



June FHDA Board Minutes
Wednesday, June 11, 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: Eric Adams, Gloria Cunningham, Loretta Hettinger, Renee Snook, Julissa Kay, Katie Chacon, Susie Reed, Joe Chiodu,

Pastries... Jim S– Thank you!

Call to Order: 8:05am

May minutes for approval: Jim M motioned to approve, Karen 2nd, all in favor.

New Business:

Grand Marshall Invitation: Eric invited the FHDA board to his Grand Marshall reception in the square on June 28, at 6pm. A celebration of the Hometown parade. Food sponsored by Visconti's Italian Restaurant.

Sip & Stroll - Judy: Overall \$212,000 has been netted by the committee since SIP & SBB began. Katie Chacon, Amber Felts and JC Kay were thanked and presented with gift certificates.

Interns from Vista HS - Judy: We have 2 volunteers for the month and Judy has given them 3 Marketing projects. They're going to create a budget, a marketing plan, take pictures that will be used on our website.

City Manager Meeting Agenda review - A list of issues that we're currently working on with the City has been created. Everyone is to review the list and edit. There was discussion regarding without enforcement the delivery parking & other issues will not be resolved.

Unfinished Business:

Garage update -from Marcus via Judy: Marcus, the interim manager, has been very responsive to the parking garage issues. They're currently doing X-rays of the parking floor to determine where they could more securely attach the speed bumps, in addition to any options on a better glue.

Zoning Code Update – Check in – Lorretta has met with Desmond and she thinks there is a streamlined process we can follow. Our portion of this project needs to be completed for the City to complete the overall Zoning Code. This is a critical project as the newly adopted General Plan does not match the zoning code. Loretta also thinks this may be the time to have the District become an official 'Historic District'. Jim S has committed to getting a mix group of merchants together.

No updates:

Overhead lights 800 & 900 blocks

Additional storage container by Depot for FHDA Amphitheater and Plaza Proposal review

PG&E Repair work on Traders Lane near abandoned property

Events:

Recap:

May 17 – Folsom Lake Symphony, went very well. SMUD representatives (SHINE Grant) attended & really appreciated the event.

May 30 & 31 - Shakespeare at the Amphitheater, about 500 people attended Friday, and a little less Saturday. This was an amazing event.

Upcoming Events:

June 5 Twilight Concert Series Began with Mumbo Gumbo, this was a big event, a great kickoff to our Twilight Concert Series. The event was large enough that it negatively impacted Scott's Seafood with concert attendees going in the back door of the restaurant and overwhelming the restaurant. Jerry and FHDA team will work with Suzanne to make sure this doesn't happen in the future.

June 7 Balance Bike Bash and Mother Lode Epic Race & Concert at amphitheater

June 21 Club Nouveau at the amphitheater (booked through City), band from the 80's. Gloria is suggesting that the City should have security as this is expected to be a large event.

June 24 Celebrate Recovery at amphitheater (booked through City)

June 26 Hometown Parade Sponsor Recognition at Gaslight, Judy is requesting that FHDA attend.

June 27 Hometown Radio Show, 7-10pm

June 28 Hometown Parade

Merchant Update:

No June meeting as we've moved to meetings every other month

Comments:

Community: Open/All shuttle sponsorship pages have been created. It is now much easier for potential sponsors to apply & to understand what is covered. Karen also finished the grant application for the Sacramento Air Quality sponsorship, Karen requested \$60k of the annual \$88k operating budget. It is a stretch application for this grant, but we're hopeful. There was further discussion about posting the QR code at the parking garage and at other events like the Powerhouse event at the State Park.

A Coffee shop is coming into the old Faria space in the steakhouse building.

Construction work at Ben & Jerry is happening.

802 Sutter has been repainted & looks amazing.

Bunting and flags have been placed throughout the District, please fluff & straighten them to keep them looking great.

COF - brief update: Christine

Choose Folsom – brief update: Sally

HFRA – brief update: Carrie

HDC – brief update: Kathy, there was a City Council meeting last night, the main item discussed was the City Budget.

June 24 is the next public hearing on the budget. There is a \$3.5 million deficit in the budget and each City department is tasked with identifying cuts. The Ben & Jerry's sign was approved as was the Plank front awning.

Folsom History – brief update: Jim M, the History HEROES dinner is on July 24, tickets go on sale soon, please support the museum.

Financial Report: Jerry, we're at the end of our financial year.

Motion to Accept Jim M, 2nd Jerry, approved by ALL

Adjourn 9:33am