



**January FHDA Board Meeting Minutes
Wednesday, January 8, 2025
8am Willamette Wineworks**

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

Executive Director: Judy Collinsworth

Guest: Gloria Cunningham, Loretta Hettinger, Michelle Ansicar, Ken Masegian, Susie Reid, Stacy Gould, and Carrie Lane.

Call to Order: Jim S 8:10am

October & November minutes for approval: Kathy motion to approve, Jerry 2nd, Approved by ALL

New Business:

- Review final budget on depot renovation – Jerry reported that the final budget was higher than expected mainly because the scope of work grew significantly. Huge thanks to Kensington Homes for the outstanding work, the in-kind donation, and all of the work Jerry did on this project, and the final result is stellar. The project is completely paid off. There are a couple of items left including converting the old bathroom space to storage and adding signage.
- Celebration/Opening of new office March Dates to consider, Judy is considering March 13 or 20.
- Review all events for 2025 – Goals for FHDA - Judy requested that the 2025 events be reviewed to validate that the events meet the 'criteria' for FHDA. The street closures & Pedestrian Promenade for 2025 based on merchant complaints, will not happen. The Hometown Parade a huge commitment from Judy & team with many merchants not opening up, and many complaints from the merchants about the road closures. While the overall feeling is that the Parade brings a priceless community experience, does it meet the criteria. This year Judy is working with Sally on bringing back the long-horn steers, however, maybe this is an event that should be considered cancelled. There was also discussion regarding changing FestiFall hours as there are 2 other trick-or-treat events at the same time. Jim M requests a November event. For the last 2 years there has been the very successful Dia de Los Muertos, however, this event is also labor intensive & in 2025 this event will not be happening in November as FHDA personnel are not available to coordinate. There was a lot of discussion about how an event changes when it is pulled from the street and moved to the amphitheater, it doesn't bring people to the street anymore. Judys team must focus on the Ice Rink, Tree Lighting, & Holiday Craft Fair from November and can't successfully support other events during these months.
- Executive Board selection – New VP, Jim S, nominated Amber for the long empty position of Vice-President, Jerry 2nd, ALL in favor.
- Overhead Lights on 800-900 blocks were discussed. Jerry and Jim to work on an extender that reached above the current light posts.
- Additional Storage – Jerry reported that there's a possibility that we could build or bring in a container for storage and place it right next to the public restroom on Jerry's property (by the FHDA office) for FHDA storage. It would need to be approved by HDC.
- Additional bollards for 600, 800, & 900 - Judy, after the horrible events in New Orleans, the City has reviewed our street closure bollards and more will be installed creating a better barrier to traffic. FHDA agreed to purchase the bollards. The City will install them at their expense.
- Field trip to sac downtown ice rink 1/15 noon- 2pm light rail.
- Judy reported that Peter Holmes is making conference room tables for the green room. He's gifting us the first one, the second one is hard costs only.

Unfinished Business:

- PG&E Repair work on Traders Lane near abandoned property - No Update
- Update on Amphitheater and plaza management – Judy will meet with Parks and Rec and report back.

- Shuttle – goal for 2025 - Karen/Jim, trying to set new goals for 2025. In the interest of cutting costs, we've cut back to one shuttle, we're discussing eliminating the APP, and Jim is contacting all of the night-time businesses to get all of them to sponsor the shuttle. The night time business customers are embracing the shuttles. The number one pickup & drop off spot continues to be Lake Natoma Inn, whom has never sponsored the shuttle. Also, there is an open question that the General Liability required by ARPA is costing an additional \$1000 a month, this is on top of auto insurance already purchased. Amber brought up that although there is only one hotel in the District, there are many VRBO options who are paying TOTs so Karen & Jim will approach Sally again for additional funds.
- Unapproved Vendors - Judy reported that code enforcement did come out during the Christmas Tree Lighting, they were only successful in moving the unpermitted vendors around but they did not leave the District. Karen added that her Health Inspector contact also reached out to get a list of District events.
- Brief Update on ice rink - Judy,
- Ice Rink closing staff party 1/21, 4-6pm - Judy, this is our opportunity to thank the team that has worked so hard on the Ice Rink. The team has done an amazing job. There was some conversation about how amazing the ice rink is at only our 3rd year managing.
- Replacing the Chiller today at 9pm - Judy, our old chiller had a compression problem, so it is being replaced tonight.

Events:

RECAPS:

Dec 5 – Lakeside Ladies Shopping Night – successful event – much improved

Dec 6 – Tree Lighting – Everyone liked the location of the stage and count down.

Dec 6 – 21 Santa Cottage activities. The new cottage is fabulous and is being utilized frequently.

Dec 7 – Service project – Daffodil Planting on 600 & 700 Rotary

Dec 8 – Christmas Craft Fair, 2025 will run 10-5 instead of 9-4 to avoid CIM traffic and road closures.

Dec 9 – Special Needs Night with Santa – another wonderful night with 80 special need kids and their families visiting with Santa. Each of the kids went home with a toy. Karen West sponsored all the toys.

Dec 10 & 17 - Movies at the ice rink

Dec 12 - Ladies Passport Shopping Night

Dec 18 & Jan 8 - Elsa night at rink

Upcoming Events:

Jan 20 - Closing Day Ice Rink

Jan 18 - Remove lights from street, meeting at 9@Fiore

Jan 21 - Ice Rink Staff Party, 4:30

February – all month – Bartender Challenge

Feb 13 - Galentine Shopping Event

Merchant Update:

Merchant meeting will be Tuesday, January 28 at 5:30pm at Maribou Salon

Comments:

Community: Open/All , Jim M brought up the new state law prohibiting parking within 20 feet of Stop signs. Without Code Enforcement is it an issue? John Felt's is being added to the Board of Friends of Powerhouse as a liaison to FHDA. Also, the retaining wall behind the Vine building has collapsed and is being re-built.

COF - brief update: Christine, there have been some leadership changes, Dan Haverty is interim City Manager. Sarah Aquino and Justin Raitel are serving as Mayor & Vice Mayor respectively. Also, Light Rail service has resumed. The Historic District won for Holiday Lights Display.

Choose Folsom – brief update: Sally

HFRA – No update: Carrie, they are trying to set up a meeting with the Fire Chief to discuss an evacuation plan for the Historic District, would Merchants be interested in participating?

HDC – brief update: Kathy, HDC meets tonight at 6:30 pm at City Hall with an action item - Application for addition of two windows and proposed wall and freestanding signage for Mind Garden at 929 Sutter Street. The illuminated/neon "open" signs ordinance should be on the **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. Also, HDC Commissioners Cabrera, Felts, Pena and West are up for reappointment.

Folsom History – brief update: Jim M, Board retreat at the end of the month. The election is going on now.

Financial Report: Jerry , motion to Accept Amber, 2nd Karen, Approved by ALL.

Adjourn:10:00;