



**July FHDA Board Minutes
Wednesday, July 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 and Alana Holly. **Absent:** Moe Hirani, Bobbi Eddy, Christine Brainerd & Kathy Cole **Executive Director:** Judy Collinsworth

Guests: Lt Jake Verhalen, Sgt Mounsour, of PD. Josh Johnsrud, Jennifer and Boon Bragdon of Code Enforcement. Gloria Cunningham, Catherine Justin and Amy Pierce, Michelle Asnicar, Sally Buchanan, Jody Franklin, John & Frankie Arata, Renee Snook, Loretta Hettinger, Doug Scalzi, Brian Martell, John Felts, Mike Kozlowski

Pastries: Jerry– Thank you!

Call to Order: 8:05am

New Business:

Potential Paid Parking - Mike Kozlowski

Looking for shuttle funding. Considering paid parking in the district. Parallel spaces for public parking on Sutter Street (600-900 block) & parking lot behind the Steak House (heavily used by lake and trail recreations). Use the shuttle app to pay for parking so payments would go to shuttle. City and FHDA would enter into a franchise agreement to deputize the FHDA to control the parking. Revenue would stay with FHDA to operate the shuttles. Start with zero enforcement to see how revenue flows, then add enforcement later. Using the app will drive people to the shuttle as well. Ken asked what the time limit would be. "Having some scoff laws is better than making no money". Software needs to be worked out. Buy into an existing program like the Downtowner. Karen mentioned Truckee.

Sign Proposal: Justin and Amy Pierce - reviewed signage in other historic areas and saw greater exposure for those businesses. We have 4 business directories but want way finding signs for pedestrian heavy areas. Increase dwell time. Wants to put proposal before the city. What models might fit in the historic district and locations. Mentioned studies showing that signs help a business district. Jim M mentioned that city will likely push it back to merchants to fund. Amy feels worthwhile to explore. Jim S recommends gathering those interested to form a committee to look at design, location, etc. and then bring it back to the board/city. Amy has conferred with code enforcement to find out what is allowed. Jerry recommended having samples from other cities to show the city. Jim S concerned about business turnover and changing signs. Next steps – Amy & Justin to form the committee.

Anti Trump Protester: Plank/John shared experience of him standing in front of his restaurant filming people for hours. He is now targeting businesses and people directly. Brian Martell added he can hear his vulgar screaming from their office. His partner asked him to watch his language around the kids and he screamed in her face vulgarities and followed her. Alayna mentioned the pepper spray incident with a family - teenage son mentioned sign was inappropriate and he came after the son, so the dad got involved and dad was pepper sprayed and the kids were exposed. PD clarified the report of that incident. Both father and sign guy elected to press charges against each other. Sign guy charged with assault and disturbance 415.3 and use of pepper spray. DA will decide what to do next. Judy asked if public can do anything to support. Doug Scalzi mentioned more on the code - vulgar language can be charged every time. Advise from PD - if he is using vulgar language every time after a peaceful approach, call PD, sign the citizens arrest form and request that he be issued a citation for disturbance of the peace. Capture on video whenever possible. Michelle Asnicar mentioned she heard him screaming from the middle of the 700 block and called PD but PD said there was nothing he can do. PD responded that some officers just aren't as aware so he will brief his entire staff on this

issue. Suzanne asked for clarification on citizen's arrest - must ask for it. What is the legality of us as a group enticing him to blow up so we can call PD on him? PD cannot give that advice but thinks he will get there on his own. He is looking for a response. Get the videos whenever possible. Even from 150 feet away if you can hear it. John Felts asked about statute of limitations on filing a complaint. PD not sure. John shared stories of other interactions with himself and others. Jerry asked if we could have a plain clothed officer to observe him breaking the law. PD can't be the victim of the disturbance, so it won't make a huge difference. Jerry was concerned about protestors background and backlash against anyone who presses charges. Jim S asking at what point he can be trespassed. Jim S asked about the 10 charges - if he gets 10 charges he will be a CNO chronic nuisance offender and can be arrested. Brian Martell recommended a lawsuit against him. PD mentioned a civil harassment order. Karen summarized that the best thing we can do is become vigilant at reporting him when it happens and record video. Susie Pierce asked how this is different from an unhoused person causing a disturbance? The difference is it's usually on your private property/at your business and the business owner needs to ask that he be trespassed. PD hands are tied to the law. Merchants can put cameras with sound on their private property. Either the victim or the owner of the video can call and sign the arrest request. Must be present to file.

Unfinished Business & updates:

Shuttle Update: Jim Snook reported that starting this weekend \$1.50 per person to ride. Figuring out a tap to pay situation and accepting cash. Need a way to pay electronically if you don't have the app. Amber suggest a venmo QR to pay FHDA for now. 3 month trial on payments.

Ratify Farmers Market under new management as of 6/13/26:

Jerry Bernau brought the Farmer's Market Selection Committee's recommended operator to the board for ratification.

Background. Since the City of Folsom was interested in reducing staff costs for managing the plaza and generating revenue from these public facilities, the City contracted with the FHDA to manage the plaza. The FHDA has been approached by other promoters in operating the Historic District Farmer's Market. Since there was no contract for the existing promoter, the existing promoter had never paid for the use of the public facilities, and there had been health and safety violations during the existing promoters use of the plaza, the FHDA prepared an RFP to allow all promoters the opportunity to operate a Farmer's Market

Request for proposals.

Including the existing promoter, two other promoters made written proposals, and the selection committee reviewed the proposals and met with each promoter separately.

Financially, one promoter offered a percentage of space rental, and the second promoter offered a staggered monthly fee, one amount for the winter months and another fee for the spring, summer and fall months. Based on estimated number of spaces and estimated space rental, the percentage fee and the staggered fixed fee were estimated to be equal. The third promoter offered a daily use fee which was substantially below the other two proposals.

Two of the three proposals were from active certified farmers/producers with farmer market management experience. One farmer/producer currently operates two farmers markets in the area, and one farmer/producer intends to hire the long-time manager of the existing farmer's market. Both farmers/producers have sold goods in the Historic District farmer's market.

All three promoters represented that they would be operating the market as a Certified Farmers Market qualifying either as a non-profit and/or a certified farmer/producer. Since the existing promoter is not a farmer, they provided their non-profit status letter and articles of incorporation as an exhibit to their proposal and their website states that they are non-profit. However, the selection committee learned that the existing promoter only filed a 2015 tax return as a non-profit, and the IRS revoked their non-profit status in 2019. Without non-profit status, the

selection committee is concerned that the existing promoter has been misrepresenting their status as a non-profit and may not be qualified to operate a Certified Farmer's Market.

Ratification

Given that Sierra Oaks Farms is an existing certified farmer/producer in the market, has significant business experience, intends to hire the long-time manager of the existing market and offers a use fee significantly higher than the other farmer/promoter, the selection committee request the board ratify Sierra Oaks Farms as the new operator of the Historic Folsom Farmer's Market.

Events:

1. **Recap:** Hometown Radio Show - great event and well attended
2. Hometown parade - kudos to Judy and team! Bill Anderson said it was the fullest district he had ever seen, loved being Grand Marshall. Can we figure out how many people rode the light rail? Cars were so full they had to wait for the next train. Judy wants feedback on time change - everyone happy but PD. Considering nighttime parade moving forward. But no more cattle! Thanks to chamber! Street closures with city did not go well and needs follow up. \$7500 fee to city for Public Works. Plus new this year we were required to get new TCP's – one for staging and another for the parade. Confusion on which plan was followed and roads were closed and opened at the wrong times.
3. Twilight concerts - Judy. Going great so far. All bands open with patriotic song. Alcohol sales are great as well as attendance.

Hometown Radio Show June 26 – Concert was fantastic. Each year it gets better with higher level entertainment and crowds.

Hometown Parade and Cattle Drive – The cattle drive was a huge draw. The district saw record crowds and people loved the run away cow. They all thought it was part of the show. Happy the event went well and the crowds were safe. The cattle drive was a one and done feature this year due to the nation's 250th and the COF's 80th anniversary. Our portion of the parade and cattle drive was \$53,000.

Community Comments:

Loretta on Hoover's Bill - moving through with no opposition. May need letter writing campaign.

Catherine Creperie said Golden Bear Film Fest this weekend is still looking for sponsors and participants.

Contact Catherine for info. Looking for "commercials" to air between movies. Single image on screen for 30 seconds.

COF - absent

Choose Folsom - Sally. Best rodeo ever. Upcoming events. Bridge Dinner. Wine Fest. Folsom Int'l film festival with a partner at Palladio in early Feb.

HFRA - absent

HDC – Kathy was absent but provided this report:

During HDC meeting on June 24, Public Works Department staff and its consultant provided an informational presentation on the Riley Street Safety Improvement Project, including the project scope, current status, and anticipated schedule.

On 4–1 vote, HDC recommended that the Folsom City Council readopt proposed amendments to Folsom Municipal Code Section 17.52. Amendments would authorize staff approval of design review for minor projects, sign permits, demolitions, and accessory buildings. HDC also directed staff to develop objective design standards for the Historic District.

Folsom History - Jim M. Sherlock Holmes 7/11 at Harris Center filmed in Historic Folsom/Dorothea's. Museum 10/7 next fundraising event. Will Kimpton and Angelo Tsokapolous. Tyler and Zack doing a great job with museum leadership per Jim S. Pony Express ride went well.

Financial Report - First PBID payment received but not reflected on the report. Jim M moves, Ken 2nd, all in favor.

Adjorn: End 9:57 pm.