



**April FHDA Board Minutes
Wednesday, April 8, 2026
8am Willamette Wineworks**

Board of Directors: Jim Snook, Karen Holmes, Jerry Bernau, Bobbi Eddy, Jim Metzker, Amber Felts, Moe Hirani, Ken Masegian, Christine Brainerd, Kathy Cole & Suzanne Cook

Executive Director: Judy Collinsworth

Guests: Sarah Aquino, Mike K, Joe Chiodo, Gloria Cunningham, Olivia Fox, Crystal Moore, Jenna Matheson

Pastries: JIM S – Thank you!

Call to Order: Jim S 8:05 am

March minutes for approval: All Jerry move, Amber 2nd, Susanne abstain

New Business:

Marketing proposal - Terry Carroll: Digital magazine proposal. Digital magazine vs website - magazine is curated and informational (see attached info sheet). Special offer for FHDA. Changes and updates are quick and easy. \$8.40 annually per business, approx \$1000-\$1100. FHDA/Judy would be main point of contact, merchants would not contact Terry directly. FHDA would cover cost for merchants. App also available to download - need to change logo because it matches the shuttle app.

Granite School Sale - Sarah Aquino gave history of original sale to FedCorp. met with Joe g to discuss - all 8 classrooms are fully used/leased. Able to meet monthly obligations to pay back school district, insurance, utilities, etc. but no reserves for next round of improvements or maintenance. Purchased 2021 \$460k from Folsom Cordova. Mortgage is \$368k - owe about \$335k, \$2151 per month payments (some deferred during COVID). Disappointed and concerned about future of building. Promised to vet offers and have lots of interest including a church. Will be difficult to sell due to use permit. 8 Theodore Judah lots on one lot. On list for State register for preservation. JERRY - more history on the building foundation and build. Not retrofitted, will crumble in an earthquake. Too expensive to retrofit. City honored existing pre-existing use - OFFICE. No retrofit required if use stays the same. Set in residential district and got CUP to keep it office, approved by residents. Choose Folsom offered to come in and continue the use. Nominated and registered on the CA historic register and was a condition of the sale. Never went to public bid - non profit got priority and Folsom Community development corp purchased. \$2.7 million asking price, lots of deferred maintenance. FCDC wanted to split lot and sell off each end but was not approved. Jerry meeting with Joe on Monday. Concern that someone will purchase without knowing the use restriction and will then want to take the building down. Suzanne asked if selling the end lots would help keep the granite school intact. Jerry pointed out that parking is needed so they won't impact neighborhood so cannot take parking away. retrofit never likely - can rebuild building for the same cost. Mo asked if they have done any improvements or maintenance - some has been done. Joe acknowledged they have not taken the time to pursue grants or maximized revenue use for that building. FCDC did receive an ARPA grant from Folsom and Sac county - not sure on details. Sarah trying to get more information. No conditions were put into sale agreement to pay grants back. **Loretta** mentioned that splitting the lots could put city in the position of making a statement of overriding concerns. Putting a historic school building nestled up against other buildings is out of character. Encouraged deed restrictions on sale of the building. Jerry - History of the building is on granite school website. Judy asked Mike K what his thoughts are since this is in his district. He reserved comment but thinks improvements can be made to make the building more attractive. Refurbish to improve rent structure is a modest way to go. Kathy mentioned concern of proximity to public transit - new law allows 8 story buildings to be built if school is demolished.

Ice rink Recap Judy/Ice Managers - ice rink staff recap of rink success. Candice - operations manager: Zamboni and ice tech improvements and new challenges. Impressed with staff skills and direction. Crystal - HR and back of house: Better structure in 4th year. Impressed with growth. Amy - event manager for last 4 years. 2022 69 events, 2026 143 events (see attached info graphic). Princess parties and movie nights were a big hit! NYE Despicable Me dance party in the rain with 9 pm ball drop - favorite event even though it rained. Sold out night. Gloria GM: huge thank you to Judy for always coming to the rescue. Kudos to the staff with diverse backgrounds and skills. 32,300

skaters this year. Concession stand \$20,524 plus \$1100 in hats and socks. Judy mentioned all of management went to safety training. Judy presented awards to management staff. Introduced Olivia - new manager on staff. \$90k in sponsorships this year - thank you Gloria!!

Unfinished Business & updates:

Shuttle Update - Karen - shuttle is consistently moving 15k literal number of riders per year (yay!). Costs over the years have been fine tuned and made more affordable to run. But money is running out (by June). How do we continue the shuttle? Do we want to continue the shuttle? App and insurance costs way down. LNI has biggest pick up/drop off. Changes seasonally to hours and number of shuttles. ARPA grant and SHINE grant gone. Operating on FHDA budget and sponsors. App usage is great for data acquisition but also use is up - 20% of rides are from the app. Suzanne wants riders to pay, concerned about tips going to drivers? Need efficient way to collect money for FHDA. Connect Apple Pay? Annual operating budget is about \$70k.

RFP-Farmers Market submitted. Due April 10th Judy - one turned in so far.

Chief Green & Chief Solak visit to Historic Folsom - successful visit in the district. Lots of questions and interest.

Events:

Recap:

Where's Winnie? Renee/Amber - achieved its goal to bring families to the street. Merchant participation over 40 - excellent! \$25 buy in. Bring back in 2027, annually. Lots of micro events over the monthlong event. Drawing on last day was well attended. Improvised with last minute ticket raffle for those in attendance. Pigs in the Plaza on 3/22 was well attended and educational on market pigs and raising humanely. Rosario donating \$5k to the Barnyard Bidders group. Thanks to Judy and the team. Amber and John bringing Winnie and providing photo shoot with Winnie as grand prize. City of Folsom AI video - thank you. Folsom Times coverage. Will improve event for next year with pig rescue and Hug a pet group. Finale in amphitheater? Thank you to Gloria for help on raffle day!

Upcoming:

57th Annual Spring Arts & Crafts /Scammer warning

Bartender TAKE OVER 4/20 5-8PM – Guest Bartenders 4 locals (Amber Felts, Katie Chacon, Evangaline Scott, Brian Wallace) to pour behind the bar to raise money for cattle drive. Live auction with longhorn stuffed cattle - John Ferlts to MC.

Sip & Stroll tix on sale now – Slow – 340 tix sold so far.

Twilight Concerts - new line up is out!

Hometown Parade/ Cattle Drive Bill Anderson Grand Marshall and his bday is 7/1. Sponsor appreciation party day before?

Merchant Update:

New owner at 705 Sutter St (Formerly Grain/Fire and Rain)

Merchant Meeting - May 20 9am Riley's

Community: Open/All JIM S - Chamber awards coming up - Judy was selected as Folsom's Champion. Buy tickets and support Judy!

COF - brief update: Christine N/A

Choose Folsom – brief update: Sally N/A

HFRA – brief update: Carrie N/A

HDC – brief update: Kathy - no meeting in April - next meeting 5/6. Update on state legislation allowing cities near transit to build high density housing. Josh Hoover working on legislation to transfer housing to other transit oriented developments in the city (Glenn and iron point). Bill is coming up for hearing 4/22. Mike K primary witness, Pam Johns to offer technical assistance. Many steps to pass before Assembly floor. Lots of support from Folsom groups. Loretta/HPL Gathering signatures on coalition letter.

Folsom History – brief update: Jim M - lots of events. Rodeo exhibit in Assay office. 4/23 Eat, create, celebrate in The Square. \$50 includes food and drink. 5-8 pm. History Gala - moved to Folsom Community center, more sponsorship tables available. Honoree TBA. 10/2/26. Looking for sites to shoot movie (short film already made - adding hour to make full length film).

JERRY - Blacksmith annex and Ashland station plans moving forward.

Financial Report: Jim M moved to accept, Kathy 2nd.

P&L Review Jerry

Adjourn: Next Meeting: May 13th - 8am at Willamette Wineworks -May Pastries to be provided by JERRY 10:00 am

Closed Session:

FHDA Board of Directors only