



## August FHDA Board Minutes

Wednesday, August 14, 2024

8am at Willamette Wineworks

**Board of Directors:** Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Christine Brainerd, Kathy Cole, Suzanne Cook, Amber Felts, Moe Hirani, Jim Metzker and Rich Veale.

**Executive Director:** Judy Collinsworth

**Absent:** Bobbi Eddy, Amber Felts, Moe Hirani

**Guests in Attendance:** Michele Asnicar, Sally Buchanan, Joe Chioto, Adam Frick, Loretta Hettinger, Mike Kozlowski, Carrie Lane, Ken Masigian, Justin Raithel and Sue Reid

*Pastries provided by Rich Veale - Thanks Rich!*

**Call to Order:** 8:07 a.m.

**July Minutes for Approval:** Kathy Cole made motion to approve; Jerry Bernau seconded

### **New Business:**

- **Justin Raithel, City Council Candidate, District 2:** Introduced himself and spoke to his background and discussed his position on development and growth, homelessness, public safety and support for Measure G. If elected, he intends to push for an overhaul of the City Municipal Code. He invited FHDA board and guests to his September 5 fundraiser. Also urged attendance at Choose Folsom Candidate Forum on August 19 at 5:30 p.m.
- **Two community service day projects in Historic District:** Judy said the Folsom Garden club and the 3 Rotary groups of Folsom will be teaming up to plant daffodils in the District on Community Service Day. There will also be volunteers helping with the new Historic District Santa cottage. Community Service Day is September 21.
- **23/24 Event Budget Recap and 24/25 Proposed Event Budget:** This year's Hometown Parade resulted in a \$12,000 loss. 7 of the 17 annual events bring in revenue. The rest of them are break even or a loss. The FHDA event budgets were reviewed and accepted. The remaining portion of the budget will be reviewed next month.

### **Unfinished Business:**

- **Easter Seals:** August will be a "trial run" for the Easter Seals cleaning team. The team has been hired for three hours, two times/week to supplement cleaning provided by the city.

Judy urged board members to pay attention to quality of work performed to help evaluate if the arrangement should continue.

- **Neon Signs:** Kathy Cole reported that during the August HDC meeting, City Planning Manager Desmond Parrington acknowledged receipt of FHDA's recommendations for "open" signs in the Historic District.
- **Depot Update/Budget/Timeline:** Jerry Bernau reported the remodel is moving along. The new sub-panel, ADA threshold and custom doors have arrived. City inspection is pending. Improvements will meet all fire rating and energy efficiency requirements. Jerry acknowledged and thanked Jim Snook for all his help.
- **Shuttle Update:** Karen Holmes and Jim Snook were able to re-negotiate the "shuttle app" fees from \$1,300 to \$800/month. This reduction will help keep the shuttle running until the end of year. Karen submitted FHDA's application for the SMUD Shine Grant to help keep the shuttle funded in 2025. Shuttle owner Ron Gray provided a letter to FHDA outlining recent usage history and rider response. App usage has increased from 10 to 41 percent. Shuttle will start one hour later on Friday and Saturday to help reduce costs. Kathy Cole thanked Mayor Mike Kozlowski, the Historic Folsom Residents' Association and Sutter Street Steakhouse for sending letters supporting the SMUD grant application.
- **Building Maintenance Agreement:** Letter from Desmond Parrington, City Planning Department, is still pending.
- **Glycol Vault at Ice Rink:** City has purchased the new vault for the glycol at the ice rink and installation is pending.

#### Events:

- **Concert Series Recap:** Concert schedule is at mid-point and concerts are going great. Wine sales are doing well. Adam Frick reported that "concert impressions" in the Folsom Times were 88,000+ for June, over 77,850 for July and 44,600 thus far for August.
- **Peach Fest Recap:** Smaller crowds this year. FHDA volunteers managed the parking structure.
- **Sidewalk Sale:** Brainy Zoo is lead. Sale will be held August 31 to September 2 from 11am to 5pm.
- **Rotary Concert:** Historic Folsom Rotary is sponsoring the concert at Zittel Amphitheater on October 4 at 6 p.m. The proceeds will be split between the Rotary of Historic Folsom and the FHDA. The FHDA portion will go toward the Train Depot Ambassador Room renovation.

#### Merchant Update:

- August 15 meeting at 5:30 p.m. will be at Voice and Reason, a marketing group housed in the Historic District. Voice and Reason is also working on an update to FHDA's website.

#### Comments:

- **Community:** Michelle Asnicar provided an update on the September 19 Ladies' Passport Night.
- **City of Folsom:** Christine Brainerd reported the Johnny Cash guitar pick will be installed in November 2024, and may include a donor reception and concert. Christine also announced that City Manager Elaine Andersen will retire at year's end. Recruiter has been hired by City Council to seek candidates to fill the vacancy. This fall, city staff will launch social media posts and Town Hall meetings to educate community members on the state of city finances.
- **Choose Folsom:** Sally Buchanan spoke to the August 19 Candidate Forum for District 2 and 4 council candidates and the Future Folsom event on October 23.
- **Historic Folsom Residents' Association:** Carrie Lane mentioned on September 5 HFRA will hold an in-person meeting for residents to hear from Jeanne Shuman from Jakes Journey Home on her suggestions when interacting with homeless in the area. Michelle Asnicar noted frequency of problems encountered in her shop over last two weeks. Michelle reiterated process for trespass arrests. Mayor Kozlowski explained the roles of Police Department and Homeless Outreach Team.
- **Historic District Commission:** Kathy Cole reported that on August 7 HDC approved a residential design review at 312 Figueroa Street and the design review and density bonus application by Habitat for Humanity of Greater Sacramento for development of ten-single family residences located at 300-310 Persifer Street. She also mentioned that during commissioner comments at the end of the meeting, Commissioner Mark Dascalos spoke to the electrocution incident on the 700 block and suggested the city underground all roof top power lines. On September 4, HDC is expected to make recommendations to City Council on the River District Master Plan and will consider design approval for Granite House and balcony awnings at Sutter Street Steakhouse.
- **Folsom History:** Museum received a SMUD grant for Clean Energy Blacksmithing. History Makers' event on July 25, honoring Jim and Renee Snook, was well attended. Future fundraising events include Golf Tournament on October 21. On every Friday and Saturday in October, a Haunted House will be held at The Square. Event posters and sponsorships are available.
- **Other Announcements:** Soap Box Derby event will take place from Wool to Reading Streets on October 5-6.

**Financial Report:** Jim Metzker made motion to approve; Jerry Bernau seconded

**Adjourn:** Meeting adjourned at 9:48 a.m.

**Next FHDA Board meeting will be held on September 11. Jim Snook is up for pastries.**