



November FHDA Board Minutes Wednesday, November 12, 2025 8am Willamette Wineworks

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

Executive Director: Judy Collinsworth

Guests: Will Kempton, Adam Frick, Ken Masigian, Mike Kozlowski, Loretta Hettinger, Katie Chacon, Gloria Cunningham

Pastries... Ken - Thank you!

Call to Order: Jim S, 8:03am

September & October minutes for approval: Jerry moved, 2nd Jim M, Approved by ALL

New Business:

River District - Will Kempton: presentation of the Folsom River District Plan DRAFT Promenade Project Exhibit to FHDA. A River District Vision Plan has been created with a list of key sites that are ripe for development. An upgrade along the Riley Street Promenade (bike/walking trail/cars) for safety is part of this plan. Partners on this project include the local Tribes, State Park & Recreation, and the City. There is a meeting tomorrow at the Powerhouse Museum at 11, with the 3 key planners of this project and Judy has joined this group.

Visit from Chico Downtown Association - Judy. There was a visitor from the Chico Downtown Association a couple of weeks ago. Chico is unique from Folsom in that they have both a P&D bid. About a week later there was also a visitor from the Colfax association. One of the challenges for the Chico association is all of their P bid funds goes completely towards the Clean & Safe program.

Rotary sponsored Gift Wrapping – Small Biz Saturday – through Dec 20 inside Grain, donations go to the Twin Lakes Food Bank.

Miracle Bar Coming to Historic Folsom/Yagers Nov-Dec, This is a huge draw for the bar who does this in Sacramento. Decoration, special menu, special cups, etc.

Budget Cuts – No more pressure washing/Purchase - Judy was contacted by Dave (with the City) and informed that they City will no longer coordinate and schedule the pressure washing of the District and we must start coordinating this effort. It is primarily the sidewalks. Judy is working on getting quotes, and also talking to the City to identify our options.

Ice Rink upgrades for 2025/Sales update - Judy shared some of the improvements for this year's Ice Rink program include selling concessions, ALL managers & supervisors are CPR trained, we have our own Zamboni team that will care for the ice, the chiller and leaks. All managers have also been trained on how to fix a glycol leak at the rink. We also have record sponsorships, booked 66 events, 18 full rink buyouts, 19 season tickets sold. We also have security 7 nights a week. There have already been a couple incidents and the reports/photos have been great.

Uber/Lyft signs - Judy has been contacted by a business owner to put Uber/Lyft signage out at specific locations.

Weave Safe Night Out training for nighttime businesses. How to recognize, respond and refer, Free - Judy will coordinate this for January for our late night businesses.

AGENDA FOR Annual Meeting – Moe: Tenant Selection, Jerry: New Projects, Bobbi: open for business, and collaboration with other merchants on purchasing considerations. Amber: Style Best of Winners...Please reach out to PROPERTY OWNERS and encourage them to attend. RSVP by 11/13. On a side note, there's a Folsom Times recognition event at the Folsom Lake Bowl tonight.

Willamette Tree Lighting Sponsor Party Update – Willamette will host and our sponsors can bring their kids. **Year of Celebrations 2026** SST is celebrating 20 years on Sutter, the incorporation of Folsom will be 80, Chamber will be 80, Rodeo will be 65. The City is celebrating with an old-fashioned Birthday party at the City Park and they're bringing back the snail races.

Unfinished Business & updates:

Zoning Code Update – Loretta is asking for help to find funds to hire a consultant to revise the codes because the City has other priorities and this is not one and those of us in the District are also busy. There is a huge concern that with recent changes, and without code revisions/updates, there will be no way to stop new buildings within the District that do not incorporate any historical references. For reference the Historic District Guidelines have made a huge difference in property values within the District not updating the guidelines will then affect property values. It comes down to objective vs. subjective, so unless the codes are revised to create objective standards that include the subjective there is no way to stop new buildings. Mike suggested that first steps might be to identify specific design styles that are already approved within the District, and a consultant isn't required for this specific effort.

Overhead lights 800 & 900 blocks - Jerry has gotten the prototype for the street light collar (to relieve pressure on the light poles). We always try to attach to the building for the Market Lights, but if that doesn't work, we'll use the collar attached to the light poles.

Additional storage container by Depot - Jerry was notified that the storage units won't make it to the HDC calendar before January.

Events Recap:

October 18 Spirits, Brews and Bites - Katie shared that the event was organized well, spread throughout the District, and the sponsorship that Gloria secured really made a difference. Feedback from the participating vendors was exceedingly positive. Huge thanks to the whole team!

October 18 Spooky Circus -

October 25 Festifall - a restaurant asked if we could do this during the week instead of the weekend. The afternoon timing on that might be tricky. After discussion, everyone determined that Saturday, 10/24 2-5pm is the best time for all.

October 25 Spooktacular

November 7 SOFT OPENING - Media here at 7am. Photographer here at 4PM 50% discount for friends and family is Soft. Judy - it was fantastic, lots of media coverage.

November 8 Grand Opening – Folsom Ice Rink - Judy shared that the opening tied to Veterans Day was well attended & the District was busy.

November 18 Annual Stakeholder Meeting – Granite School -Board Members – Please attend!

Dec 5 - Tree Lighting

Dec 6 – 20 Santa Cottage Activities

Dec 7 - Arts & Crafts Fair - Kathy still needs volunteers, especially for road closures.

Dec 11 – Passport Shopping Night

Merchant Update:

No merchant meetings until January.

Community Groups/Update:

Community: Open/All, Jerry shared there's a little delay on the Granite House. Looking like first half of 2026 for this project.

COF - No Update

Choose Folsom – No Update

HFRA – No Update

HDC – at the October 1 meeting there was 1 item on the agenda, at the November 5 meeting there were 2 items on the agenda. Furthermore, the HDC's role may be changing due to the litigation of Delp vs. the City of Folsom. Three commissioners have their terms expiring this month.

Folsom History – Jim M, they just finished up their very successful 2nd Haunted History tour. They had to cancel a couple of nights due to other events at the amphitheater and will work closer with Judy's team next year to coordinate amphitheater activity. Additionally, they are expecting the improvements at The Square to get approval on the Annex project. There are also 4 Paranormal Events scheduled for over the next couple of weeks. The Museum will activate The Square during December.

Financial Report:

P&L Review & Balance statement Jerry, Jim M motion to Accept, Jerry 2nd, approved by ALL. Adjourned 9:49am

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... Ken - Thank you

Call to Order:

Jim S

September & October minutes for approval:

All

New Business:

River District

Will Kempton

Visit from Chico Downtown Assoc

Rotary sponsored Gift Wrapping – Small Biz Saturday – through Dec 20

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Budget Cuts – No more pressure washing/Purchase?

Ice Rink upgrades for 2025/Sales update

Uber/Lyft signs

Weave Safe Night Out training for nighttime businesses. How to recognize, respond and refer. Free.

AGENDA FOR Annual Meeting – Moe: Tenant Selection, Jerry: New Projects, Bobbi: Hours, Purchasing

considerations, etc, Amber: Style Best of Winners... WHAT ELSE?? Please reach out to PROPERTY OWNERS. RSVP by 11/13.

Willamette Tree Lighting Sponsor Party Update

Year of Celebrations 2026 SST is celebrating 20 years on Sutter

Unfinished Business & updates:

Repairs at Depot

Zoning Code Update – Check in – how are reviews going? Need help?

No update

Overhead lights 800 & 900 blocks

Jerry

Additional storage container by Depot for FHDA

Jerry

Events:

Recap:

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Merchant Update:

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Comments:

Community:

Open/All

COF - brief update:

Christine

Choose Folsom – brief update:

No Update

HFRA – brief update:

Carrie

HDC – brief update:

Karen for Kathy

Folsom History – brief update:

Financial Report:

P&L Review & Balance statement

Jerry

Adjourn:

Next Meeting: January 14, 2026, 8am at Willamette Wineworks