



**CENTRAL BUSINESS DISTRICT MASTER PLAN  
CITIZENS ADVISORY COMMITTEE MEETING AGENDA  
July 15, 2024  
3:00 p.m. – 6:00 p.m.**

**(CHANGE OF LOCATION)  
Library Community Room  
411 Stafford St  
Folsom, CA 95630**

**COMMITTEE MEMBERS:**

Edward Igoe  
Julie Lofgren  
Anthony Powers  
Brian Wallace  
Kris Steward  
Liz Ekenstedt

Tom Econome  
Jen Lee  
Margie Donovan  
Joe Gagliardi (Shannon Robb alt)  
Monica Flores Pactol  
Gary Eckhardt

Dan Dreher (Jeremy Dreher alt)  
Mark Johnson  
Tim Kuntz (Dean Williams alt)  
Ardie Zahedani  
Elija Tiglao

**CALL TO ORDER**

**ROLL CALL**

**3:00**

**MEETING PURPOSE AND PLAN**

- Focused meeting with Committee and City Staff/Project Manager to go over economic development, branding/district theme, key urban design concepts, and district land uses.

**ECONOMIC DEVELOPMENT STRATEGIES**

**3:15**

- Update on information from Bay Area Economics (BAE) on key strategies to support economic development in the Central Business District
- Advisory Committee Discussion/Input

**BRANDING/DISTRICT THEME**

**4:00**

- Examine ways to create a District Theme for the Central Business District (Retro Neon, Arts and Culture, etc.) considering examples of successful district themes from other cities
- Review of District Renaming Ideas/District Themes to Date
- Advisory Committee Discussion/Input

**URBAN DESIGN CONCEPTS/LAND USES**

**5:00**

- Key Urban Design Concepts for private development, public interface, and public spaces
- Follow up from last meeting on Committee input on uses that should be explored and uses that may not be consistent.
- Advisory Committee Discussion/Input

## **SCHEDULE REVIEW/NEXT STEPS**

**5:40**

- Committee Meetings:
  - August 12 Circulation Recommendations (right-of-way and frontage improvements)
  - September 9 Draft Master Plan Review and Committee Recommendation
- Community Workshop – late September (date TBD)
- Planning Commission Hearing and Recommendation –October
- City Council Hearing and Adoption – November/December

## **PUBLIC ATTENDEES COMMENT PERIOD**

**5:45**

***NOTICE:** Members of the public are entitled to directly address the Committee concerning any item that is described in the notice of this meeting. If you wish to address the Committee on an issue which is on this agenda, please complete a blue/green speaker request card, and deliver it to a staff member prior to discussion of the item. When your name is called, stand to be recognized by the Facilitator. Please limit your comments to three minutes or less.*

## **ADJOURNMENT**

*In compliance with the Americans with Disabilities Act, if you are a person with a disability and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Manager's Office at (916) 461-6010, or [mkasama@folsom.ca.us](mailto:mkasama@folsom.ca.us). Requests must be made as early as possible and at least two full business days before the start of the meeting.*

*Any documents produced by the City and distributed to the Committee regarding any item on this agenda will be made available at the City Clerk's Counter at City Hall located at 50 Natoma Street, Folsom, California during normal business hours.*