



**April FHDA Board Minutes**  
**Wednesday, April 9, 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:** Lorraine Hettinger, Terry Carroll, Carrie Lane, Shawn Campbell, Theresa Arnold, Gloria Cunningham, Susie Reid, Megan Annis

**Home-made Pastries... Karen ... THANK YOU!**

**Call to Order:** Jim S 8:07am

**March minutes for approval:** We will wait to approve at the next meeting so everyone has more time to review as they didn't get distributed until yesterday.

**New Business:**

**Marketing Proposals** - Terry Carroll/Style Magazine & Megan Annis/Starflower Creative - both made marketing presentations for the Historic District, and Shawn Campbell/Ross-Campbell inc. provided marketing advice for perspective. Both proposals will be discussed by a Marketing Subcommittee (Jim S, Jim M, Rich V, Ken, Judy, Karen, Bobbi) to define a budget, goals, and timing.

**Speed bumps on 700 block New Bollard count and 2 proposals** - Jim S, we need something to slow nighttime traffic on Sutter, the shuttle drivers have reported cars speeding on the 700 Block. Judy will reach out to Christine to see what the speed restricting options are recommended from a PD & FD perspective. Additionally, Public Works has identified that we need 38 bollards and to cover all vulnerable street access.

**Fundraiser proposals:** Rotary/Concert 9/20 Beatles tribute, Christmas Cottage/Theater performance (September – TBD)

New Event 9/13 – Italian Event, Judy - the city would like us to do a celebration to honor the 20 year Sister City partnership. Judy is working on ideas and will keep us informed as the details come together.

New Directory due this week/New Kiosks are up

Presentation for Eric Adams - Next Month to honor him for his hard work, and volunteerism in the historic district and throughout Folsom.

**Unfinished Business:**

Zoning Code Update - Sub committee to discuss.

Amphitheater and Plaza Proposal review - No Update

Concrete repairs at The Lakes - No Update

HDC Meeting about Neon, Judy - at the end of the last HDC meeting, they voted to support the 'Open' signs the Historic District merchants originally recommended with White Neon.

PG&E Repair work on Traders Lane near abandoned property- No Update

Unapproved Vendors - Recap meeting with Rosario, Karen - Best takeaway from this meeting was to setup meetings with the council members individually and share specific merchant stories. Specific examples on how it is effecting merchants daily. Code enforcement is working on this and this issue is not limited to our area. Judy will meet with the owner of the Folsom Hotel to discuss how they feel about the unlicensed food vendors selling late at night in front of their location. If they're supportive of the vendors, then we may need to evaluate the end of night clean up & cost.

Overhead lights 800 & 900 blocks - No Update

Additional storage container by Depot for FHDA, Jerry - No Update

**Events:**

Recap March 20th 5pm – FHDA New Office celebration, Jim -

April 13 Spring Arts & Crafts - sold out & on schedule for next week

April 26 Sip and Stroll, Amber - tickets are sold out (yeah!). We could still use a couple more wineries.

**Merchant Update:**

May 20<sup>th</sup> Merchant Meeting at Plank 5:30pm

**Comments:**

Community: Open/All

COF - brief update: Christine

Choose Folsom – brief update: Sally

HFRA – brief update: Carrie - Nighttime activity at the parking garage has been documented specifically over the last several years, and it is impacting neighbors and the ability to park in the parking garage. This past weekend there were active Tic Tok videos, police monitoring, and car shows, which resulted in a unlicensed, underage driver being arrested with open alcohol & a gun in the car. The speed bumps were removed & thrown over the side of the building by groups that congregate at the top of the parking garage.

HDC – brief update: Kathy

Folsom History – brief update: Jim M - 2 weeks from tomorrow is the 2025 Making History Event at the Square.

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

Adjourn:

Next Meeting: May 14th 8am at Willamette Wineworks