



February FHDA Board Minutes
Wednesday, February 12, 2025
8am Willamette Wineworks

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: Candice Stolz, Gloria Cunningham, Krissy Mangan, Crystal Moore, Amy Malekos, Loretta Hettinger, Stacy Gould, Susie Reid, Ken Masegian, Megan Demmel, Michelle Asnicar

Pastries... Amber... Thank you!

Call to Order: Jim S 8:07am

January minutes for approval: Jerry motion to approve, 2nd, Kathy C, Approved by ALL

New Business:

Ice Rink report Judy - When we took over the ice rink 3 years ago we had 22k skaters, this year we had 33k skaters! We had a fantastic year and implemented a lot of changes. This season we had numerous private events, school field trips, engagements and skating lessons. We had 14 full rink buyouts, 45 birthday parties, we had several church groups, and new this year we had the Wounded Warriors along with The Sac Republic and other prominent groups. The ice rink was supported by an amazing management staff & over 40 staff. Also, 3 'Mom-agers' were brought in to handle shift changes, consistent messaging to staff & customers, and awareness of what was happening with the equipment (i.e.; fire pits, events, etc). We also had an EMT on the team which was helpful. Congratulations for pulling together such a great team that ran a successful event. The staff was primarily high schoolers, often first jobs, and they delivered a wonderful experience to the public.

Forklift damages – Judy reported that on the next to last day of move out the forklift broke through the concrete at The Lakes. We are waiting on repairs before we can close the books on the rink this year. Thankfully, no one was injured & the damage is repairable.

Unfinished Business:

PG&E Repair work on Traders Lane near abandoned property - Stacy shared that there is now mail coming to the abandoned property located at 719 Traders Lane, addresses to the Church. Christine will look into confirming ownership.

Update on Amphitheater and plaza management - Tom Hellman update pending

Shuttle – goal for 2025 Karen - CONGRATULATIONS! Karen, Kathy and Jim were successful in winning a 30k SHINE grant from SMUD. This is half of the operating budget needed for 2025, FHDA is contributing another 15k, leaving 15k to be raised by sponsorships. Jim is actively soliciting all of the night-time businesses. Also, lots of recognition that the APP is contributing so much data about riders using the shuttle, which helped to support our application for the SHINE grant.

Unapproved Vendors update - Kathy, beginning in March 2025, street vendors need to apply for a license to operate on public sidewalks, there are 10 requirements they must meet including non-operation near farmer's markets, parks with already permitted food vendors, and permitted events. Kathy is setting up a meeting with Rosario to help define this process & how this affects Historic Folsom. Christine will also help coordinate a meeting with the City regarding this process. Currently the unlicensed street vendors have been operating on the sidewalks, very close to the buildings, leaving trash & messes behind when they leave, and swarming our big events. The last 2 historic District large events had a code enforcement person on site trying to remove the unlicensed vendors. Although, they just moved to another part of the street it felt like it started making the vendors uncomfortable. It was suggested that maybe FHDA can fund a code enforcement officer at future events.

Overhead lights 800 & 900 blocks - Jim S, we were told by the City that we need to attach an extension to our sidewalk lights for our over-head market lights to attach onto instead of the physical top of the light pole.

Additional Storage container by Depot for FHDA - Jerry, there is a need for additional onsite storage of FHDA event signs & other items. Jerry is looking into putting a small FHDA storage type unit near the Depot.

Additional bollards for 600, 800 & 900, Wool & Decatur - Judy & Ryan Chance with the City, are researching the need for additional bollards to extend our street closure security. Bollards would need to be installed on all of our impacted streets during road closures, not just Sutter.

Jakes Journey Home/Cleaning Service – Jean with Jake's journey home is still working on finding the right person to take on this responsibility.

Event RECAPS:

Jan 20 - Closing Day Ice Rink

Jan 21 - Ice Rink Staff Party - Jim, it was a great wrap up party for all of the hardworking staff.

Events coming up:

Bartender Challenge – All February - Judy, this District-wide event runs the entire month of February. It's off to a great start with lots of votes. Winners will be announced on February 28, the bartender & business winning recognition & money.

Feb 13 - Galentine Shopping Event - Gloria/Michelle, rain or no rain we're full steam ahead with all the locations ready and the after party at Riley's.

March 20, 5pm – FHDA New Office celebration - Judy, there is a celebration reception planned for the opening of the Depot building. Also, a beautiful table has been handcrafted and delivered by Peter Holmes. Jim is going to get a brass placard commemorating this beautiful piece.

Merchant Update:

Merchant meeting will be Thursday, March 6th 5:30pm at Fitness SOS (the old red barn)

Comments:

Community: Open/All, Michelle recognized Krissy for posting about Stone & Birch's new location and that was picked up by Good Day Sacramento. There was a lot of discussion about merchants and marketing. February 20, the Q'bole space will be empty according to the court decision. Bella Maci, a new Italian restaurant, should be opening in a few weeks. Gaslight's new venue extends the original space with a staging area for catering & event space.

COF - brief update: Christine, we're in a management transition right now. The Mayor is leading a Sister-City 25 year anniversary event and celebration for 2025. The Mayor has asked FHDA to come up with a way to commemorate this event. The City is also working on Wildfire preparedness information. Also, there are 10 family homes being built by Habitat for Humanity, 5 single story & 5, 2-story on Persifer. The neighboring church has been providing volunteers and the future home-owners must also put in 500 hours of sweat equity.

Choose Folsom – No update

HFRA – No update

HDC – brief update: Kathy: At February 5 meeting, oath of office was administered to Commissioners Dan West, Mathew Herrea and Jennifer Cabrera. On 6-0 vote, Kathy Cole was re-elected as Chair and Jennifer Cabrera was elected as Vice Chair for 2025. Two agenda items approved on 6-0 vote, that being the demolition of existing canopy structure and replacement at local preschool and the demolition, design review and conditional use permit for Murer House Learning Center. The matter of Historic District open/closed signs has been deferred to March HDC meeting.

Folsom History – brief update: Jim M, the museum lost 2 wonderful board members last month; however, they are excited to announce their 2 new board members Ken Masegian & Jerry Bernau. There also was a board retreat last month and one of the focuses of the Folsom History Board for 2025 is Ashland Station. There is another Makers event in March at the Square. Jerry added that he's been coordinating creating videos of Bill Anderson opening and setting up the train Museum for future docents. Bill is eager to share his knowledge with new volunteers.

Financial Report: Jerry, motion to accept, Jim S, 2nd by Jim M, approved by ALL

Adjourn: 10:02am

Next Meeting: April, 2025 8am at Willamette Wineworks