

**Planning/Organizing Meeting
Folsom Tourism Business Improvement District (TBID)
Capital Improvement Committee
July 9, 2026**

I. CALL TO ORDER

- Chair Baldock called the meeting to order at 11:54 am

II. ROLL CALL

- Attendees: Baldock, Floriano, Getz, Kempton, Leary, Torres, Whitemyer, Zoll
- Staff: Buchanan, Franklin, Gagliardi
- Absent: Lowell, Kalathia, Rohrbough

III. PUBLIC COMMENT – MATTERS NOT ON THE AGENDA

No public was present.

IV. PRESENTATIONS AND INFORMATION

A. Hunden Partners Presentation on Destination Asset Study

1. Bethanie DeRose and Matt Avila from Hunden Partners provided an introduction and background on Hunden Partners.
2. They explained that the firm's primary focus is tourism placemaking projects.
3. Avila reviewed 5 priority areas: outdoor sports (diamond sports and soccer), hotel/conference, indoor sports, entertainment and events.
4. Gagliardi noted that a potential expansion area could be adjacent to the Andy Morin Sports Complex and referenced a previous Hunden Partners study evaluating hotel and conference space at Folsom Lake College.
5. The committee discussed the potential of the River District and Corporation Yard areas for future destination assets.
6. Avila discussed Festival Grounds idea at Mettle shop site.
7. Avila shared economic and fiscal impact data as well as the path to get to implementation.
8. Avila recommends we measure success in heads in beds; this is a pass through not an expense; it is built to last beyond 2032 and focus on establishing an ROI framework for every dollar.

MINUTES



- B. Gagliardi would like this committee to look at both short and long term options

V. DETERMINE MEETING SCHEDULE

- Discussion ensued and decision was that 1st Thursday each month is best from 10:00 am – 11:30 am.

VI. COMMITTEE MEMBER COMMENTS

- There were no Member Comments.

VII. ADJOURNMENT

- Chair Baldock adjourned the meeting at 1:13 pm.

The undersigned hereby certifies that the foregoing minutes are a true and correct record of the proceedings of the regular meeting of the board of directors of the Folsom Tourism & Economic Development Corporation held on July 9, 2026.

A handwritten signature in dark ink, appearing to read 'Eric Baldock', is written over a horizontal line.

Chair

A handwritten date '10/1/26' is written over a horizontal line.

Date