



# September FHDA Board Minutes

Wednesday, September 13, 2023

8am Willamette Wineworks

824 Sutter St – Upstairs

Board of Directors: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Moe Hirani, Amber Shoop, Rich Veale, Kathy Cole, Christine Brainerd, & Suzanne Cook

Executive Director: Judy Collinsworth

Guests: Mike Kozlowski, Bob Baker, Shane Rush, Mark Rackovan, Zack Bosch, Ken Masegian, Anna Rohrbough, Loretta Hettfenger, Lorraine Rinehart, Stacy Ruby, Mike Reynolds, Michelle (Stone & Birch), Gloria Cunningham

1. Call to Order: Jim Snook 8:01 am
2. July minutes for approval: Motion to approve Suzanne. Approved by All, 2nd Kathy Cook, Approved by All. There was no August meeting.

### 3. New Business:

a. 22/23 budget vs actual and proposed 2023/24 Budget - Discussion about the 22/23 budget closing at -\$10k, and the 23/24 budget being very dependent on increased sponsorships. There is a balance between projects that are a 'loss' but a huge benefit to the community like the Ice Rink, Tree Lighting, & Hometown Parade, vs the Sip & Stroll, Spirits Brews and Bites and craft fairs which bring in revenue.

Motion to Accept, Jerry, 2nd by Karen, Approved by All.

b. New Christmas video featuring our merchants coming out at beginning of the Christmas Season – Preview happening on 12/1 at the Tree Lighting.

c. Tesla stations, Christine - Tesla is interested in installing charging stations in the Historic District, they are looking at the Parking garage & Traders Lane parking lot. Jerry recommended that the City look at the Baker's Lot with great visibility and not take away from the District parking. Bob Baker was in attendance and he will bring it up to the Baker family to see if they would support this project.

d. Caps and Beat Cops return to HD - Judy - there was a meeting with several members of the City and FHDA to discuss bringing Beat Cops & CAPS officers back to the District. As Merchants, please make these officers feel welcome. If as a merchant, you feel unsafe, please call 911, do not wait for the Beat Cops or CAPS officers.

e. Complaint of filth and unattractive district – follow up – Pressure washing returns 9/12, Judy - there was a public complaint on Folsom Chat, both Judy & Public Works walked the District with the 'complaintiff' to identify the issues. Judy reached out to the Folsom Garden Club to see if they would like to adopt a couple flower beds or assist with planting daffodils. The sidewalks were power washed this morning.

f. Election Timeline, Judy - there are 3 members who are NOT up for election, they will be on the Nomination Committee. If you as a merchant, regularly come to the meetings, and would like to be considered for office, please watch your mail and complete an application. Newly elected boardmembers will be announced at the Annual board meeting on 11/13. The board decided the best location for this year's annual meeting would be Granite School if it is available.

### 4. Unfinished Business:

a. Elevator repairs Mark Rackovan: Should be completed passing inspection.

b. Traders Lane parking lot reconfiguration Mark - the project to change the parking lot at Traders lane is the next phase of the overall parking strategy of the City & will include way-finder signs & space

available signage. The reconfiguration will eliminate the Leidesdorff entry, include repaving, re-striping, new waste containers, an overall improvement to this parking lot. This project will also include removal of all the mature fruitless mulberry trees & replace with new trees. There was a discussion regarding the maturity of the trees being planted, it is requested that the trees be more mature than normal trees used in these types of projects. This project is expected to start September 25, signage is being prepared. The granite boulders will also be removed & stored for possible future use. This project is expected to take 6 weeks, parking along Leidesdorff will continue to be available, and they will try to keep some parking spaces available within the lot. The timing of this project will have a huge impact on businesses within the District and there was extensive conversation about delaying the project till next summer. Several businesses attended the meeting and added concerns about the impact to their business. Mark shared that the City is under contract with a vendor and there may be financial implications if the project is delayed; however, he will take this project back to the City Arborist & the Contractor to see if they can resolve this timing issue. Also, the existing lighting will remain, the lights are owned by SMUD.

c. Bollard Installation update, Mark - there is an ongoing conversation with fire chief Cusano, Judy & Mark will check on this status. These bollards will go on each end of the 700 Block when there are events, they are removable and would replace the plastic movable walls that are used currently. Bob Baker requested that the street closures be extended to the beginning of the 600 Block, to include the merchants of the that block also. There was discussion about people not crossing the street. Suggestions were to activate the two corner spaces on Sutter and Riley.

d. Signs for Parking Garage "Video surveillance", Mark - these signs were requested at camera installation, Zack will get a mock up for Judy. There is also a project to update signage for the City and they will look at the parking electronic counter available signage.

e. New Electrical Panel, Jerry - we found an electrical panel which was exactly what we needed for the Ice rink. The concrete pad has been poured, and we are on target for City inspection next week. This is a permanent panel and will eliminate the electrical concerns for the Ice Rink

f. Depot Green Room – update, Jerry - we are on the HDC schedule for October 4, for approval on the doors for the Green Room. These doors will replace the existing non-historic sliding glass doors. We have also cleared asbestos testing, and we are almost ready for interior demolition.

g. Ice Rink & Special Ice update, Jerry/Judy -

h. 700 block closure – time to make it seasonal. Month of May, Month of September, Month of December? Judy - the 700 Block closures are now required to do according to the City Traffic Map Plan. There is a concern that after doing all of this work to close the block, it is still not being activated. Additionally, signage is getting stolen, and replacement is expensive. There was discussion by merchants about moving to a seasonality closure instead and moving the Sunday Market to the Hacienda parking lot. This subject was tabled for a separate conversation.

i. Parklet Update – City wants them ADA compliant or remove them. Notice going out 9/5.

j. Sign notice – Pete and Josh reported at Merchant meeting. Awaiting direction from staff's senior management about neon and temporary signage. A frame enforcement will not take place until the new code updates. Based on Merchant feedback, no one will be cited for a year while codes are reviewed. The City is doing a whole signage review & update, the Historic District requirements will be reviewed after. Kathy will stay on top of this issue and recommends that participation is important. Bob shared that there was an ordinance that the LL is responsible for all of the city utilities (garbage, water, and sewer in 2020).

k. Meeting with Fire Dept & City Manager about Peach Fest and new rules – 12' breaks after every 700 sq ft. Waiting for new meeting date.

## 5. Events;

a. RECAP - Peach Fest – August 6 – Issues: no barricade workers, no one watching wine garden, too many food trucks, food trucks that were out of compliance/unsafe, many vendors did not stay within the brass markers. The Fire Marshall was very concerned about how this event was setup & managed to such an extent that she escalated the situation to the Fire Chief. This was not an FHDA event, but rather coordinated by the Saturday Farmers Market however, it reflects back on the FHDA.

b. RECAP – Twilight Concert Series, Judy - record attendance and great bands.

c. Snook's 60<sup>th</sup> Anniversary Sept 15. City Council Proclamation on 9/12.

d. Red Shoe Crawl - September 9, this was a new event for the district.

e. Light Up the Dark – September 9, this was a great event. The musicians were phenomenal.

f. Painted Ladies Ride - September 11, beautiful event.

g. 2 New Events: Pawtoberfest 10/15 in amphitheater & Day of the Dead 11/3 on the 700 Block.

6. Community Comments: Open – Mike Kozlowski mentioned the possibility of the City developing the Wye area with facilities for the unhoused. There are lots of funds being filtered to Cities who are making accommodations for the unhoused. There were mixed opinions on this idea.

Merchant Update:

Merchant Meeting September 19 5:30pm - Rancher Hat Bar –

Multiple business closures. Escape Room, Therapy Store, Dog Bakery, MTT. New merchants moving into MTT Space - Wolf Home, and the Vault space has been rented to a children's store.

History Museum Update: Kathy - Pioneer Village will be hosting an event when they'll be rebranded 'The Square' September 27.

7. Historic District Commission update: Kathy - October 4 train depot doors are up for approval.

8. City Update: Christine

9. Financial Report: Jerry

10. Adjourn 10:19