



# January 2024 FHDA Board Minutes

Wednesday, January 10, 2024

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: Michelle Asnicar, Ken Maseigan, Loretta HPL, Robert Goss & Bruce Cline

1. Call to Order: 8:08 am Jim Snook
2. November minutes for approval: Karen motion, Jerry 2nd All approved
3. New Business:
  - a. Robert Goss/Bruce Cline - Tax increase initiative 1 cent (1% per dollar) special sales tax. Goes to 6 categories: 20% to fire, 20% to police, parks and trails 15%, traffic congestion management and storm water quality, community enhancement and economic development, major capital projects (i.e. new parking structure in the HD). Need an adopted master plan adopted by city council to prevent misuse of funds.
    - i. This is an investment in Folsom. There are no funds for river district or central district projects (opportunity funds). City Council does not support a general sales tax increase. 1/9 council voted to reduce services on parks and L&L's. Need to collect 6900 signatures "grass roots initiative" to drive this measure. Mid December started collecting signatures when petition was qualified. Holding signature gathering events. 1 cent special sales tax creates \$29 million annually. 7.75 to 8.75%. There's an oversight committee and annual audit. Received full support of Chamber board as well as government affairs committee. City council wants to focus on police and fire and other categories fall to the wayside, not creating any opportunity funds. Various events to collect signatures throughout the city, listed on the website. Must be a registered Folsom voter to sign.
  - b. Bylaws – Committee to review
    - i. Judy - executive committee will review and bring it to the board when ready. If any board member would like to be on the committee, please read the bylaws and make any notes. A meeting will be set in the future.
  - c. 2024 Event Schedule
  - d. SMUD grant
    - i. Call from Betty Low from SMUD. \$17,500 to fund 50% of the electrical panel for ice rink. Second award from SMUD (first was \$30k).
  - e. Christmas Light & Ice Rink breakdown begins Jan 17
    - i. Lights come down on 1/20. Need volunteers to help. Wreaths and bows on Rainbow bridge are not FHDA.
  - f. Fam Trip - Truckee Leave at 11:35am- arrive 2:38p 5:00pm meeting(work on bylaws /plan for 2024) , 6:30pm dinner, 7:30am breakfast depart 9:37am. Sending a Doodle poll to find a date for February.
    - i. Take the train to Truckee, stay in hotel in Historic District. Mid-week trip. Connect with Truckee chamber.
4. Unfinished Business:
  - a. District wide painting quote Moe/Alana
    - i. Dunn Edwards, Alana getting info, talking to merchants. Will create rendering and create proposals.
    - ii. How do we get merchants to follow through? Building owners signed an agreement to maintain their buildings, need to be reminded/enforced of this agreement. Can the city help enforce? Judy will connect with City to set up meeting to discuss the agreement between property owners and the City regarding maintenance. Property owner meeting is also needed.

- b. Ice Rink & repair update Jerry
  - i. City & SMUD grant covered panel (or most of it?)
  - ii. Chiller working flawlessly
  - iii. Plaza protection has worked well
  - iv. Zamboni has been able to stay on the ice.
  - v. All new components except one, which failed us this year and was very expensive. Began losing glycol, sent a 4" line through the 8" pipe. Would need to feed the leak with \$8-\$10k of glycol vs. shutting down and repairing (would have been more expensive). Lost 700+ gallons in several days (\$9500). Choice to cease operations or try repair - United Rentals helped with direct to supplier to attempt repair. Worked overnight and into the next day to do the repair. It was discovered that the pipe was a water pipe and cracks or expansion/contraction in ducts caused leak. Should not have been using water lines to transport glycol. Lost 2 sold out days at \$30,000.
  - vi. \$70k overall loss, but everything is new and working well. Additional work/mods needed to extend life of new 4" line. TBD.
  - vii. Operations: 35 kids, Krissy, Gloria and Judy. Sponsorship, Ticket Sales and Private events ALL EXCEEDED. 2022 - 62 private events, 2023 - 110 events. 27,000 tickets sold so far.
  - viii. Closing party 1/16 4-6 pm for staff, merchants and board invited.
- c. Parklet update Judy
  - i. Needs to be ADA compliant or torn down by 3/1
  - ii. The Vine and Sam Horns will keep theirs.
  - iii. Mo received a citation for parking lot parklet and it will be taken down.
- d. Shuttle update Karen/Jim
  - i. Money runs out in June. Karen has been looking for funds from other entities, grants, etc.
- e. Foot patrol officers ... can we get them back?
  - i. Have not seen officers. We're supposed to have beat officers, once a day at random times if they were available. Judy reached out to the chief but has not heard back.
- 5. Events: "All events went very well"
  - a. Recap 11/15 Annual meeting of Stakeholders Karen/Jim
  - b. Recap 11/16 Sponsor Night at the Ice Rink Judy
  - c. Recap 12/1 Community Christmas Tree Lighting
  - d. Recap 12/3 55<sup>th</sup> Annual Arts and Craft Fair
  - e. Recap 12/1,2,8 & 9 Santa Visits in New Santa Cottage - new cottage next year
  - f. Recap 12/8 & 9 Horse and Carriage Rides - reduced some rides
  - g. Recap 12/11 Special Needs Visits with Santa - lots of compliments, 80 kids attended, Santa's favorite night.
- 6. Community Comments: Open
  - a. Loretta: Kathy Cole reappointed to HDC
  - b. Jim - invited several merchants to board meeting to express concern - several merchants dissatisfied with sponsor banners at rink.
  - c. Loretta: 1 cent sales tax comment - city council could create budget that included 1 cent sales tax to go toward parking and shuttles? Why have they been dragging their feet on the budget issue and parking issues in HD? Recommends an add-on/side by side budget. A theoretical budget next to the actual.
- 7. Merchant Update:
  - a. Merchant Meeting – Jan 11 5:30pm Aquazona Judy
  - b. Directory updates – Happening now! Report any changes, please!

The old therapy store purchased, looking for a strong retailer for downstairs and office space upstairs.
- 8. History Museum Update: Jim
  - a. Board retreat 1/20, Paranormal tours and Sutter Street tours are back, Rita said The Square access was impacted by the ice rink. Judy to have a conversation/walk through to clarify.
- 9. Choose Folsom Update: Sally
  - a. N/A Sally not in attendance
- 10. Historic District Commission update: Kathy
  - a. 3 commissioners approved: Kathy Cole, John Lane and Mark Dascallos.
  - b. 6 items on agenda tonight. 5 residential design reviews, 1 garage demo/construction
  - c. Parklet deadline 3/1. ADA improvements must be done or the parklet must be removed.
  - d. 12/6 meeting - adopted resolution to accept standing seam metal as roofing material. Commercial and residential. Staff to approve colors. Also resolution to accept metal garage doors as long as compatible with architectural style and period of the home. Visual aids will be added to website. Approved 906 Bidwell design review. Next meeting 2/7.
- 11. City Update: Christine

- a. Looking for feedback of river district master plan process, mapping tool on website to review and give feedback. [Folsom.ca.us/river district](http://Folsom.ca.us/river%20district)
- b. Public works - Trader's lane some trees may be replaced in spring, L
- c. Large oak tree is being replaced, trash enclosure is 100% complete - Judy asked who is or can use it? Activate trash enclosure? Christine will find out.
- d. Elevator repairs completed, P&R looking into ways to prevent problems.
- e. UCFB moving through building permit process
- f. Bob Delp 603 Sutter Street lawsuit
- g. RT -Every 15 minute project on Folsom Blvd. will have traffic impacts. Will continue through June. Judy: Will this train run during peak times or events? Christine will find out.

12. Financial Report:

Jerry

- a. Ice rink budget not finalized until at least February or later. P&L Motion to accept: Jerry B, 2nd by Jim Metzker. PASSED.

13. Adjourned