



May FHDA Board minutes
Wednesday, May 14, 2025
8am Willamette Wineworks

Board of Directors: Jim Snook(absent), Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Amber Felts, Moe Hirani (absent), Rich Veale, Christine Brainerd, Kathy Cole (absent) & Suzanne Cook

Executive Director: Judy Collinsworth Guests: Bryan Greenwalt, Megan Demmel-Frick, Gloria Cunningham, Crystal Moore, Adam Frick, Ken Masegian, Sally Buchanan, Joe Chiodo, Tom Lewis, Eric Adams, Joan McGinnis, Kevin McGinnis

Pastries... Jim M– Thank you!

Call to Order: Called to order at 8:10am by Karen H (Jim out of town)

March & April minutes for approval: First Jim M 2nd Suzanne, 1st Suzanne, 2nd Amber All approved.

New Business:

- Eric Adams spoke of needs for funding to maintain the new Santa cottage. A Sutter Street performance will be done on 8/30 of Young Frankenstein will be performed. All proceeds will go toward maintaining the cottage. Adam Frick spoke of future plans/vision for cottage and Christmas village. Megan Demmel presented a gift of Sutter Street goodies to Eric Adams to thank him for all of his service then asked him to be the Grand Marshal of the parade on behalf of the parade committee and FHDA.
- Congratulations SUZANNE! FHDA Board for winning Folsom Chamber Business of the Year!
- Parking garage letter to Mayor Aquino from John Lane - impact of parking garage on the neighbors. John and Carrie live near the garage. Spoke of major party at the garage in April. Played a recording of the sound taken from his gate. Very loud, racing, partying. 100-150 people. Letter includes solution to install a gate at the top. Every weekend there are at least 10-20 young adults/adults congregating on the roof. Issue with enforcement, noise ordinance, police response time - subjects have quieted down or left once police arrive. Concrete parking blocks have been removed and thrown over the edge of the garage. City response to Judy was they thought the problem had been resolved, so they removed remaining speed bumps. Christine asked if John has met with city manager and public works. John has met with Mayor and City manager. Jerry mentioned that he spoke with Mayor Aquino about potentially blocking the top of the garage for residents of the Granite House once it is built.

Unfinished Business:

- Bollard proposal – Instead of purchasing more bollards, the city is looking into purchasing two more Meridians which would save FHDA and the City a lot of money. They are harder to use, so we would have to hire Public Works each time we want to close the streets (other than when we just close the 700 block).
- Marketing proposal (sub committee decisions) Ken M, Jim M, Bobbi, Rich- Chose Megan's proposal for 4 month plan. Jim M had an interview with Meghan and it went well. Encouraged businesses to participate in the interviews. Initial invitations went to entertainment, restaurants and retail. Idea to collect \$200 fee for merchants to participate in order to pay to have the info distributed. Decision to work with Style as well, using part of their proposal.
- Zoning Code Update – Sub-Committee to review- Loretta spoke on zoning code history and lack of forward movement in updating the code. City has asked for assistance from FHDA to update the Sutter street sub area. Loretta suggests that anyone willing to help should read summary of issues, read existing rules and take notes, provide feedback on changes. Existing rules can be found on city website - government/community dev/planning services/HD ordinance/design and dev guidelines. Loretta gave contact info for anyone that wants to help. Jerry expressed appreciation for Loretta's efforts.

- Concrete repairs at The Lakes - final Jerry -gave history of what happened, final cost was \$7440, some damage was due to the Lakes lack of maintenance so an amount is being credited back as rent/storage.
- Shuttle update - Karen, gave update on usage and success, grant applications, need for more funding.
- PG&E Repair work on Traders Lane near abandoned property No Update
- Amphitheater and Plaza Proposal review – Meeting w/City this week No Update
- Additional storage container by Depot for FHDA No Update
- Overhead lights 800 & 900 blocks No Update
- Unapproved Vendors -New DJ on the scene No Update

Events:

- Recap - April 13 Spring Arts & Crafts Judy - lighter attendance than usual, still a great day and sold out.
- Recap - April 26 Sip and Stroll Amber - \$20k net approx, great day, no major issues.
- Recap May 3 – Balance Bike Bash Judy - record amount of attendance, went very well!
- May 17 – Folsom Lake Symphony - BYO chair/blanket, no tickets, selling wine, sponsorship tables available 8:30 PM
- May 30 & 31 - Shakespeare at the Amphitheater - kids performance to return

Merchant Update:

May 20th Merchant Meeting at Plank 5:30pm

Comments:

- Community: Open/All
 - John Lane - plaque at Cohn mansion unveiled at 10 am 5/17
 - Megan announced hand car derby team - FHDA staff 5/25 9 am -2 pm Broadstone Marketplace
- COF - brief update: Christine - budget workshop May 27 2 pm, 6/10, 6/24. Community service day brainstorming meeting 5/14, wildfire preparedness open house 6/3 9 am.
- Choose Folsom – brief update: Sally - rodeo 7/3-4-5, hometown parade prep, 5/28 folsom focus luncheon, lots of ribbon cuttings, 6/10 10 am roof topping event for Marriott hotel to open in 2026.
- HFRA – brief update: Carrie -no update
- HDC – brief update: John L (for Kathy) - John Felts sworn in, Yaeger Lodge approved for CUP, alcohol until 1 am, Moose Lodge signs approved, Public workshop on new housing laws by Desmond, first review of sign ordinance for HD with 2nd reading 5/13,
- Folsom History – brief update: Jim M - Making History event at The Square, attendance lower than last year but did well, next event Honoring Folsom's History Makers - Glen Fait and Bob Holderness for 2025, speaker event 5/15 at museum (Folsom's role in the civil war),

Financial Report: Jerry move, Jim M 2nd, all approved

Adjourn: 9:29am

Next Meeting: June 11, 8am at Willamette Wineworks