



# November FHDA Board Meeting Minutes

Wednesday, November 9, 2022

8am session Willamette Wineworks  
824 Sutter St – Upstairs

Board of Directors: Jim Snook, Karen Holmes, Jerry Bernau (via phone) , Bobbi Eddy, Jim Metzker, Alana Holley, Amber Shoop, Rich Veale, Kathy Cole, Christine Brainerd, Guest: Lorretta Hettinger – Executive Director: Judy Collinsworth

1. Call to Order: 8:02am
2. Oct minutes for approval Jim moved, Rich 2nd, approved by ALL
3. New Business:
  - a. Skate shack/contract/storage/moving, Judy – We will need to purchase both buildings as we've done a lot of modifications. It's estimated that it will cost about \$1250 to move the new sheds at the end of the season. Christine is going to follow up with if we can store them at the Corporate Yard.
  - b. Neon signs and renegade signs in district - Judy received concerns from residents in the District regarding neon signs in the District. Kathy did some research and validated that neon signs are prohibited within the district by code. There is a Zoning Code review and enforcement starting in January, it will include the Historic District. Christine added that she has sign ordinance information that Judy can share to the businesses that will explain the signage rules.
  - c. Annual Meeting – 11/15 – Judy has asked all Board members to attend. The power point from the Building Owners meeting will be shared. It is a potluck.
  - d. Elections – Running unopposed: Moe, Jim M & Suzanne Cook. Ballots are trickling in.
    - i. Onboarding for all board- what about a board retreat to discuss?
      1. Brown Act
      2. Public Records Act
      3. Records Policy for disclosure of personal emails
      4. Bylaw review/update
      5. Compliance with amendments to nonprofit corporate law
      6. Biennial statements files with Secretary of State
  - e. Tree Lighting at Willamette – WWW is opening to the public with ticket sales. We can have 63 attendees and F&B in the barrel room from 7-8pm. The Board is invited to attend.
  - f. 700 Block closure – Rosario has notified Judy that she will be gathering the restaurants and businesses on the 700 Block to discuss opening up the 700 block on weekends. She feels the closures have negatively impacted her business.
4. Old Business:
  - a. Shuttle Service contract - Karen and Jim reported that the shuttle service has been running and the ARPA funds have been received to keep this shuttle service moving for two years. Additionally, a branded APP is being developed which will support the shuttle service. It's expected to roll out December 15, this will help us track the shuttle usage, pick-up spots, drop-off spots, etc. Special thanks to John Lane for finding this APP.
  - b. Ice Rink & Power – update Jerry
  - c. Ice rink – Training/ Media/Opening Date/Sponsor night/Events, Judy - We have ice! Despite the rain, we have great ice, and the Zamboni training will be Thursday. We've already had good media and more scheduled for Friday with Tyler as the spokesperson. Everyone has worked so many hours to get to this moment, it's very exciting.
  - d. Depot construction – We will begin working on this project after the holidays.

5. Events/Meetings:

- a. Recap SBB, SBD, Festifall, Amber, Karen, Judy, Amber shared SBB - 439 tickets were sold online, with more sold at the door, and we made our goal even with all the price increases. There were no major issues, a few food shortages, but overall, it was a great event. Karen shared that the SBD was the more expensive than last year but sponsors stepped up. The street was lined with people and the District was busy. FestiFall was a big hit, several merchants ran out of candy, amphitheater events were also a hit.
- b. 11/6 Fall Concert
- c. 11/11 Ice Rink Opens
- d. 11/19 Tree arrives, Judy will reach out to Micah about installing lights & having the Lift.
- e. 11/26 Small Business Saturday
- f. 12/2 Tree lighting at Willamette – all board is encouraged to attend
- g. 12/4 – Craft Fair – Vendor space has sold out

Community Comments:

Merchant Update: Amber updated the group that the interior stairway next to Sutter Club has been artistically updated, and features Winnie. Granite City Co-Working has taken over that space. The tenants in the Bank building on the corner of Sutter & Riley have been evicted. No news on what is happening at the building. The Curiosity shop has left, there is conflicting information on what is coming into the space. The space needs a lot of tenant improvement. Reset has sold. The Faria Bakery is getting involved with the district, volunteering to help with holiday lighting, and offering their space for a merchant meeting.

History Museum Update: Jim M shared the HM is looking to create more liaisons to the other organizations. There was some discussion about a 4pm meeting with some key players from all the groups. The HM is working on Capital Campaigns, long term plans, City Museum, etc.

Historic District Commission update: Kathy updated that 4 of the Commissioners are up for appointment. The Council has to choose by 12/14.

City Update: Jim attended the Council meeting last night which discussed monetizing the Zittle amphitheater. The concern is that events at the amphitheater affect the District, and there could be scheduling conflicts with events in the District & different events happening at the amphitheater. Jim requested that the FHDA be involved in the amphitheater scheduling. It was noted that activity at the Rodeo would be managed differently than at the amphitheater. Karen noted that it was the FHDA that got the amphitheater activated in the first place. We want to be included in this dialogue. Kathy also noted that the City Council wants some action on this within the next 90 days, and that the City wants to maintain the master calendar. Christine shared that the City is looking at The Quarry as comparison. The City has also reactivated the marketing. The City & Chamber are partnering on Shop Local. The City is also talking to John Carter Cash about celebrating the 55 year Johnny Cash milestone next year. There are also electronic billboards up celebrating the Historic District Ice Rink. Friday morning is the Veterans Day Parade.

Financial Report:

Adjourn: 9:22

Next Executive Board Meeting: Jan 5, 2023 - 1pm ~ 915 Sutter St Ste 110– Open to Board Members

Next FHDA Board Meeting: Jan 11, 2023 ~ Willamette Wineworks - Open to Public