



**March FHDA Board Meeting Minutes**  
**Wednesday, March 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  
**Pastries... Bobbi ... THANK YOU!**

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

**Guests:** Mike Reynolds, Anna Rohrbough, Gloria Cunningham, Loretta Hettinger, Stacy Gould, Susie Reid, Ken Masegian and Michelle Asnicar  
**Pastries... Bobbi ... THANK YOU!**  
**Call to Order:** 8:07am

**February minutes for approval:** Motion Kathy, 2nd by Karen, Approved by ALL

**New Business:**

Zoning Code Update - Loretta provided background information about why there is a need for a more conservative approach to buildings within the Historic District. The Heritage Preservation League Foundation was created to support keeping this in mind. The HPL doesn't write the code, they solidify suggestions and work hand-in-hand with the City. Loretta submitted a write up of current projects and recommendations for the zoning code update for the district, including recommendations regarding signage, land use, parking, mobility, hours of operation, chain stores, and housing. There was conversation around what is a chain that would be acceptable or unacceptable; i.e, Beach Hut, Subway, Starbucks, McDonalds, etc. FHDA needs to take the documentation provided and continue to refine before sending to the City.

Marketing Proposal – Bobbi shared a marketing proposal that has been a really interesting marketing proposal provided by a local marketing company. After discussion, it was decided to invite other companies for proposals & to present at the next meeting.

Amphitheater and Plaza Proposal - Parks & Rec has proposed that Judy & team take over management of the Amphitheater events. The initial 18 page lease proposal has been circulated & edited and will be sent back to the City for review.

**Unfinished Business:**

New Hires – Judy - we are excited to share we've recently hired Meghan Frick to help with events, with the Amphitheater events, and more. We have also hired Greg Brown from Jake's Journey Home to clean on the weekends and for events, he's already being recognized for doing a great job.

Concrete repairs at The Lakes – Jerry - the Lakes walkway damage (caused by forklift) is being repaired, but the existing walkway around what was damaged needs some additional dry rot repair. Judy negotiated a trade in storage rent for further repairs. Jerry is overseeing this project.

HDC Meeting tonight 6:30pm 50 Natoma St Council Chambers - Kathy, HDC recommended City Council amend zoning code to allow use of one indoor open sign. Located in window or door no larger than 1.5 sq ft. Limited to white. Multi bulbs will not be allowed. Animated signs are also prohibited.

PG&E Repair work on Traders Lane near abandoned property - Judy, PG&E has moved the repairs from April 2025 to December 2026.

Unapproved Vendors - Upcoming meeting with Rosario - Jim S/Kathy, there was a recent event at Out of Bounds where the City showed up and notified all the street vendors that there were required forms & fees required. The unlicensed vendors had to leave. We'd like to get our security guards 'deputized' to ask the unlicensed vendors to leave.

Overhead lights 800 & 900 blocks - no update,

Additional storage container by Depot for FHDA – Jerry- is working on plans to camouflage the storage unit to look like the public bathroom building.

Additional bollards for 600, 800 & 900, Wool & Decatur pending new count - no update

### **Event RECAPS:**

Feb 14 Galentines Day - Gloria/Michelle, the event was great despite the weather & the 'atmospheric river'. The District really lends itself really well to events regardless of the rain because so much of the walkways are covered.

February – All month- Bartender Challenge. Joel of Powerhouse is the winner, Judy. Joel has been a bartender in the District for 25 years! Joel & Murray will take over this event for 2026. Joel will also be pouring the winning cocktail at the Depot event.

### **Events coming up:**

March 20 – FHDA New Office celebration – RSVP today

April 13 – Spring Arts & Crafts Fair, Judy - we need more volunteers for this event.

April 26 - Sip and Stroll, Amber - tickets are still available. We still need more sponsors and a couple more wineries. We've got great music and wineries already lined up.

### **Merchant Update:**

May 20th Merchant Meeting at Plank 5pm.

### **Comments:**

**Community:** Open/All, Jim S mentioned the Book signing at Ruby's Books last week, there were over 300 people lined up. Additionally, coming up is Independent Booksellers Day, a book crawl, it is the SAME day as Sip & Stroll this year, and they're expecting over 1400 people.

Judy also brought up that the City has recently changed their permitting requirements to start at any event having more than 100 people. This is a much lower threshold.

Anna R is now on the Sac RT Board now, having replaced Mike K. Please bring any RT concerns to her attention. Also, 40 homeless encampments have been cleaned out by the HOT Team. Please keep Anna posted about these issues. There was some discussion about calls being made to 911 by businesses in the District, and if they're being recorded in the log as we've been given conflicting information.

**COF** - brief update: Christine, the new City Manager, Bryan Whitemyer, started last Monday.

**Choose Folsom** – brief update: Sally the sold-out HER conference is March 14.

Wednesday 26, community rewards Folsom Focus

**HFRA** – brief update: Carrie, not by HFRA but want everyone to know that the Cohn-Fait House plaque will be placed recognizing the home & Glens huge contributions to the city of Folsom.

**HDC** – brief update: Kathy,

**Folsom History** – brief update: Jim M, emailed a timeline of all the Folsom History Museum scheduled events for 2025.

**Financial Report:** Jerry, Jim M motion to Accept, Jerry 2nd, approved by ALL.

**Adjourn** 9:48am

**Next meeting:** April 9th 8am at Williamette Wineworks