



# February 2024 FHDA Board Minutes

Wednesday, February 14, 2024

8am Willamette Wineworks

824 Sutter St – Upstairs

Attendees: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Moe Hirani, Kathy Cole, Rich Veal, Jim Metzker, Suzanne Cook, Amber Shoop (via phone) and Judy Collinsworth

Guest: Kristy Wright, Crystal Moore, Krissy Mangan, Gloria Cunningham, Ken Masegian, Sally Buchanan, Carrie Lane, Loretta Hettinger, Kyle Floyd and Michelle Asnicar

1. Call to Order: 8:05am
2. January minutes for approval: edit for Kathy, Moved for approval, Jerry, 2nd, approved by all
3. New Business:
4.
  - a. Security/Issues/homeless issues - Kristy Wright, property owner, wants to work towards a solution on the unhoused and resolving all the issues we're experiencing as merchants, property owners, and customers. She has reached out to Jake's Journey Home an outreach organization that works closely with the unhoused. Kristy is proposing that FHDA hire with this organization's advice & Jeanie to help. Kristy is also requesting that the merchants track when they see an unhoused person/where/time/activity. Based on the tracking information, we would then ask for staff to be placed in the District. There was some discussion about what we need & what can Jake's Journey provide. Judy would like to mirror this along the Clean & Safe program run by the Downtown Organization. Perhaps starting with a varied 4 hour daily schedule, to work with the unhoused and clean up after them. This would be funded and run by FHDA, with training and support offered by Jeanie. Judy will be asking the merchants to track the unhoused within the District and Jeanie will be at the next Merchant meeting. Ken is working with a Home Security Company to get a bid for cameras throughout the District. The Home Security is working with each individual merchant for optimum placement, coverage, and monitoring for the overall District.
  - b. SMUD Grant - Judy discovered that as our project was completed in 2023, we are no longer qualified for the Shine grant.
  - c. Storage rental - Judy updated the team that our Holiday, Ice Rink, etc items are stored now in separate locations, of which we pay for one location. (The Wye, next to Jerry, Snooks extra spot, Depot, lower garage, the Lakes, Corporate Yard)
5. Unfinished Business:
  - a. Depot - next steps, Jim is contacting Anthony (City) to get approval for the plans. Jerry will still help coordinate construction.
  - b. Parklets - ADA complaint by 3/1 or immediately removed. One parklet host has still not paid for the contracted amount due.
  - c. Shuttle Update - Kathy has joined Jim & Karen on this project and is helping with applying grants for continuing this project after the ARPA funds run out. The numbers show that the Shuttles are highly used (on current availability) to the number of 16,000 people. We may have to go down to one shuttle (instead of 2) to extend the ARPA funds. The current shuttle schedule has a 2-hour overlap in the middle of the shift. One of the biggest fees is the AP, the operator is trying to negotiate a reduction of fee. Judy shared that Sally (Visit Folsom) had cellphone 'ping' data showing how many people are in the

- d. District in the evenings. FHDA needs to determine if they want to continue funding, matching funds, requesting grants, etc.
  - e. Bylaw review - Judy sent out the Bylaws and requested some edits. A committee has been set up to review/edit the bylaws
  - f. Fam/Study trip to Truckee, Judy is having difficulty getting any of the Truckee contacts to respond.
  - g. Delivery trucks on Sutter - Ken is going to work with Judy on this project.
6. Events:
- a. Recap on Ice Rink - the ice rink and all equipment have been stored/returned. This past season was very successful despite ALL of the emergency activity. This was our 14th year of having an ice rink in the District, and this year was our most successful! Starting with negotiating with Special Ice, obtaining an MOU from the City, getting insulating foam cut for the base, ..... this year was beyond our expectations. 28,000 skaters volunteer skate coaches, 546 fireside seating books, 111 private event bookings. We were closed for 2 days due to rain & lightning and 2 days for repairs. Sponsorships surpassed budget, with several new sponsors joining this year. Additionally, there was diversity in hiring and in attendance. The History Museum and Square experienced no perceived increased attendance from the ice rink attendees, so they are looking to partner better with plaza events.
7. Merchant Update:
- a. Directory Updates - Happening now, going to print pretty soon. This year's directory will also fold in half to be pocket size.
  - b. Next Merchant meeting is March 14 at 5:30, at Shabby.
8. Proposed Hop Sing Signage/Refreshed lighting. Hop Sings is the oldest restaurant in Folsom. Judy is getting bids from an artist to create a new sign. The old sign will be donated to the Depot Green Room or given back to Hop Sing.
9. Community Comments: HFRA asked their group for information and the unhoused was the number one issue. Carrie also shared that she is part of the committee, Folsom Takes Action, that is gathering the initial 80,000 signatures for the Citizen-initiated Special Sales Tax and if any individual merchants needed information/could sign/support/gather signatures let her know.
10. History Museum Update: Jim M introduced Kyle Floyd who is now running the gift shop, and has brought in Folsom branded and/or local artist items. Kyle is also working towards adding artist interactive events at the Square. This is the year of activating the Square, implementing self-guided tours, and more events and bringing awareness to the Square.
11. Choose Folsom Update: Sally coordinates tourism events for Folsom, many of which highlight the District. They have invested in Ride GPS which has more than 50 different bike rides, most of which begin or end within the District. Merchants are invited to update the Choose Folsom website with their own individual events. Sally also shared cell phone 'ping' information for the District.
12. Historic Commission update: Kathy Cole reported: Last HDC Meeting was February 7, there were 4 items on agenda most pertinent to the FHDA are below:
- 719 Traders Lane property was one of three residential design review applications before HDC. This property has been abandoned for many years. Ron Gray is the contractor for this project.
  - Non-ADA parklets must be removed by February 29
  - Next HDC meeting on March 6
13. City Update: Kathy Cole reported
- a. City Council meeting – January 23, In closing comments, Council Member Rohrbaugh questioned why there has been no further discussion since last October's homeless workshop and PD's response. Mayor Kozlowski responded that workshop was intended to educate public and that City budget could not accommodate more response unless existing programs were defunded.
  - b. City Council – February 13 Council was presented with department budget priorities for FY 2024-25 and reviewed City's financial challenges, projected structural deficit along with current and historical pie charts indicating allocation of City's budget by departments. Council provided direction to staff as to their desired department allocations for FY 2024-25. More budget discussions to follow in months ahead.
- c. Financial Report: MOTION TO ACCEPT Jerry, Jim M second, accepted by ALL
  - d. Closed Session - Board Members Only
  - e. Adjourn: 10:09