



## November FHDA Board Minutes

Wednesday, Nov 6, 2024

8am New FHDA OFFICE 200 Wool St!!!

**Board of Directors:** Jim Snook, Jerry Bernau, Bobbi Eddy, Jim Metzker, Amber Felts, Moe Hirani, Christine Brainerd, Kathy Cole

**Executive Director:** Judy Collinsworth

**Guests:** Adam Frick, Loretta Hettinger, Carrie Lane, Michelle Asnicar, Sally Buchanan, Lisa Gomez

Pastries in November provided by Christine – Thank you!

**Call to Order:** Jim S 8:06am. Let it be noted in the minutes that this meeting is being held in the newly renovated freight room, now green room and home of the FHDA! BIG thanks to Jerry as well as Jim and everyone who helped in one way or another to get the new Green Room and office finished.

**October minutes for approval:** not available

### New Business:

- Christmas Tree Lighting – more changes Judy – For various reasons we are back to having the Christmas tree in the center of the round table. We will also put lights on the tree growing by the parking garage this year.
- Unpermitted Vendors - there were 10 unpermitted Hot Dog vendors on the street during the Dia de los Muertos event. The City was contacted and there was no support in removing or ticketing these vendors. This is a very frustrating situation. Christine met with Code Enforcement & the Police department last month and the Police said they would support Code Enforcement when Code Enforcement isn't available. Since most of our events are weekends and evenings, Code Enforcement has not been available during these times. If someone gets sick, that will affect the District. In addition to that concern, they leave a mess behind. FHDA has been sending complaints to Code Enforcement and there has been no perceived action. Christine will facilitate a follow up meeting. It was also suggested that we try to identify the drop off van.
- Qbole threats against Judy/FHDA - During our Dia de Los Muertos event, Q'bole blasted music and said they would not support the event. The owner followed up with a written threat to Judy. Code Enforcement was contacted, and Judy was told there's Due Process and there is nothing that can be done about their loud music and unpermitted events. Kathy suggests that we start a meeting with the City Mayor, Council, and City Manager, PD, & Code Enforcement, Christine will help facilitate a meeting. Timing on this is questionable as the new City Council will be installed December 9.
- Sign up for pastries 2025 : Jan/Suzanne, Feb/Amber, March/Kathy, April/Bobbi, May/Jim S, June/Jim M, July/Jerry, Aug/Judy, Sept/Loretta, Oct/Moe, Nov/Karen

### Old Business:

Annual Meeting 11/12, Jim - Please invite your property owner & business neighbors as this is a really informative meeting for all of our stakeholders. We are having the event catered.

Subjects to discuss:

- District improvements – Jim & Jerry,
- Ownership of Historic Buildings - Moe
- Property Maintenance – Jim
- Style Magazine's Best of Awards - Amber
- Tenant selection – Jerry
- Importance of Hours of operation – Bobbi

THE DEPOT !!!!! Congratulations Jerry! The new home of the FHDA turned out beautifully. Judy & team are moved in and SO happy!

**Unfinished Business:**

- Shuttle- Jim/Karen: Folsom Hotel is also now sponsoring. Jim is working on getting 10 nighttime businesses to sponsor which will cover half of the operating expenses.
- Building Maintenance agreement – Judy: letters from the City regarding responsibility for building maintenance. The letters came with pictures of areas in need of improvement. Several building owners have been seen inspecting and working on their property.
- PG&E repair work on Traders Lane near abandoned property – NO UPDATE
- FHDA potential management of Amphitheater and Plaza – Christine will follow up on this item.

**Events:**

Recap - Scott's Seafood's 25th Celebration! Jim reported that the band was great, the lighting and setting were beautiful and the dinner was also wonderful. The volunteers (20) were instrumental. There were raffles and the proceeds are going towards the Depot.

Recap - Spirits Brews and Bites, Amber: There were a few less stops, the food was separated, and some adjustments were made because of ABC licensing changes. The event was very successful with \$20k cleared. This is a great event in the District that helps introduce people to the different businesses. There were several breweries that dropped out of the event. The beer industry is struggling currently.

Recap - Festifall and Trick-or -Treating, Judy: this event was less well attended than in the past but was still a busy event.

Recap - Dia de los Muertos - Judy: Beautiful event, and very well attended. This November event was just 3 days before the soft opening of the ice rink. This placed a very large strain on Gloria and those involved in the event. This event will possibly morph into an event in September next year so there is less impact on the staff and ice rink set up. It was suggested that it move to the Amphitheater. There was a lot of discussion about how it negatively impacts businesses on the street when events are moved to the Amphitheater. Judy asked that the board re-evaluate all our events. Not all events help every business. This event draws a lot of people to the street and into businesses that stay open. Additionally, the City ended up closing the wrong block for this event which added to the stress & confusion.

Nov 6 & 7 Ice Rink Soft Opening today, Judy: today & tomorrow are training days for the more than 40 new employees. There are already 36 events pre-booked and 9 buy-outs. Jerry added that the new vault has been installed by the City & the new glycol lines have been installed with help from the City, and that also went seamlessly. This year we expect to use less glycol and we're hoping to avoid all of the repairs we had last year. Gloria will be the General Manager of the Ice Rink with Krissy managing the back-office piece. The Skate Coach has been hired back from last year and she is now in charge of the Skate guard training along with providing classes. There is a new footprint this year, with a new & improved layout, and we already have Fire Marshall approval. Jerry added that he is covering the 'dirt' side with redwood bark to prevent mud as weather changes.

Nov 8 Ice Rink opening day we will have early morning media coverage.

Nov 12 Annual Meeting at the Granite School, all are invited.

Nov 20 Sponsor Thank You at the Ice Rink (rescheduled due to rain)

Dec 5 – Lakeside Ladies Shopping Night

Dec 6 – Tree Lighting, Kathy - volunteers have already started hanging lights along Sutter Street. We still need more volunteers to keep up the decorating.

Dec 6 – 21 Santa Cottage activities

Dec 8 – Christmas Craft Fair, sold out event

Dec 9 – Special Needs Night with Santa

Dec 10 & 17 Movies at the ice rink

Dec 12 Ladies Passport Shopping Night

Dec 18 & Jan 8 Princess and Super Hero night at rink

**Merchant Update:**

No Merchant Meetings in November or December

**Comments:**

Community: Open/All - There was an extensive conversation about events on the street and within the District. It is constantly challenging and expensive to coordinate events within the District that require street closures. Jim Metzker stated that events in the amphitheater don't bring business into shops on the street. COF - brief update: Christine, closely watching the election results (measure G), and expecting an interim City Manager when Elaine Leaves December 13. There have been some other notable retirements. The Johnny Cash Pick is to be installed November 21

Choose Folsom – brief update: Sally - there are 2 hotel packages being offered right now through Visit Folsom, which include ice rink tickets & a discount on lodging. The Marketing always focuses on the Historic District. A group of influencers are coming to the district next week.

HFRA – No update: Carrie

HDC – brief update: Kathy, HDC meets tonight at 6:30 pm at City Hall

- Application for the addition of two windows and proposed wall and freestanding signage for Mind Garden at 929 Sutter Street
- Expect "open" sign ordinance will be on February 2025 agenda. There will be no January HDC meeting as City Council will not have made the four new appointments to HDC until its January meeting.
- HDC Commissioners Cabrera, Felts, Pena and West are up for election
- Commissioner Lane will chair tonight's meeting.

Folsom History – brief update: Jim - there were 2 big successful events in October including the Golf event & the Haunted History tours. Big thanks to the volunteers and staff.

**Financial Report:** Jerry, Motion to Accept Jim M, 2nd by Jim S. Accepted by All

**Adjourn:** 10:10am

**Annual Stakeholder Meeting is Tuesday, November 12th at the Granite School**