



January Board Meeting Minutes

Wednesday, January 11, 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: Carrie Lane, Mark Snyder, Darrel Trimble, Rosario Rodriguez, Mike Reynolds, Loretta Hettinger, Dianna Appel, Jim Kelly, Marlene Gabris, Jen, Moore Real Estate

1. Call to Order: 8:00 Jim Snook

A moment of silence Remembering John Cook. The Celebration of Life will take place this Saturday (1/14) at 11:00am at Scott's Seafood.

2. November minutes for approval: Jim M motion, Jerry 2nd, Approved ALL

3. New Business:

a. 700 block road closure/permit is due for next 6 months. Rosario shared that for the last 4-6 months traffic on the block slows down around when the barricades are in place. Rosario also stated that she would work with Mark Rackovan to get the wayfinding signage completed as funds were provided by ARPA for the signage project. There were several business owners from the 700 Block represented and they shared a consistent opinion that the street closures were important & valued. They each shared that over the years that businesses have always slowed around 4, thus many stay open later and business grows in the evenings. When a street is closed, people linger longer, shop more, and explore the District, which is the goal. There's also a better feeling of safety for families walking along the street. There was agreement that there needs to be more engagement on the block to keep the street closure activated. Moe agrees with keeping the road closed on weekends and has many ideas on how to activate the block keeping our area vibrant. Darrel's business is on the 600 Block and he also supports keeping it closed on the weekends.

There was additional conversation about parking struggles, signage, and traffic flow. Mike Reynolds shared that there is a challenge getting into the District after the barricades are set. There may be a need for the City to look at traffic flow. There has been some conversation about the challenges for the restaurants doing take-out on the weekends, at the same time it makes it safer for pedestrians crossing the street when the barricades are set. Loretta added that there is a long term parking issue within the Historic District that will not be resolved unless everyone gets behind adding a parking structure, especially as we are in a 'car-centric' city.

Rosario requested that there be a request for opinions by the businesses on the street. Judy has already contacted each of the businesses on the 700 Block and although there are 2 no's, most are voting yes to keeping the street closures.

Also, Judy is meeting with Amy from the Midtown Association about their barricades because there is agreement that our current barricades are not attractive.

b. Removal of Christmas décor & ice rink begins 1/17. We are asking for volunteers to help. Kathy Cole will help gather volunteers. There are also volunteers requested to help clean out the storage unit.

4. Unfinished Business:

a. Shuttle Service- Karen updated the group regarding the extended service hours & new QR code for requesting service. Since the shuttles have opened, they have been staying busy the whole time they are operating. Other cities have reached out to Ron G for information about running the service. Karen is working on new stickers for the businesses with the QR code. There is \$100k annual budget for this service, we have budget allocated for 2 years. Every business is encouraged to try out the shuttle and provide Ron with information about their business for the drivers to share.

b. Depot – building timeline/fundraiser. Jerry is getting final costs defined, getting ready for the demo permit, and needs some volunteers for the demo. Jerry expects to have our budget defined by the next FHDA meeting.

c. Ice Rink – skate count/budget. Judy shared that we've hit 21,791 skaters, up from 19k last year and 60 groups this year, up from 0 groups last year. Huge kudos to Judy & team for a successful season. Additional kudos to Jerry for leading the infrastructure & installation of the rink.

d. PBID – Update. Jerry shared that there has been some legal changes to the wording that they are working on now. These changes will cost more funds than were originally budgeted. This PBID vote will be for the next 10 years.

5. Events/Meetings:

Recap 12/2 -Tree lighting. Judy shared that the tree lighting went very well, although over budget.

Recap 12/4 -Craft fair. Judy shared did very well, we netted approximately \$16k

Recap - December wagon Rides/Santa Visits went well despite canceling 3 nights due to rain.

Recap 12/13 - Special Needs Night with Santa, there were 80 kids signed up for the inaugural event. Thoughts on 2023 are to move the event inside. Received many notes from parents that appreciated the event.

1/26 - State of the City meeting. Judy has tickets for all who have requested to attend.

3/17 - New Event. There will be a band in the amphitheater for 3/17, St. Patrick's Day, partnering with Easter Seals. This will be a ticketed event. As of 2/3/23, this event is no longer taking place.

6. Community Comments: Moe shared some information about the upcoming changes to Hacienda. New name will be Hacienda Real. Lots of excitement about the changes at the same time lots of appreciation to Chris Corda & team for what they have done over the years. Hacienda Real's soft opening is planned for 3/1. Additionally it is expected that the permits for the stairwell changes should be approved soon.

7. Merchant Update: Merchant Meeting 1/16 5:30pm Folsom Café.

8. History Museum Update: Jim M shared that Moe's team is working with the museum and an exciting expansion is anticipated. Kathy Cole has joined the board on the Chan House. A History Museum Board meeting is planned for 2/4. New City Council member Anna also spoke about the Museum and how impressed she was with it. Christine shared that they are working with Rita to include information about the History museum in the newsletter.

9. Historic District Commission update: Kathy shared that John Felts has joined as a commissioner. There are 14 applications for people who want to be on the Planning Commission committee. They are working with the Council on the applicants. There is also a position open on the Planning commission for an architect or landscape architect.

10. City Update: Christine shared the first Johnny Cash large scale guitar pick will be installed in the summer. The city is also looking for input from the business community for items to focus on for the next 2-3 years.

11. Financial Report: Jerry shared that we will be going to the City for funding on the electrical panel upgrade at Pioneer Village/interpretive center. This panel was instrumental in getting such great ice this year and in the future, it will provide more power for amphitheater events. Additionally, Judy thinks we may break even on the ice rink.

12. Adjourn 9:59am

Next FHDA Board Meeting: Feb 8, 2023 ~ 8am Willamette Wineworks - Open to Public