim Metzker, Moe Hirani, Rich Veal, Kathy Cole, Mark Dascallos, Amber Felts, Christine Brainerd - Executive Director: Judy Collinsworth Guests: Alana Holley, Lorretta Hettinger,

1. Call to Order 8:01 am Jim Snook
2. April minutes for approval motioned by Karen Holmes, 2<sup>nd</sup> by Jim Snook – All approved. Abstained - Amber Felts, Jim Metzker
3. New Business:
  - a. PBID - okay to sign agreement? YES. Jim M mentioned the language was vague; Karen Holmes clarified that this is not the official write up. Jim Snook noted that a kick-off meeting will be set.
  - b. Rebranding - Historical Society. Judy gave recap that initial rebranding was potentially confusing and too close to FHDA. "Folsom History" is new name with lamplight in logo.
4. Old Business:
  - a. Entertainment Permit CUP Update, No update
  - b. Golf Cart Shuttle Update, Funding approved by city, pilot program to create performance metric, looking for more grants, new app for riders to track carts, need to meet with Ron. Looking for businesses to sponsor to help supplement funds. FHDA to look into creating a promo video showing someone parking in garage and then using shuttle.
  - c. Depot Update - None. City regrouping this week with the recently hired historical preservationist group that will be reviewing our plans for renovation.
2. Events:
  - a. 4/9 RECAP -Sip & Stroll, great event, about 550 people participated. Amber delivered check for nearly \$22k from Eventbrite. Low expenses for this event.
  - b. Spring Concerts are underway, good turn out so far
  - c. 4/24 Spring Arts & Crafts Fair, great day for merchants, expenses were high (\$9k+), had about \$4k profit
  - d. 5/19 Styled on Sutter 5-8 pm Fashion show, pop up boutiques, \$10 fix online, sharing some expenses with Symphony (chairs)
  - e. 5/21 - Symphony - sold out (reserved/free fix)in 2 hours
  - f. Sponsorship opportunities: Concert series, Symphony, & Hometown Parade. We still need a lot of sponsors for the Symphony event, we are almost at goal for the Hometown Parade & Concert Series.
6. Community Comments: Judy- Complaints about busking on the 700 block, Judy has contacted code enforcement. No amplified music without permit. Discussed placing signage to discourage illegal busking. Judy asked if city could notify FHDA of busking permits requested in advance - Christine looking into it.

Loretta concerned that there is no person to be a liaison between city and History.

Jim Snook mentioned there is a Meet the Leaders lunch on 5/26 at Bayside to discuss water issues.

Merchant Update: May Merchant Meeting will be held at the Powerhouse Museum May 11 at 5:30pm.

History Museum Update: Big Day of Giving raised almost \$30k, the Chinese Heritage Museum is being painted, fence cannot yet be removed.

Historic District Commission Update: No meetings since Feb. HDC meets next week to review a shed and the city home occupation ordinance. City is looking for specific feedback from the Historic District.

Lakeside Crematorium appealed to city council and won their appeal. It was heard on 5/10. Only councilmembers that voted against it were Aquino and Kozlowski.

City Update: Budget presentation is coming 5/24. \$248+ million proposed. Possibility of proposing a tax rate increase of ½ or 1 percent. 75% of the budget is general fund.

A survey from the city will be sent soon. Please spread the word when it comes out.

Parks and recreation will handle Service Day this year. They are looking for projects.

City of Folsom was recently named one of the Top 50 Most Liveable Cities.

Financial Report: Motion to accept Karen Holmes, 2nd by Jim Snook, accepted by All.

Adjourn: 9:01 am