

**SANTA ANA BUSINESS COUNCIL  
BOARD MEMBER MEETING MINUTES**

January 21, 2022 **8:30 A.M.**

**106 West 4<sup>th</sup> (Shoe Palace Building), 6<sup>th</sup> Floor, Santa Ana, CA**

A. Meeting called to order at 8:30AM

B. Roll call- Present: Yanez, Arellanes, Tapfer, Rooker, Cha,, Amezcua, Husain, Reyes, Paniagua, McNair  
Absent: Arellanes A, Lomeli, Romero, Alvarez (excused), Schermer

Others attending: Spencer, Naffa and Gonzalez (staff); Teresa Saldivar, Tresa Olicer, [Thai Viet Phan](#)

C. Consent Calendar:

1. Minutes December 17, 2021 stand as presented

D. **Guests:** [Thai Viet Phan](#) (via zoom)

- Supports Santa Ana Downtown and BID
- Downtown Santa Ana's business and economic development success can be implemented in other city areas
- Encouraged board to reach out to her with questions and/or issues
- Stated Art-Walk event is important. Board members discussed the impact of lack of merchant funds on artwalk and other events.
- Madeleine Will follow up with Ms. Phan and send Travel Santa Ana financial impact report

E. **Public Comments. Only agenda items (3 minute max each)\* - None**

F. **Tresa Oliveri – OCTA**

- Slide presentation- There will be access to businesses. Signage "Open for business during construction,"
- Construction will move to 4<sup>th</sup> Street between French & Bush and then Main to Broadway ( January 31<sup>st</sup>)
- Work will be from 7am to 7PM in two block segments
- Discussed parking structures. Board suggested signage and highlighting parking structures.
- Adjustments and modifications have been made to proceed with construction
- Optimistic that work on 4<sup>th</sup> can be completed in one year
- Will look into whether or not all trees that need to be taken out have been removed.
- Will have additional information next week as well as office hours beginning in February, 2022.

G. **Reports:**

1. **Raul Yanez**

2. **Claudia Arellanes** – Obtained signatures on last page of By-Laws and Conflict of Interest form

3. **Julie Castro-Cardenas – Not in attendance**

- Business Services
- Special Events
- Parking Operator
- Security Guards in DTSA
- BID Renewed
- Clean & Safe Renewed

4. **Madeleine Spencer**

- Thanked board for gift and bonus
- Parks Project / Parks Funding – MOU with City to have access to the 3 different parks. New city person suggested a joint usage agreement between SABC and the city. Would make scheduling easier.
  - Birch Park lacks bathrooms and electricity; Plaza Calle Cuatro has no shade.

- Trying to find out if funding (American Recovery Fund) can be utilized on parks; put in grant "Parks equalling power"
- Artist Village Programming – Area on Broadway (surrounded by restaurants and galleries). Would like to activate area. Considering art workshops.
- Kids Corner Project – In conjunction with Mamas Unidas and Las Amigas trying to develop kid friendly spaces.
  - Ideas include water fountains for kids to play. Will plan pilot programs in April, July, October & December
- Mural Map – Should be completed in February.
- City Relations (Meetings) - Working on meeting with council members. Need council support to pass anything.
  - 1/25 with Council members Hernandez and Nelida Mendoza;
  - 2/8 with Mayor Sarmiento and Hernandez at 4PM
- DTSA Decals – Done. Will allow people to scan decal to get restaurant/ shopping information.
- Travel Santa Ana – Started their strategic plan.
- Boca de Oro Event – Received Arts Commission grant (\$4,100); nothing from city. Still seeking grants.
  - Will send everyone the press release.
  - Difficult to obtain grants because of the way SABC is set up.
  - Suggestion to form Committee to focus on this topic
- Volunteer Coordination

5. **Claudia Naffa**

- Social media report

**H. New Business**

**I. Public Comments- Non agenda items**

**J. Meeting Adjournment**