



**September FHDA Board Minutes**  
**Friday, September 12, 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

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**Executive Director:** Judy Collinsworth  
**Guests:** Gloria Cunningham, Carrie Lane, Adam Frick, Renee Snook, Stacy Gould, Joe Chiodo

**Pastries...** Joe Chiodo- Thank you!

**Call to Order:** Jim S, 8:11

**August minutes for approval,** Suzanne moved, Kathy 2nd, Approved by ALL

**New business:**

**Congratulations to Kathy Cole!!! Winner of the spirit of Folsom Award! BRAVO KATHY!**

**More good news:**

Spirits, Brews, & Bites, over 200 tickets sold to date.

Tree lighting \$11k sponsorships to date, we are still soliciting \$100 per merchant for Promenade lights

Rink UC Davis is Diamond Level sponsorship & Shriners has come in to sponsor also.

Ice techs have been interviewed and hired

Sponsorships are going very well to date.

Groups 20 events have already been booked.

Ice rink tickets live on 10/15

**Financial Report:**

25/26 Budget, Judy reviewed highlights, Budget for Approval, Alana motion to accept, 2nd Jerry, approved by ALL

Thank You/Ambassador/holiday party Jan 6 at Willamette. Save the date, Judy is requesting the Board to attend this event.

History Museum Haunted History Nights in October. The History Museum is requesting the month of October for no events at the amphitheater. We've worked out this year. In 2026 the board recommended that we offer the History Museum the last week of October

- with no events at the amphitheater after 7pm. It was agreed that Festifall would happen next year on 10/24 and not 10/31.

**Unfinished Business:**

Zoning Code Update - Check in- No Updates.

Overhead lights 800 & 900 blocks. We're still working on hardware to extend the light connection on the lights along the street.

Additional storage container by Depot for FHDA, Jerry shared that right now there has been a drastic increase to the cost of the HDC review/approval. Kathy will work with Jerry to figure out the best way to get this temporary building approved.

Skate and Donate - Twin Lakes and Powerhouse Ministries 7 (both have building projects) one in November, another in January. About \$4 per ticket will be donated at the event.

California Main Street conference Oct 15-17, Judy will be going to San Louis Obispo to gather new ideas.

Lease agreement for Plaza and Amphitheater, Jerry shared that staff had some very good recommendations for streamlining the process, Loretta also had some very good suggestions. Although there are still some issues, there was great discussion, and a streamlining process has been identified which includes approval for signage.

HDC - Meeting update re:Signage and minor projects Kathy shared that something had to be done to encourage people to follow the rules and get approval. The new streamlined process still has to be approved by Council. Jim suggested that FHDA could provide the signage approval process to new merchants & building owners. Christine Brainard will help put something together that helps navigate both sign processes (Historic District and City). It really needs to start at the basic level of starting a new business in the Historic District.

**Events:**

**Recap**

Twilight Series - Very successful season thanks to good weather and sponsorships. We raised \$11,912 in wine & beer sales (budgeted \$8,000) staffed by volunteers coordinated by Gloria. Next year FHDA will take on more dates.

8/30 Young Frankenstein - SST did an outstanding job! \$4000 was raised for the Santa Cottage. It was a fantastic well attended event. The staging itself was great and there was a large and talented staff. There are plans to do something again next year and maybe it becomes an annual event. This was a lot of work for the SST and they did an amazing job. Adam suggested that we look at fencing and a gate around the stage to allow for earlier setup and weekend shows without breakdown for future shows.

9/11 Passport Ladies Night - Gloria, it was a good event. Of the three passport nights we do a season, this is typically the slowest start kicking off the event.

**Upcoming September Events:**

September 13, Ciao Folsom, Judy shared that the event kicks off with a gondola event tomorrow morning at 10, under the truss bridge. Starting at 11-1, tied into the Farmers Market, there are events lined up at the amphitheater. Also, Circus Vargas has committed to 2 Italian entertainers are coming and will interact with the crowd before going back to the Circus in Roseville. At 11, there will be a conference call with our sister city in Italy televised from the stage.

There was a conversation about how merchants can access the internet to run their POS Systems during events. Adam suggested that we invest in an internet service for merchants to use at the amphitheater. He'll get back to Judy on the cost for future events.  
September 20, Sun Kings, Judy, collaboration with the Rotary. The Sun Kings are a Beetles tribute band. Seating starts at 6, concert starts at 7.  
September 28, Pawtoberfest, this events raises money for Hearts For Heroes. Ruby's Books is also celebrating their 5 year anniversary with a dog theme. Next year it was suggested that will try to coordinate the Weiner Mobile at the event & maybe Weiner dog races?  
Oct 4 & 5 Soap Box Derby with the Kids Entrepreneurs Makers Market on Oct 5, about 40 kids participating in the Makers Market. We are in need of 35-40 volunteers for the Soap Box Derby event.

**Merchant Update:**

**Merchant Meeting - Sept 17 at Ross Campbell 5:30**

**Comments:**

**Community:** Granite House website will be launching soon, and they're talking to Bankers & Tenants. Jobs PAK is doing a fundraising event for local job friendly candidates on Tuesday, September 16, Sandals & Sangria at Scarlet's.  
Stacy from Ruby's Books asked what we are doing regarding the LED sign box we saw last month for sponsorships at the ice rink. There wasn't enough consensus on moving forward with this idea, so we are tabling it this year.  
**COF -** Brief update Christine, getting ready to launch a history interactive map, still looking for volunteers for Community Service Day. Budget meetings are coming up.  
**HFRA -** there are some board member changes with several board members stepping down.  
**HDC -** Approval of double-sided freestanding sign at Gather & Toast. HDC also adopted the Folsom Community Development department recommended small design review & non-historic demolition changes.  
**Folsom History -** Jerry

**Adjourn: 9:35**

**Next meeting October 8, 8 am at Willamette Wineworks**