



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: Rita Hoffstadt, Loretta Hettfing, Carrie Lane, Carissa Morlan, Bill Sullivan

1. Call to Order: Jim Snook 8:05am

2. September minutes for approval: Karen, Jerry, All

3. New Business:

a. Election - New date for Annual Meeting 11/15, Jim M updated the group that there was a record number of nominations. Not all qualified, but it's great to know that merchants are becoming interested in serving on the board. There was discussion about electors choosing someone else to represent, and representations from other organizations within the Historic District, including the Chamber, FEDCORP, HFDC, etc.

b. Big Rig delivery/parking on Sutter after TL parking is completed, Judy mentioned that this is an issue that started before Covid, to have the big rig deliveries moved to Traders Lane, or in front of the Chamber building and other marked delivery areas. Judy is working with Mark Dascallos on this item, and with the restaurants, and there will be a meeting with the bigger delivery companies to find a good solution to move the big rig trucks off Sutter between 11am and 5pm. This was an issue for trucks that would park along Sutter for longer than 30 minutes.

c. Motion for May, Oct & Dec weekend road closures after our current permit expires at the end of December, Jerry Motion to change the 700 Block Road Closures to a seasonal closure starting with May, October, and December. Especially since the City has revised the signage requirements for each road closure making it labor intensive. The 2 businesses that have volunteered to put up the signs are additionally frustrated because signs go missing constantly, and they are having to spend time searching for the missing signs. One of the thoughts when choosing these months that there would be more 'activations' by merchants to build energy and market the road closures. There was discussion that the open/closing can be confusing; however, there's no consistent activation of the block to warrant closing of the blocks for 12 months. The motion is amended for the 700 Block to be closed April, May and October-December, Friday 4:00 through Sunday at 4:00, Jerry. 2nd Karen, approved by ALL.

d. Homelessness on City Council agenda 10/10, Jim. There was a large turnout for this meeting last night. One thing discussed was the PIT homeless count was 22, but the metric from the Police was approximately 75. There is a difference between the unhoused who want help versus the ones who are addicted, drunk, or simply do not want help. There are several organizations within Folsom who are already doing the 'heavy lifting' working with the unhoused. Most of the comments were about the criminality of much of the behavior of some of the unhoused. It was frustrating to hear the City Attorney's response was that there wasn't anything the City could do about these behaviors.

There was also discussion about an opportunity to move relics currently stored at the Wye and make space for services for the unhoused there. This is a large concern to the Historic District because it could create an influx of more unhoused into the District.

Motion - FHDA is not supportive at this time for funds to go towards supporting a County run unhoused services at the Wye, in response to comments at the City Council Meeting 9/12. Jerry Motion, Amber 2nd, Approved by ALL except Christine who abstained as a member of City Staff.

Jim, Amber, and Jerry will schedule a meeting with City Council Member Mike Kozlowski to discuss our concerns.

4. Unfinished Business:

- a. Elevator repairs - Judy, final repairs within 2 weeks per Chris O'keefe
- b. Traders Lane parking lot reconfiguration - Judy, it's on track for 10/13 completion. Thank you to the City for accelerating the work on this project.
- c. Bollard Installation Update – Judy, installation will begin when TL parking is done.
- d. Signs for Parking Garage “Video surveillance” – Done!
- e. New Electrical Panel - Jerry, the cement pad was poured, the meter will be set this week, then the lineman can connect. Jerry has been working with Emery & the Italian ice rink company to define the requirements for the insulation.
- f. Depot Green Room Update - Jerry, on *10/4 the new doors were approved by HDC. Jim S will be coordinating the demo crew to remove the non-structural pieces (walls and one bathroom). Judy has 8 Rotarians signed up to assist with the demo. Loretta added that Jerry's application, the detail, should be the standard for all HDC applications.*correction to the minutes.
- g. Ice Rink & Special Ice update - Judy, the rink has been airfreighted here from Italy. Emery notified us that he has hired Vincent to be the Ice Tech, and we will be responsible for his housing and payroll of approximately 25k, which is a fiscal impact that had not been budgeted. There was discussion about possibly finding a trailer to be placed by the chiller which will reduce the lodging expenses.
- h. Parklet Update – Judy reported that the City wants all parklets ADA compliant, or they must be removed. Notice went out 9/5 notifying each parklet owner. It's estimated that there's about a \$10k cost for the ADA improvements. Initial conversations with Rosario indicated the parklet in front of the Taqueria & Folsom Café would likely be removed. If so, there is a possibility that we can utilize the parklet temporarily at the ice rink. After further conversation Moe and Jim S would like to meet with Rosario & the owners of Folsom Café to talk about the importance of the parklet and its value as an investment.
- i. Shuttle update – Karen and Jim are scheduled to present to City Council on 11/14 to discuss the ongoing shuttle service. Quick facts: Since starting in June 2022, the shuttle has given 3,400 rides to 11k people, at a cost of less than \$4 a rider, via the app. *This count includes the people who flag down the shuttles and don't use the ap. It does not include people who ride the Surfer. The shuttles are an important part of a parking solution for the District. Loretta suggested that there be a discussion with the City about the upcoming workshop for a bicycle over crossing to also include a conversation about the shuttles.
*Notes correction to the minutes.
- j. Sign notice – Judy, was told by Pete and Josh after the last Merchant meeting, that they were awaiting direction from staff's senior management regarding temporary signage within the District. Per a later email from Pete, neon signs are NOT allowed going forward, A-frame enforcement will not take place until the new code updates. Although these items aren't allowed, we are unsure if there will be any enforcement of the violations.

5. Events;

- a. Recap Snook's 60th Anniversary Sept 15 – Jim S reported that it was a fantastic event! Big thanks to Judy & team for coordinating the concert and everything. More than \$15k was raised for Green Room improvements at the Depot building.
- b. Recap 10/7 & 8, Soap Box Derby - Karen shared that representation from more than 6 states were in the event, who stayed within the District (Lake Natoma Inn), ate in the District, and shopped in the District. There is also great photos & video available online at the Telegraph.

The Folsom Soap Box Derby is officially organized by the Silicon Valley chapter. They would love to have Folsom have their own local race, run by Folsom drivers, a one-day event, in April. Christine suggested that this might be a great partnership with the local school STEM program.

c. 10/11 Folsom HS Parade (Not FHDA), starts at 6:30.

d. 10/15 Pawtoberfest, Sunday 10-2, raising funds for Hearts for Heroes

e. 10/15 Brad Franklin retirement party (not FHDA)

f. 10/21 Spirits Brews and Bites - Amber, We have already sold 333 tickets, 167 left. There's a good mix of vendors, merchants, and foods.

g. 10/28 Festifall, same as last year with the addition of Fire Dancers that night at the Amphitheater Stage.

h. 11/3 Dia De Los Muertos, the fantastic Mariachi Bonitas will be playing at this event along the 700 Block.

i. 11/3 FOF Turkey Drive (not FHDA), will either be at the Amphitheater or at the top of the parking garage.

j. 11/4 Art Battle (not FHDA), at the amphitheater

k. 11/10 Ice Rink opens

l. 11/15 Annual meeting of Stakeholders/Election results - Nov & December Board Meetings - tentative

m. 12/1 Tree Lighting

n. 12/3 Craft Fair, 9-4.

6. Community Comments: Open

7. Merchant Update: Merchant Meeting and tour of 813 & 815 Businesses: October 12 5:30pm Crystal Basin

8. History Museum Update: Jim M, the ribbon cutting event at the square (formerly known as Pioneer Village), had great attendance. There's a new exhibit opening soon called Made in Folsom, and the Paranormal Tours are sold out and have added new dates. There are some changes to the Chinese Heritage Museum coming, and people are excited about this project.

9. Historic District Commission update: Kathy, last meeting on 10/4, approval of Depot Doors, approval of Shed demo at 404 Coloma, and there was a public workshop to discuss design guidelines on garages & roofs, materials & styles. Last night there was an appeal on the 603 Sutter mixed use project HDC decision. City Council upheld HDC's decision with a 5:0 vote. Next meeting is 11/1. Additionally, the Planning Counter will be updated, Uncle Charley's Firehouse & Brew have secured a lease, but permits have not been pulled yet. The Barley Barn project has pulled permits.

10. City Update: Christine, the City is seeking input on the central business district master plan. The City is in the process of hiring an economic development consultant. The City is ready to support the ice rink with signage, press release, and visibility. Fire Department open house this Saturday & the Glass Pumpkins event will be at the City Park again.

11. Financial Report: Jerry, Motion to Accept, Jerry, Jim M 2nd, approved by All

12. Adjourn 10:10