



April FHDA Board Meeting Minutes

Wednesday, April 12, 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: Alana Holley, Mike Kozlowski, Ken Masegian, Loretta Hettinger, Carrie Lane, Anna Rohrbough

1. Call to Order: 8:04am
2. March minutes for approval: Jerry motion to approve with edit, 2nd by Karen, approved by All
3. New business:
 - a. Ice Rink recap and new Ice Rink proposal: There was discussion regarding one time only expenses, and other issues as it was our first year running all operations for the ice rink. This led to a discussion about this year's ring rink proposal, which is reduced from the original proposal. With efficiencies in staffing, increased ticket price (keeping us competitive with District Ice), and improved weather expectations we are hopeful to break even next year. There is a meeting with Special Ice to preliminarily approve the ice rink for this year. Jim made a motion to Approve FHDA negotiations with Special Ice's 5 year agreement with Special Ice and FHDA will pay for 1/2 the Electric panel over 2 years. Jerry 2nd, All in Favor.
 - b. Additional Power - City Proposal - An MOU with the City needs to also be approved, the Pioneer Village electric panel needs to be upgraded (the City has agreed to fund the panel contingent on FHDA re-paying 1/2 the cost over 2 years), or \$1 per skater could be paid. The Ice Ring is a strong economic driver for the City, funded and operated by the FHDA. It was suggested that while working with the City on the renewing the MOU (which expired last year after 10 years), let the City know that the FHDA does not have the budget nor willingness to share \$1 per skater, and instead chooses to repay 1/2 the Electric Panel over 2 years. Mike asked when the last date the FHDA needs the MOU approved by, and in all actuality the MOU needed to already be approved. We would like to get the MOU on the next 'Consent' Item calendar, at the end of April if not by May 9.
4. Unfinished Business:
 - a. Depot Event recap: Judy shared that the Depot fundraiser was very successful and raised \$9k of the \$10k event goal. Huge thanks to all of the City Council members who attended, and big shoutout to all the businesses that provided food or beverages.
 - b. Green room naming - Jim shared that the naming was approved at last night's City Council meeting. The FHDA has been asked to keep the previous name as well. The room will be called the Peter T Lewis Green Room and we will keep the signage for the Bud Davies Ambassador Room as well. The council will create and present a thank you to Lewis Family for their contribution.

- c. Bollard project - Pending response from Public Works (they offered to install if FHDA will buy bollards), Judy shared that Brian (from the City) said if FHDA purchases the bollards, the City will cover the installation. We will start with the 700 Block.
 - d. Parklets – There is a possibility of fines for businesses who are not ADA compliance. Judy shared that in the most recent City meeting, it was decided that as the Parklets are out ADA compliance, an outside expert should review the Parklets. Judy suggested that FHDA hire the expert at about \$150 to review the Parklets to determine if changes need/can be made.
 - e. PBID - City Council and next steps - Resolution of intention to City Council on 4/11 on Ballot Drive begins 4/22. Jim shared that the PBID was on the Consent calendar last night and was approved. The next step is getting the Ballots returned by June.
5. Events/Meetings:
- a. Merchant Meeting at Thrive April 18, 9am.
 - b. Eggcellent Adventure March 23 - April 8.
 - c. Sip & Stroll April 15, 2:30 - 5:30, including 30 stops. The event sold out again in 3 days and there will be 25 stops this year.
 - d. Spring Arts & Crafts April 23, 10 more volunteers are needed for this event because of the street closures. A couple of suggestions were to contact the Boy Scouts and Moose Lodge.
 - e. California Jazz Competition - new event April 28 & 29 - Big Event running 9am-10pm, more than 300 room nights have been booked. It is anticipated that around 1500 people will be in town participating. The 800 block will also be closed to traffic on Friday & Saturday with a stage being setup & seating in the street. It was suggested that the light up street signage be used for parking, Judy will reach out to Tourism to see if they can fund the sign.
 - f. MS Walk, Sunday, April 30 -
6. Community Comments: Mike Kozlowski shared that within the next 6 months RT will start working on the double rail system which will impact train service.
7. Merchant Update:
- a. LaCasita reopened at 732 1/2 Wool, Jim and Judy have both visited the site and shared how great it looks.
 - b. Rancher Hat Bar opening April 15 with a ribbon cutting at noon on Saturday.
 - c. AquaZona has rescheduled their opening until Mid-May, located in The Lakes.
8. History Museum Update: Jim shared about their upcoming event April 20th at 4:30 at Willamette Wineworks. The History Museum met with City staff about Pioneer Village outlining a bigger plan for the space. There is also a lot of activity planned for the Chan House.
9. Historic District Commission Update: The next meeting is May 3 and one discussion item is housing and parking requirement changes. The 603 Sutter changes are in the queue with information on the website, also Uncle Charlie's business was approved after 21 community comments. Additionally, the City did not approve the Historic residence parking ordinance for various reasons. Loretta shared great concerns for future parking issues because of development. The City is hiring an Economic Development person. There is a Volunteer Celebration night May 16, 6:00 at Kathy Cole's home.
10. City Update: Judy will reach out to the City on the MOU.
11. Financial Report: Jim highlighted that looking at our budget at over 1 million allowing FHDA to bring so many events to the District. Special thanks to Moe for letting FHDA to use space in the Hacienda Building until he finds a tenant. Jim M moved to accept, Jerry 2nd, the motion was accept by all.
12. Adjourn: 9:27am

Next FHDA Board Meeting: May 10, 2023 - 8am Willamette Wineworks - Open to Public.