



**July FHDA Board Agenda
Wednesday, July 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

Pastries... Jerry – Thank you!

Call to Order: Jim S 8:08 am

June minutes for approval: Jerry 1st, Kathy 2nd All approved

New Business:

Introducing our new City Manager, Bryan Whitemyer - Introductions from board and guests; intro from Bryan.

A bit about FHDA – Jim Snook provided an overview.

City Council review of Amphitheater & Plaza rental (on Council agenda 7/8) The lease is not finalized but approved at council to adopt FHDA managing plaza and amphitheater. FHDA to schedule and manage all events. Judy has been working with Kelly and Tom for a year to finalize. Congrats!

Holograph 3 D advertising – A local EDH business proposition to advertise at ice rink (or concert series). Concerns over lighting and neon restrictions in the district. Company recruiter sponsors and takes a percentage. Gloria added that they are LED lights, not neon and not obnoxious. Company is Legacy3D.us

Unfinished Business:

Zoning Code Update – Lorretta - updated Bryan on what this entails. Update the language for the HD with the help of FHDA, residents, HPL, etc. to work with city. Mike K added that HD has always had a separate set of guidelines but they need to be updated to actual zoning rules.

Overhead lights 800 & 900 blocks (Jim) - market lights had to be removed from lamp posts and a new device needs to be added to attach the lights. OV based company is assisting. Need 5-6 of them to get lights back up. Prototype is being made.

Additional storage container by Depot for FHDA (Jerry) - to match the restroom/depot on Jerry's land. Getting plans to HDC this month.

Events:

Recap: Judy

June 5 Twilight Concert Series Begins with Mumbo Gumbo

June 7 Balance Bike Bash and Concert at amphitheater

June 21 Club Nouveau at the amphitheater (booked through City)

June 24 Celebrate Recovery at amphitheater (booked though City)

June 26 Hometown Parade Sponsor Recognition at Gaslight

June 27 Hometown Radio Show & Classic Car Show (new this year)

June 28 Hometown Parade - more entries than past years, very full crowd. Announcing winners 7/10 at concert. Budget looks like -\$13,000 loss but not finalized. Lots of great volunteer groups helped out (Kathy). Thank you card/gift for Kathy presented by Judy for her amazing work with the volunteers.

June 28 Parade Grand Marshal Party - at The Square

Upcoming Events:

July 3, 10, 17,24,31 – Twilight Concert Series

Concerns about dead trees and slow growth at top of amphitheater - need canopy trees planted. Per our contact at the City, they will wait until fall to replant.

Merchant Update:

Merchant Meeting Wednesday, July 16th at MORE Real Estate - 702 Sutter 5:30 pm. Four Score coffee open at old Faria location. Ben & Jerry's opening 7/10

Comments:

Community: Open/All Jerry updating plans with city for Granite House, looking for tenants

COF - brief update: (Chris/Bryan) - Budget passed 6/24 \$266 million, \$3M deficit. Discussion of firefighter hiring deferral (proposed by Bryan) - jobs offered but hadn't started yet. Council approved hiring of 8 firefighters. Hard not to touch PD or FD if we want to live within our means. Bryan will help manage the FD with less overtime and holding accountability. Not targeting FD specifically - viewing all city operations with a general fund hiring freeze. Will have a more robust view of the budget in August. Interim police chief sworn in 7/1. Public works is working on request for signage and QR codes for shuttle with installation at the parking garage. 25th anniversary with sister city in Italy with lots of events planned leading up to September.

Choose Folsom – brief update: Sally (not in attendance) - Jim noted that the rodeo was great.

HFRA – brief update: Carrie (not in attendance)

HDC – brief update: Kathy - no meeting July, meet 8/6 6:30, main item is staff proposal to shift approval authority for minor design review items to community development director along with associated fee reduction. Will free up staff. Commission can focus on more substantive issues. Sign approval, window/door/roof replacements.

Folsom History – brief update: Jim M - 4-5 major events annually with some smaller events. Speaker series coming up - 7/17 Mike Owen of Crystal Basin Station to speak about CA wine. Tickets are on sale now but are slow. 7/24 - Honoring History Heroes dinner at Bacchus House - ticket sales going well. Chinese Heritage Museum - exciting new changes with addition of interactive center. Jerry will be submitting black smith annex to HDC at The Square, adding deck and better doors to Ashland Station.

Financial Report: (Jerry) Jim M 1st Jim S 2nd - all accept

End of year report – preparing for 25/26 budget

Discussion regarding shuttle to Crawdad's, increased sponsorship fee, having Crawdad's pay PBID fee...

Adjourn: 9:16 am

Next Meeting: August 13, 8am at Willamette Wineworks