



## June 12, 2024 FHDA Board Meeting 8am Willamette Wineworks

**Board of Directors:** Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Amber Felts, Alana Holley, Rich Veale, Christine Brainerd, Kathy Cole, & Suzanne Cook

**Executive Director:** Judy Collinsworth

**Guests:** Joe Chiodo, Sue Reid, Joshua Thompson, Adam Frick, Michelle Asnicar, Renee Snooks, Loretta Hettinger, Theresa Arnold

Pastries by Jim Metzker – Thank you!

**Call to Order: 8:03am**

**April and May minutes for approval:** Jerry moved to approve, Jim M seconded the motion. Minutes were approved by All.

### **New Business:**

**HDC/Neon – FHDA Stance, Kathy** - The neon sign ordinance has come up for review & discussion to HDC. There was not a vote taken, however, after discussion it was determined that a balance needed to be found between our historical standards (1900's) of no neon and moving forward respectfully. HDC cannot change the code, they can recommend, only the City Council can vote to change the neon rules. The Folsom Municipal Code has prohibited the use of neon or internally-illuminated signs since 1998. The proliferation of neon has occurred despite warnings. The subject is still open for discussion with the HDC. Loretta shared that the Heritage Preservation League will also be submitting recommendations to the City regarding signage. Also the HDC staff report found that there was limited use of neon in the 1930's; however, neon was invented in the 1890's. The C&C Market sign is a great example of historical neon in the District. It's important for businesses in the district weigh-in on this subject so we can have a balance. Judy will have some discussion at the next merchant meeting (tomorrow) & send a survey out to businesses this month.

**Visitor Stats Judy/Sally** - The Chamber has contracted with Placer AI for cell phone stats and Judy obtained the numbers for the Historic District. During the ice rink season there were 1.5 million phones in the District, with 17k cell phones during the tree lighting.

**Pop Up Street Vendors Judy** - according to the City Street Vendor Application it is FREE for a street vendor to set up a vendor space along the public space in the District, as an aside Sacramento County's Street Vendor ordinance allows a fee to be charged if a vendor is setting up within a permitting area. Maybe we need to look at charging a fee as we are a special permit fee area. Karen spoke to a Health department inspector about street vendors and was told that it's good that a permit is required, otherwise they can set up anywhere, and the vendor space cannot be more than 25 sq.ft. After discussion it was suggested that the design of the vendor booth should meet the design standards of the business improvement district. Judy will also reach out to Civitas to see if/how they've dealt with this in other PBID districts.

**VIP Party** – All board members are invited to join the Parade Sponsor VIP thank you party at Gaslight on June 26<sup>th</sup> at 5:30pm. Please RSVP to Judy.

**Sponsorship request:** Harris Center - Judy was approached by the Harris Center to sponsor the upcoming 20<sup>th</sup> anniversary gala featuring Jay Leno. The board respectfully declined.

**Unfinished Business:**

Depot Update /Budget/Timeline Jerry - huge progress has been made on this project, including demo, framing, & insulation throughout our entire portion of the building. Historically accurate (& HDC approved) doors have been ordered, Bids have been received on almost all pending items and this project is moving forward. The overall budget, without a final electrical bid, is at \$82k. Thus far 50k has been raised through fundraising. We need a resolution to accept this expense of \$95-100k to fund the remaining need out of the FHDA budget. Jim M moved, Suzanne 2nd, Approved by All.

**Shuttle - update – Budget** – one shuttle or two? - Karen updated the group that we are in fact increasing in rider numbers and need to secure immediate funding. A SHINE grant application is being submitted, however; that won't be available till 2025. A request of 30k is being requested from FHDA and additional funds are actively being sought, a motion will be created after a budget is submitted. It was also suggested that a QR code be created to allow donations to keep the shuttle running.

Maintenance agreement – No update  
Glycol line repairs – No Update

**Old Business:**

**Truckee Visit:** Suzanne reported that some FHDA board members traveled to Truckee via the Zephyr & met with Cory & Stefanie from the Truckee merchant group, and David (owner of the Truckee Star Hotel) to discuss funding, events, homeless, and overall businesses. The Truckee Follies is one of their main fundraisers, along with their Thursday street event. They manage 4 different business blocks and only 2 have a PBID.

**New Hop Sing Sign,** Judy - It looks fantastic!!! There were 89,626 reaches/impressions on Facebook 1600 reactions 1.3k likes/loves.

**Events:**

**Recap May 18** – Symphony, Judy – Discussion to charge \$20 tickets next year. This is a good annual event but we continue to lose money every year, about \$4k on this year's event. The Folsom Lake Symphony has previously charged the HD \$5000, and charged \$4,500 this year. There was a lot of discussion, especially since it is believed that EDH is not charged for this same event. It was suggested that the FLS split the \$5k fee between the HD & EDH events.

**Recap May 30, 31 & June 1, Shakespeare** - Judy heard from the coordinator that when they do this free event in Folsom it is the most difficult of their events due to the unhoused. On a side note, when the grates along the stage were lifted a hammer along with used syringes and other drug related items were found. PD was called and they stated it's FHDA responsibility to clean the grates because we lease the amphitheater. This information was false. It was suggested that we call Code Enforcement instead. Further discussion regarding the unhoused numbers, and the significant growth in Folsom compared to the reduction in Citrus Heights & Rancho Cordova unhoused numbers.

**Recap June 6 – Concert Series** begins - Judy, the first concert was a huge success and FHDA will be running beer & wine sales for 6 of the upcoming concerts. Gloria successfully recruited other Merchants to help run the beer & wine sales.

**Balance Bike Race and community concert -June 15** Judy, this is all run by Clip-In.

**Rodeo Mixer** (3 changes and Rodeo sponsors) June 18 5:30-7:30pm, XXXXX

**Celebrate Recovery** at Amphitheater (Bayside) 7pm

**Hometown Radio Show** June 28 7pm

**Hometown Parade** June 29 9:30am Judy, we still need about 5 more volunteers. This is a fun community event!

**Merchant Update:**

Merchant Meeting is June 13 at 5:30pm Shanghai Tattoo 305 Wool St, at their new location.

**Comments:**

**Community: Open/All –**

Amber Style magazine readers choice awards is going on now. Let's like, share, and support each other. Theresa has taken over from Wendy & Terry.

Adam will be live streaming the parade this year, probably perched up on Gaslights terrace.

Granite House building preview has been converted to a fantastic video.

The History Museum is having their History Heroes dinner at the Bacchus House, Jim & Renee Snooks are being honored. Suzanne will coordinate a table for FHDA, contact her to share the table.

**COF - brief update:** Christine, the last City Council meeting discussed 6 positions being added to PD as a 'HOT' team. The Johnny Cash art installation, the first pick will be installed in September, The Folsom Fire Chief has closed all open spaces due to fire risk.

**Choose Folsom – brief update:** Jim S. created a Folsom California chocolate bar for Choose Folsom with 4 different wraps.

**HFRA – brief update:** no report.

**HDC – brief update:** Kathy, in addition to the neon signage discussion, a deck & patio demolition has been approved at 706 Orange Grove Way, within the HD residential area. And modifications were approved for 708-1/2 Figueroa Street. There will be a special meeting on July 30, to hear from City staff and public on River District Master Plan. It is a public discussion only meeting. And a vote on recommendations expected by HDC in September. The next HDC Meeting on August 7 at 6:30pm at City Hall

**History Museum – brief update:** Jim, The Square has a \$5 makers event this weekend. The tickets to the History's Heroes dinner is more than half sold out so get your tickets now.

**Financial Report:** Financial reports were reviewed but no motion was made.

**Adjourn:** 9:49am

**Next FHDA Board meeting will be held July 10 – Suzanne is up for July pastries**