

SANTA ANA BUSINESS COUNCIL BOARD MEETING MINUTES

February 18, 2022 **8:30 A.M.**
ZOOM MEETING

- A. Called to order at 8:30 AM Brief introductions
- i. Roll call- Board members: Yanez, Arellanes C, Tapfer, Rooker, Husain, Alvarez, Cha, Reyes, Schermer, Paniagua, Arellanes A
Members absent: McNair, Amezcua, Lomeli, and Romero
Others present: Spencer, Naffa, Smolar, Castro Cardenas, Chavez Robert (OCTA), Hassee Wendy, Officer Alex
Ana Laura, Sara Garcia, Eric, Juliette (Tapalas Salon), Alejandra, Stephanie, Barragan, Cortez L, Bryan, Chevitas, Carlos (ABC Computers), Rodriguez, M, Solomon R (UCI) and Rob (UCI),
- B. Consent Calendar: Minutes from January 2022 meeting stand as presented.
- C. **Guests:**
1. Wendy Haase, Travel Santa Ana
- Provided project update. 17 hotels participating and distributing maps
 - 3 year strategic plan includes values, mission and option
 - Update on branding initiative will be available in 3 months- survey will go out to community
 - Provided e-mail, wendyhaase@travel.com for questions.
2. Ana Laura – Q and A with Roberto Chavez from OCTA,
- Ana represents Downtown Santa Ana businesses
 - Group leaders, OCTA, City Manager, County Supervisor and council members met to discuss construction concerns
 - OCTA working on promotion, advertisement both digital and print as well as radio and newspaper ads in addition to OCTA sites as promptly as possible
 - One organization – new leadership, new ideas, new voices, work on things that work for everyone
- D. **Public Comments. Only agenda items (3 minute max each)* Lengthy discussion**
- Concerns about security (day and night)
 - Concerns about maintenance; must be priority- Per OCTA, some changes have been implemented (street cleaning and dust reduction); Per Robert, provide details when calling in a concern (location, etc)
 - Julie – Brought possibility of construction crew clearing trash adjacent to construction to prevent injuries
 - Concerns about construction hours – working double shifts. Concerns about workers leaving early
 - Concerns about lack of response/ information from OCTA- lots of “don’t knows”
 - Concerns about changes in Downtown as compared to 20 years ago
 - Wendy Barragan asked that her business be promoted on social media and encouraged cross-promotion. Per Madeleine, her business will be included in newsletter and promoted through SABC’s media.
 - All business were encouraged to submit ads or information about their business
 - Concerns about revenue loss – several attendees requested that OCTA help financially

- Future Downtown – Ryan requested designs of what 4th Street will look like post construction. Julie will provide design. Roberto (OCTA will prepare power point presentation.
- Concerns about 2 downtown organizations – why 2 groups? Why not eliminate BID?
 - Responses – tried 1 organization in the past and it did not work; tax bills were too high
 - Paying a lot less through BID and fees are divided between the 2 groups; 2 groups work together in many things but each has independent events to serve different cultural groups; groups must be inclusive and understand cultural needs of clients.
 - SABC distributes thousands of flyers informing about events, promotions, etc.
 - Board agreed the question of 1 organization as valid but there is a lot of red tape, right now businesses are facing economic survival

E. Tresa Oliveri – OCTA by Roberto Chavez (covering for Oliveri)

- Madeleine asked for map of street closures, sidewalk closures, open parking directions for visitors to navigate must have ready for Boca. Robert will provide.
 - Suggestion was made that street closure be advertised through TV and radio
- Store front signage was distributed to businesses; per Ana, more signs needed. Additional signage will be delivered in next few days.
- Funding for merchants was requested from OCTA. OCTA is partly responsible and could match funds to be awarded by city. Chavez will present request to OCTA and follow up.
- Infrastructure bill (federal)- suggestion was made by board member to have OCTA advocate for funding

F. Reports:

1. Raul Yanez

- Briefly discussed meeting with City Manager, OC Supervisor, Council members, Mayor, Ana, Chase, and OCTA on 2/26/22; Raul will have notes from the meeting personally delivered to all businesses;
 - A \$2,500 grant was discussed: Many do not qualify. Julie suggested applying regardless of requirements. A link to the grant's application was posted in the chat.
 - Ana stated that at the mtg, City Manager suggested both groups merging and restructuring. A much higher annual budget would be granted to one organization.
- Construction – Understands the protesters. Understands business struggles during construction but asks that all groups work together and remain united through the process
- Board meetings – reminded attendees that there are 2 organizations and meetings are open to everyone. Encouraged everyone to participate and attend both groups' meetings.

2. Claudia Arellanes

- Introduction. Offered to answer questions

3. Julie Castro-Cardenas

- Special Events – parking fees will be waived. Expect delays in parking structures
- Parking - free parking M-F (7am to 5PM). 2 hour free parking on evenings & weekends starting by 3/1/22
 - Those with monthly parking key cards can continue paying to avoid fees charged after 5PM
 - Structures will be cleaned, painted and power washed all year
 - Ryan asked where funds, to cover the 1 million projected parking revenue loss, will be paid for. Per Julie, city is requesting council to replace lost funds from general fund.
- Security Guards- working on 24/7 security guards at parking structures on or before 3/1
- Maintenance & Cleaning in Structures – trash cans will be reinstalled on 4th or as close to 4th St. as possible
- Thanked Ana and Downtown Inc. for offering free office space
- Additional Lighting – working on temporary additional bistro lighting

- Overhead banners – asking for temporary overhead banners (building to building). OCTA will be responsible for designing and printing and the city will install. She is meeting with contractor to identify locations.

4. **Madeleine Spencer**

- Boca De Oro Festival – 6th annual festival. Highlights people of color. Will have qlejandra Saucedo perform. Will have children’s authors
 - Needs to raise additional \$10,000 for stages
 - LA Times doing event write up as well as Downtown Santa Ana
- Sponsorship Request 20222 Spirit Award for SAUSD Winning Cheerleading Team- School’s team needs to raise \$10,000 asking for sponsorship of \$576 to purchase hair ribbons. **MOTION** made by Rooker (2nd Arellanes) to approve a sponsorship of \$576.00 for Santa Ana High School’s Cheer Team). In favor: Yanez, Arellanes C, Arellanes A, Rooker, Tapfer, Husein, Alvarez, Paniagua, Reyes, Cha, Schermer. **MSAP**
 - (Winning Team Will Perform Winning Dance Number for DTSA)
- Board Council Relations – Meeting with councilman and staff to continue requesting recuperation of lost funds
- Parks and Rec Licensing Agreement-

5. **Claudia Naffa**

- Social media report Boca de Oro – numbers growing; focusing on Boca de Oro currently
- Dancing on the Streets
- American Dream Campaign- highlights downtown businesses. Asked for volunteers to tell their story of glory/ struggles and hardship. Asked Ana to help promote the event and pass out information. It is a way to promote businesses and their owners.

G. **New Business**

- **Planters** – Ryan inquired about the planters; he will send e-mail to Julie so she follows up with city.
- **Smoler**- Excited about new energy. Stated that most businesses do not realize resources are coming from or as a result of the 2 groups’ work

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

I. **Meeting Adjournment**