



October Board Meeting Agenda

Wednesday, October 2022

8am session Willamette Wineworks
824 Sutter St – upstairs

Location: Willamette Wineworks 824 Sutter Street Suite 200

Board Members: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Rich Veal, Amber Felts, Jim Metzker, Kathy Cole, Moe Hirani, Christine Brainerd, Guest: Mike Reynolds, Michael Sanson, Mark Rackovan, Ryan Chance and Will Kempton

FHDA Director: Judy Collinsworth

1. Call to order 8:01 am
2. September minutes for approval Jerry, 2nd by Amber, Approved by All
3. New Business
 - a. Parking Restrictions and business implications - Jim shared that a merchant felt that the information regarding the Parking Restrictions adopted was not shared with the whole group. When the Parking Pilot program was adopted by City Council, merchants were asked to share concerns with a City Council member. The information originally was shared by Judy via the merchant newsletter. It was also a topic on 2 Merchant Meetings, and included in the printed recap to merchants. There was a conversation outlining that all that has happened thus far is a change to the City Code allowing for a program like this to be made permanent if so voted, it is currently in Pilot Program status.
 - b. Riley Street Project - has a new name - the Historic District Connectivity Project, is to install sidewalks and crossings with refuge areas along the path. The City has applied for a \$10 million grant, and has already received a \$4 million grant. The amount received thus far will allow for the design phase of the whole project, or design and construction for one side of the project. If the requested funding is secured, the City will still need to allocate approximately 20% of the overall project. After funding and design, the construction phase will last 6-12 months.
Ryan also updated the group regarding the challenges regarding the amphitheater shade structure. The top shades are great, the remaining issues is the stage side shades.
3. Plank Parklet - Michael, owner of Plank, would like to add outdoor seating in the form of a parklet. During Covid the restaurant was operating with minimum staffing and couldn't support a parklet. The parklet would take the 2 spaces in front of the restaurant, ensure ADA accessibility, and allow for extended seating. Michael assured the group that he will discuss it with his neighbors and follow it guidelines. There were no extensive concerns by the group.
4. Amphitheater & Plaza - Will shared that the City has tasked the Park commission to creating better usage of some public spaces which are currently under utilized. One recommendation is that there be a continuing conversation on how to better operate the amphitheater/plaza and possibly create some monetizing opportunities. Jerry made the point that the amphitheater/plaza is key to bringing 'quality feet to the street'. Those attendees typically spend money within the district and contribute to taxes. The goal would be to continue to partner with Parks to keep quality events within the district. Part of the discussion at the subcommittee level is to identify what type of activities should happen within the amphitheater/plaza, should a promoter be brought in for professional analysis, what opportunities are there to make it function best, what is the impact on the neighborhood, and if there are any monetizing opportunities.
5. Traffic Control Maps/Stamped Engineer Reports required - Judy was notified that from now on all of our road closures have to be approved by a City Engineer and all road closures must be manned by a certified volunteer/person. This will have a financial impact on every event we plan that requires a road closure. For example the Soap Box Derby event has an additional cost of \$600 - 1000 for renting barricades. Judy is submitting a comprehensive map of road closures for most events and a separate map for the Home Town Parade. The City is requiring an engineer approval for all events within the City to ensure that road closures are comprehensive, road closure personnel will be dressed consistently, easily identified, and trained. Ryan shared that the City is also looking at removable bollards.
6. Bylaws review and proposed changes - Jim shared a request for review of the Bylaws by Murray Weaver. Specifically, Murray requested that the Bylaws be changed to create term limits to Board positions and force resignations. Murray's letter included a reference to Joe Gagliardi (Chamber President). Joe also sent a letter to Jim indicating that he did not have any comments or positions on the part of his (Murray's letter) that

pertained to bylaws amendments and board of directors resignations. Jim asked Murray for specific examples of what the FHDA has failed to perform and what 'others' he is including. With a conversation about term limits several examples were shared including Kerri H has been on City Council for 20+ years, several Chamber Board members serving 10+ years, FEDCORP having several of the founding members still serving 9 years later, and other examples were discussed. While term limits in concept are interesting, in reality they are almost impossible to implement as our bylaws require a cross selection of property owners and business owners pulled from a smaller group (historic district) versus the entire City. The Bylaws should always be reviewed to ensure they are still current and to adjust if needed, and it is on the agenda for 2023.

7. Letter to Mayor re: Farmers Market – A former vendor of the Farmers Market wrote to the City Mayor complaining about the market manager. Judy forwarded the letter to Marie Hall, Owner of the market and asked for her to respond to the complaints.
4. Old Business:
 - a. Shuttle Service contract update - Jim shared that the funds are still not received from the City. The shuttle program is looking at a QR code application for scheduling picking up passengers. The program has been running for a few weeks already.
 - b. Ice Rink & Power update - Jerry stepped out to meet with SMUD regarding the power panel. Jim shared that there is still no meter but we are asking SMUD to implement a flat rate based on previous year's output, adjusting for rink & chiller size. This project has been requiring a much larger investment of time from several boards members to cover the change of location, new ice rink company, and all the improvements to the overall program (ice, skates, and ambiance).
 - c. Ice Rink hiring and sponsorship update - Judy shared that over 40 interviews have been completed. There were lots of amazing applicants and we will be sending out hiring letters soon. We are within 30 days of the ice rink. Also, the sponsorships are higher than previous years, which is great because of the higher cost of staffing.
Jerry rejoined after his meeting and updated the group that a flat rate has been approved. Now Jerry will get his electric engineer and United Rentals to meet and move forward.
4. Depot construction update - Jim shared that Jerry has funded having the drawings created and working towards approval for construction. FHDA is seeking some City assistance in funding replacement of the doors to a more historical accurate version. Lorraine thinks there may be some ARPA funds available to help with this piece.
5. PBID Renewal - Meeting for Property Owners 10/13 - all board members are invited to the upcoming meeting to share with property owners what the PBID has done for the district. Specifically, even with Murray's complaints about the board, he has said he supports the PBID. Thus far there is a good group of property owners who've rsvp'd. Judy is working on finalizing the presentation. Civitas is preparing the presentation which will go to the City Council. When the PBID was originally passed 15 years ago was at \$140k, this year it's at \$160k, a part of our overall budget that's approximately a million dollars. After approval, this process has to be completed again in 10 years.
6. Annual Election Timeline and Nominating Cttee - Rich shared that Suzanne Cook of Scott's Seafood is interested in becoming a board member. The results of the election will be announced at the annual meeting.
5. Events/Meetings:
 - a. 10/1 Art Hop
 - b. 10/11 Merchant meeting 5:30pm Sutter St Station
 - c. 10/12 Homecoming for Folsom High School
 - d. 10/13 Property Owner meeting Gaslight 5:30pm
 - e. 10/15 Spirits, Brews, and Bites - tickets still available, and there is a promo code available to be shared with your VIP customers.
 - f. 10/16 Fall Concert
 - g. 10/23 & 24 Soap Box Derby on schedule. The new driver clinic is this weekend. Karen has also secured cow bells for everyone to cheer with.
 - h. 10/29 FestiFall and Clued Up Big DAY in the District
 - i. 10/30 Fall Concert
6. Merchant Update: Moe shared that they are completing the painting of the Gaslight building. There is a new business in the district, Vosswood has opened at 815 Sutter, they are a permanent jewelry company.
7. History Museum Update
8. Historic District Commission Update - Kathy reminded everyone that the group meets once a month at 6pm, first Wednesday. At the last meeting the commission approved the new front steps of the Hacienda Building, which Moe shared that the stairs design is changed and will now be metal. There is also a revised application and drawing for developing the 603 Sutter lot, all available for review online on the City website, projects under development.
9. City Update
10. Financial Report was attached for review. Jim S move to accept, 2nd by Amber, Approved by All.
11. Adjourn 10:21

Next FHDA Board meeting: November 9th, 8am - Williamette Wineworks - Open to Public
Next Executive Board Meeting: November 3rd, 1pm - 915 Sutter St, Ste 110 - Open to Board Members

