



# March 2024 FHDA Board Minutes

**Wednesday, March 13, 2024**

8am Willamette Wineworks

824 Sutter St – Upstairs

Board of Directors: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Moe Hirani, Rich Veale, Christine Brainerd & Suzanne Cook Executive Director: Judy Collinsworth Guests: Mike Kozlowski, Anna Rohrbough, Ken Masegian, Jeanne Shuman, and Gayle Ledbetter from Jake's Journey Home

1. Call to Order: Jim Snook 8:03am
2. Introductions: All
3. Feb minutes for approval: FHDA Board, Jim M motion, Karen 2nd, approved by all
4. New Business:
  - a. Clean and Safe program: Judy invited Jeanne to share her perspective on the unhoused & transient population in Folsom. They tracked 183 people in January, they work to engage, get into services (in the area they're at), they also work within the community services program (alternative to jail time) providing work. Jeanne thinks that implementing a Clean & Safe program within the District is a great idea to start dealing with this population & blight. There was discussion about who is homeless, why, and how engagement is the most important thing, then getting them into programs. The way to manage and get people out of homelessness is sticking to them, seeing them through the process. There are a lot of programs out there, JHH navigates this with them. Jeanne thinks the business owners within the District need guidelines on how to help. One suggestion was to provide water stations in the District, especially during the summer months. When asked what JJH needs the most to keep doing what they're doing, Jeanne wants a smaller scale community center, providing resources and space for meetings.
  - b. Permit increase proposal: Judy and Jim spoke at the City Council meeting last night (March 12) there was discussion about permits and fee increases. The overall feeling was that the event fee increase was too high for repetitive events and the expectation is that they'll be separately examined and a more permanent annual permit process would be considered.
5. Unfinished Business:
  - a. Depot – next steps Jim S, contacts have been given to Jim to get this going.
  - b. Parklets – ADA updates Judy, the non-ADA Compliant parklet has been removed. The remaining 2 parklets have been made ADA compliant.
  - c. Shuttle update, Karen - unfortunately it's looking like we will run out of funding later this year. The recently passed PBID (for 10 years) doesn't have any provision to cover this cost. A suggestion was to ask the the most frequent stops (Lake Natoma Inn, Scott's Seafood, Sutter Street Steakhouse) contribute towards the cost of running the shuttle service and reaching out to Tourism for some funding.
  - d. Bylaw review No update
  - e. Fam/Study trip to Truckee, Judy - suggests changing this to a board retreat and work on the Bylaws.

- f. Delivery trucks on Sutter Ken - Ken is working with his Sysco rep to coordinate deliveries. There are 16 Distributors on Sutter Street, and Sysco is supportive of the changes. Ken will start reaching out to the restaurants to bring them on board.
  - g. Maintenance agreement/review with city staff, Judy - there was a meeting with 3 City Representatives walking the District identifying property repairs needed. Judy has requested the City reach out to the property owners to get the property repaired under the Redevelopment agreements.
  - h. Emery/recap/responsibilities Jerry/Jim - now that we've run the ice rink we've identified who/whom is responsible for specific tasks during the ice rink set-up/take-down/maintenance. Additionally, Jerry is working with Ryan at the City to resolve/repair the glycol lines and damage.
  - i. Board meeting treats
6. Events;
- a. Egg Hunt – Merchant – No Bayside March 23 & 24 Judy - FHDA is taking this event over.
  - b. Sip & Stroll April 13 - sold out in 3 days.
  - c. Spring Craft Fair April 28 - this event is also sold out, there are 80 vendors on the wait list.
  - d. Not FHDA – April 6 Dragon Boat Race Do you want to be on a team? This is sponsored by Powerhouse Ministries.
  - e. Concert Series - we have a 14 week series planned, starting the first Thursday in June. The Evening Rotary will sponsor the next 3 Thursdays into September for a total of 17 concerts.
7. Merchant Update:
- a. New Directory, Judy - due any day now.
  - b. Next merchant meeting is March 14<sup>th</sup> 5:30pm - Not Too Shabby Bobbi
  - c. Hop Sing Signage/refreshed lighting – Week of March 18, Judy
  - d. Beautiful Center space has just rented out. Property between Steakhouse and Plank is for sale. LaCasita will unfortunately be closing next month. Cliff house new owners, targeting an open date of Memorial Day and they are participating in Sip & Stroll with bites. Will be Crawdads on the Lake.
8. Community Comments: Open/All -
9. History Museum – brief update: Jim M, Kyle has resigned effective April 1. There are 3 events, really focusing on the Square. First April 25, next mid summer, a golf tournament mid October, and a house in the Square over the holidays with live reindeer.
10. Choose Folsom – No update
11. HFRA Update – No update
12. Historic District Commission – No update
13. City – brief update: Christine - Repairs of the shade structure will start this month. Pruning 13, 10 more shade trees will be placed within the plaza. Public works will be completing the electronic signage by the end of April. The River Development is available on-line for viewing and comments.
14. Financial Report: Jerry - next meeting Jerry suggests we vote at the next meeting to officially create funding to buy our own ice rink when our ice rink contract ends in 4 years.
15. Motion to accept Finances Jerry, Karen 2nd, accepted by ALL

Adjourn 10:02am

Next FHDA Board meeting will be held April 10, 2024.