

# SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA (Updated)

March 18, 2022 **8:30 A.M.**  
In person meeting

106 West 4<sup>th</sup> Street. Santa Ana, CA 92701



Arturo Arellanes, Board Member  
Won Cha, Board Member  
Mike Husain, Board Member  
Arturo Lomeli, Board Member  
Loni Paniagua, Board Member  
Bethany Schermer, Board Member

Veronica Alvarez, Board Member  
Sam Romero, Board Member  
Robyn McNair, Honorary Board Member  
Alfredo Amezcua, Board Member  
Mario Reyes, Board Member

Claudia Arellanes, Secretary  
Kim Tapfer, Vice- President  
Bobbie Rooker, Treasurer  
Raul Yanez, President

Claudia Naffa, Communications

Madeleine T. Spencer, Consultant

- A. Call to order
- B. Roll call-
- C. Consent Calendar:
  - 1. Approval of Minutes February 18, 2022 –  
Recommended action: Approve minutes as presented

- D. **Guests:**
  - 1. Sonia Batres, City of Santa Ana

**E. Public Comments. Only agenda items (3 minute max each)\***

**F. Tresa Oliveri – OCTA**

**G. Reports:**

- 1. Raul Yanez
- 2. Claudia Arellanes

**3. Julie Castro-Cardenas**

- Grants
- Parking Structures
- Special Events
- SAPD Corporal Mario Lopez

**4. Madeleine Spencer**

- Boca De Oro Festival 22 Updates
- Boca de Oro Wrap Up
- Travel Santa Ana Collaboration
- Programming Updates
- SABC Project Updates
- Breakfast with a Councilman
- Placemaking: Chinatown Memorial Project
- Downtown Annual Forum
- Council Advocacy
- New Businesses Opening

**Communications Report**

- Calle Cuatro Rebrand Project
- Business Newsletter Prep
- Digital Directory Printing
- American Dream Collaboration/ Travel SA
- Social Media Updates

**H. New Business**

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

**J. Meeting Adjournment**

**Board Meetings 2022**

**April 15<sup>th</sup>**  
**May 20<sup>th</sup>**  
**June 17<sup>th</sup>**

**July 15<sup>th</sup>**  
**August 19<sup>th</sup>**  
**September 16<sup>th</sup>**

**October 21<sup>st</sup>**  
**November 18<sup>th</sup>**  
**December 16<sup>th</sup>**