



**August FHDA Board Agenda
Wednesday, August 13, 2025
8am Willamette Wineworks**

Board of Directors: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Amber Felts, Alana Holley, Kathy Cole & Suzanne Cook

Executive Director: Judy Collinsworth

Guests: Gloria Cunningham, Crystal Moore, Ken Masegian, Stacy Gould, Suzie, Joe Chioto, Lisa Tuter, Loretta Hettinger, Mike Healy, Aaron Rines

Pastries... Judy

Call to Order: 8:05am Jim S.

July minutes for approval: Jerry motioned to approve, Karen 2nd. Approved by all.

New Business:

Legacy 3 D Presentation by Mike Healy: 3D led lighting was presented as a new option for showcasing Ice Rink sponsorships along the ice rink. The demonstration was a 30x30 display, with 6 units along the inside of the rink. Legacy 3 D would be responsible for set-up, monitoring, and maintenance. There was acknowledgement that this is a non-historical design within the historic district so there may need to be a discussion about how that fits within our standard. An exception is that this is a temporary light display & a great opportunity to attract sponsors. There was not consensus to move forward with this new form of advertising.

Twin Lakes Food Bank Presentation by Lisa Tuter on the "Building Hope" campaign. Twin Lakes Food Bank is a crisis based non-profits helping 3300 individuals every month, 85% are spending 50%+ on rent, of all served only 1.87% are unhoused the rest are primarily residents of Folsom. This organization was formed by 2 pastors and is now supported by 16 local churches. Lisa is asking the Board to consider donating on a personal & business basis. Stacy (Ruby's Book) added her support to the request to donate & volunteer - The people who are getting help are your neighbors.

Changes with Permits/HDC requirements - Jerry updated the group regarding the recent changes to streamline the permitting process. Loretta thinks that the concept is great for a quick approval/disapproval process, however, the concern is that there are no 'guardrails', for example the City will rely on the rest of the city requirements for approval, with no historical context for the historic district. Comments are due by August 22.

Bayside Service Project – Ideas - Judy has been contacted by Bayside for a list of projects. Karen suggested a centralized water/drip watering system so we can do flower baskets, which is always Bobbi's request. Judy is asking for a smaller set of shelving units for the skate shack, and some handrails in the district need to be repainted. The benches throughout the district need some love (sanding & reseal), the bathrooms in the parking garage desperately need to be updated.

California Main Street Conference Oct 15-17. The California Mainstreet Conference is in October, if you're interested in attending, contact Judy. This is an amazing event but it is during a very busy time within the District.

25/26 Budget review - Judy shared the forecasted budget for all of our 25/26 FY events. The event budgets were discussed and approved. Jim & Karen are waiting on sponsorship commitments from Crowdads, Gaslight, and tourism. In addition to any additional shuttle sponsorship ideas. The Shine Grant is only for a year.

Unfinished Business:

Zoning Code Update – Check in – how are reviews going? Need help?
Overhead lights 800 & 900 blocks
Additional storage container by Depot for FHDA

Lorretta
Jim
Jerry

Events:

Recap:

- Peachfest - Not without issues, the overall event went better. Judy has a full recap available.
- July 3, 10, 17,24,31 – Twilight Concert Series - The concerts are going really well. Beer and wine sales are up and the bands, attendance and weather have been great!

Upcoming Events:

- Aug 7, 14,21,28 – Twilight Concert Series
- Aug 30 Young Frankenstein – Performed by the SST - Fundraiser for Christmas Cottage

Merchant Update:

Now Open... Ben and Jerry's, Four Score Coffee & Fat Elephant Records, Books and Music Judy
 Still coming soon: Gather and Toast, Yager Lodge & Uncle Charlie's
 Merchant Meeting - September 10 (changed to 9/17) at Ross Campbell 5:30pm

Comments:

Community: Synder House of Jade building has sold and Aaron Rines mentioned that he is looking for a great tenant to fill the space. He will not rush to fill it. Jerry Bernau reported that he is working on the next phase of approval for the Granite House.

COF - brief update: No Update

Choose Folsom – brief update: New Hire Jody Franklin – now on the Visit Folsom team!

HFRA – brief update: No Update

HDC – brief update: No Update

Folsom History – brief update: Jim M reported that the museum is getting ready for the golf tournament fundraiser September 15. - Also, the Haunted History events are moving forward, and the joint shuttle fundraising project is still being formulated. Last month's History Heroes event at the Bacchus House honoring Glenn Fait & Bob Holderness was very well done with 100+ attendees. Karen reported that a kids makers market would be working in conjunction with the Soap Box Derby on 10/5 this year.

Financial Report:

Balance sheet & P&L for review

Jerry

Closed Session: Board members only for closed session at end of meeting Closed Session began at 9:54am & adjourned at 10:08am.

Next Meeting: September 10, 8am at Willamette Wineworks