



April 2024 FHDA Board Minutes

Wednesday, April 10, 2024

8am Willamette Wineworks

824 Sutter St – Upstairs

Board of Directors: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Amber Felts, Moe Hirani, Rich Veale, Christine Brainerd, Kathy Cole & Suzanne Cook Executive Director: Judy Collinsworth
Guests: Mike Kozlowski, Loretta Hettinger, Carrie Lane, Michelle Asnicar, Sally Buchanan, Ken Masegian, and John Felts

Call to Order: 8:04am

March minutes for approval: Jerry moved to approve, Jim M seconded the motion. Amber & Kathy abstained. Minutes were approved.

New Business:

Permit Discussion - Permit Discussion All - Mike Kozlowski updated that the whole conversation is still moving along, and he will update FHDA as things progress. Christine shared that there will be an event permit fee but no details available yet. Sally shared that all of the bigger visit Folsom events that bring in many visitors and positive economic impact may get the fees adjusted, the smaller events which also have a positive economic impact may be driven away from Folsom due to the fees. She supports the 'frequent flyer plan.

Budget for Ice Rink Purchase - Budget for Ice Rink Purchase - Jerry would like a budget item added to reserve for future purchase of our own ice rink. Last year was a pretty amazing year being back at the turntable, not many rinks in the area, we have a unique opportunity to put money aside for a future purchase of an ice rink within the next 4 years. Loretta voiced a concern that the South of 50 plans for an ice rink may have an impact on the seasonal Historic Folsom ice rink. Jim S motions that \$100k be put into special reserve towards the purchase of our own FHDA ice rink. Jerry 2nd. All in favor

Grand Marshal – Hometown Parade – Suggestions for Grand Marshall - Chief Hillman was suggested. Parade committee will review and decide.

Granite House Rendering and update - Jerry shared the latest version of the Granite House which now reflects retail on the ground floor replacing parking. The building's 30k sq ft residential would be available for rental, not ownership, with the parking moved to the Leidesdorff lot. These changes are partially due to the increased permit fee structure from the City.

Unfinished Business:

Clean and Safe Proposal – Clean and Safe Proposal (tentative) - Amber was questioning the 'water stations' from last months minutes, this was clarified - if you must give anything, give water and the phone number for JJH. Jeanne is coming back with a proposal to help FHDA setup some type of service. Mike K is setting up a 'listening session' to discuss 4 points regarding the unhoused (what do you want us to do differently), not to rehash bad experiences, but meaningful conversations regarding this situation.

Depot – Jerry & Jim S. are working on moving this forward.

Shuttle - Shuttle - Karen is meeting with Kathy to work on grant requests, shuttle sponsorships are being restructured to fund the shuttle service, service will extend to the new Crawdads location, and it

has been confirmed the shuttles are funded to the end of July. Average monthly budget on the shuttle service is \$8k. There was discussion around adjusting the insurance requirements, cost of the APP, sponsorships, and opportunities for saving.

Fam/Study trip to Truckee – May 28 & 29 are suggested.

Maintenance agreement – No update

Glycol line repairs — Update Jerry they are being cut so they can be put underground. Jerry is working with Ryan Chance to get the vault built.

Hop Sing signage – in progress – No update

Wye Property/Homeless – Open forum April 11 6:30pm Fol Com Center

Events:

Weekend Spring Block closure has begun - Weekend Spring Block closure has begun, Judy needs to replace signs required by the City. Kathy moves, Jerry 2nd, approved by All

Sip & Stroll April 13 - Sip & Stroll April 13, Amber updated there are 24 stops, wishing for good weather.

Spring Craft Fair April 28 - We still need 2 paid volunteers.

Merchant Update:

New Directory – arrived – New format. Please take some!

Next merchant meeting is April 10 at 5:30 The General Store

Community Comments:

COF: Christine, coffee & 20-30 at Pete's tonight, community service day is in September but suggestions for projects are needed. Christine also reported that 4 benches were removed from the center of the 700 block due to requests from several merchants. Also, the Arborist will be looking at the trees in the amphitheater & the plaza, fertilizing the Ginkgo trees and freshening things up.

Choose Folsom – brief update: Sally May is Bike month. There are 8 routes that start in Historic Folsom and balance bike bash in historic Folsom. Although the Rodeo isn't till July 3,4,5 and another rodeo night July 6, it's already rodeo season. Tickets sell out fast so make sure you go to folsomprorodeo.com to get your tickets now.

HFRA – brief update: Carrie it is a 5 member board with 2 positions up for election.

HDC – brief update: Kathy no meetings last month, next meeting in May. The trespass ordinance has been repealed thus simplifying the process as we now only work under the State trespass regulation. There are 7100 signatures (of the 8000) needed for the sales tax initiative.

History Museum – brief update: Jim has posters available for the Making History event in The Square for April 25. This is a huge fundraising event with lots of different makers all in the Square. There are only 200 tickets for the event at \$50.

Financial Report: Jerry, motion to accept Jim M, 2nd Jerry, ALL in favor.

Adjourn 9:27

Next FHDA Board meeting will be held May 8, 2024.