



FHDA Board MINUTES
Wednesday, March 11, 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 & Alana Holly

Executive Director: Judy Collinsworth **Guests:** Loretta Hettinger, Joe Chiodo, Justin Pierce

Pastries: Karen Holmes, Thank you!

Call to Order: Jim S 8:04am

January minutes for approval: Ken made motion to approve, Jerry seconded motion, minutes approved.

New Business:

Meet Police Chief Adam Green – Chief Green reported that he is still getting settled and building a foundation. He's focused now on meeting with everyone, integrating into the community, and building trust with the Police department. There is a business walk scheduled for next week, to meet the businesses owners in the Historic District. There are 79 positions in the Folsom Police Department, it's expected that there will be 2 vacancies coming up. There was some discussion regarding the counterfeit bills that came through the District last week. Snooks uses an electronic scanner that detects ink, Jim will share information with the merchants so we can all get the machine.

Farmers Market RFP - Judy, the RFP is 99% done and will be distributed soon. The goal is to improve the current farmers market.

Hometown Parade/updates/Grand Marshal Announcement/Possible date change – The date is currently June 27, Bill Anderson has been nominated as the Grand Marshall. The board discussed and approved. As this is the 250th Anniversary of the USA, there is a desire to bring the Cattle Drive back for one year. This entails changing the parade date to July 1, at 7pm, with the cattle coming down Sutter Street closer to 8pm, when it's cooler. There is an additional charge of \$20k to fund this activity. There was lots of positive feedback about the date & time change. The Folsom Chamber agreed to raise \$10,000 toward the event. FHDA agreed to change the parade date to accommodate the cattle drive.

CAPS - Judy has signed up for the 10 weeks CAPS training.

Unfinished Business & updates:

PG&E repairs at 719 Traders Lane – No update

Overhead lights 800 & 900 blocks – Jerry – A new prototype is needed. It is in the works.

Additional storage container by Depot for FHDA – Jerry reported that we will build a storage shed instead of using a cargo container. It will be the same footprint but less cost.

Paint/repairs wall inside Greenroom, Judy reported there is a water stain on the wall from an AC leak. Bobbi will look at it and repaint.

Events:

Recap:

Ice Rink Judy – recap to be presented in April

Galentines - Several merchants shared that it was well attended & brought in lots of shoppers.

Bartender Challenge – Judy reported the winner was Zia from Riley's. Sal from Sutter Street Steakhouses won Most Unique and Yager Lodge won Best Presentation. Next year Mike (from Riley's) will coordinate this event.

Happening now:

Where's Winnie? Big thanks to the city for producing a fun ai video to kick off the event.

Upcoming Events:

Spring Arts & Crafts – Judy reported that vendor booth space is almost sold out, there's just a few spots left. Kathy Cole is putting out an early call for volunteers, we need almost 50 volunteers.

Sip & Stroll tickets are on sale now - this event is April 25, 2-5, and 215 tickets have sold already. Amber is still looking for a few wineries and for everybody to get their paperwork in for approval

Twilight Concerts – Judy, has only 1 spot left of an amazing line up. Each band will kick off their first set with a patriotic song.

Merchant Update:

Merchant Meeting - March 17th 5:30pm Crystal Basin Station, the Painted Ladies will also be coming down the street at this time.

Smart Axe has closed. Also, Fat Elephant is expanding into the corner of their building. Elevate Athleisure is now open in the old Jade House building. Maribou has closed for bankruptcy, looks like another salon is moving into this spot.

Community Comments:

Open – Joe Chioto, of the Folsom Telegraph reported they will celebrate its 170 years this year and there is a great opportunity to advertise and celebrate with this respected publication.

COF - brief update: Christine reported that last week the City introduced the Historic Folsom Walking tour. The city is working with Visit Folsom and FHDA to brand Folsom as the Paddle Capital of the West. May 9, The City will celebrate its 80th birthday with an old-fashioned birthday party along with nostalgic snail races. Registration will open soon. Ready, Set, Slow is the tagline. Jason Solak has been named the permanent fire chief. Also, the 2026 IRA National Championship (rowing) will be here May 29-31.

Choose Folsom – Judy shared that Choose Folsom is coordinating a Dinner on the Bridge in September. It is not expected that there will be very many tickets for sale to the public.

HDC – brief update: Kathy - there was an update to the City's Accessory Dwelling Unit standards from 2020 and HDC continues to work with state and city representatives to exempt or limit the impact of SB 79 on the Historic District.

Folsom History – Jim M reported that they just added 2 board members. This year's History Makers event is looking to expand into the community center, October 1.

Financial Report:

P&L Reviewed by Jerry with motion to accept by Jim M, Kathy 2nd, all accepted report.

Adjourn 9:30am

Next Meeting: April 8th - 8am at Willamette Wineworks -April Pastries to be provided by Jerry