



**June FHDA Board Minutes
Wednesday, June 10, 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

Pastries: Christine – Thank you!

Call to Order: Jim S, 8:05

May minutes for approval: Karen , Jim 2nd, All abstain Amber, Jim M, Bobbi

New Business:

Sign proposal - Judy shared that Amy & Justin Pierce have requested signs per block listing all the businesses on the block. They will be at a future meeting to share the details.

New owners possible CUP - new owners of slickers – This item was also postponed.

Unfinished Business & updates:

Farmers Market RFP Announcement/updates Judy - New management with Sierra Oak Farms, originally taking over the July 4, however the old management left early so Sierra Oak Farms will be taking over earlier. FHDA staff will be at the market this Saturday. There is a temporary permit for Sierra Oak Farms to start earlier than planned.

Shuttle Funding Ends June 30 Karen/Jim – The shuttle committee has been diligently seeking funds from many sources; however, there is still a large shortage. The current plan is to look into charging \$1.50 per rider. This only works if they use the AP to get the shuttle. The thought is to have the 2 drivers have a mobile device that non-AP riders can utilize. We're expecting an uptick in riders using the AP, a decrease in riders at the beginning of implementing this nominal fee, then the ridership should start to return to normal. There was conversation about contacting the Airbnbs in the area to get marketing dollars to market on the shuttles. The motion is for FHDA to make up the balance between rider, sponsorship, & marketing funds for 3 months (July, August, & September) as we continue to pursue funding. Ken & Amber, motion passes by All. Additionally, Mike K shared that we are applying for grant funds. These funds are not available till September. We would love to expand the boundaries, add Thursday evenings, and add Sunday afternoons. Paid parking on Sutter Street may also be an opportunity as these are premier spots, also exploring paid parking for the spots behind the Steakhouse, and Traders lane.

Events:

Recap:

FL Symphony May 16th Judy - it had stellar weather and it was an outstanding event.
Shakespeare May 29, 30 - 400 on Friday, 500 Saturday, and another fantastic event.
Twilight Concerts began June 4, the dance floor was full and it was a great kick off to the concert series. We do have 4 nights that we still need merchant volunteers to man the bar.

Upcoming:

Hometown Radio Show June 26 -

Hometown Parade & Cattle Drive July 1 - We are at capacity for the event including the Ophir Prison Band & the Folsom High School Band. Judy is requesting the merchants stay open late to support the event.

Merchant Update:

Comments: Fitness SOS - they are locked out of their space. There appears to be a landlord dispute.

Comments:

Community: Open/All - Loretta has brought her Coalition letter in support of AB 2415 (Hoover) to get FHDA to sign in support. If you already signed to pass the Assembly, you need to sign again for the next round. Loretta also needs volunteers to staff a table soliciting signatures in support during the Farmers Market for the next 2 Saturdays. Judy's team will setup and takedown the canopy while Loretta is out of town.

Suzanne is excited to announce that Scott's seafood has a brand new General Manager.

COF - brief update: Christine - Community service day this year is the 3rd Saturday in September. Now is the time to submit ideas for consideration. The City is launching a campaign to capture Red, White, & Blue photos of the residents.

Choose Folsom – brief update: No report

HFRA – brief update: No report

HDC – brief update: No report

Folsom History – brief update: Jim Metzker- excited to announce Tyler Tocci as the new Executive Director of the History Museum. Tyler shared that this year the Pony Express will come through Thursday, June 25, around 11-ish. And the video, created with Judy's team, has garnered over 21k views. The history makers dinner this year becomes a gala at the community center on October 2 to honor 2 who have made significant contributions to the city.

Financial Report:

P&L Review Jerry - Judy shared that the 1st PBID payment has not yet been received by FHDA. The City Finance department has said that the collection has changed causing the delay in pay-out. Financials were distributed, Jim S motion to accept, Suzanne 2nd, All in favor.

Adjourned 10:15am