

**SANTA ANA BUSINESS COUNCIL
BOARD MEETING MINUTES**

March 18, 2022 **8:30 A.M.**

106 West 4th Street. Santa Ana, CA 92701

A. Meeting called to order at 8:30AM – Madeline asked if anyone needed translation.

B. Roll call- Yanez, Arellanes C, Tapfer, Hussein, Rooker, Amezcua, McNair, Paniagua, Schermer, Reyes, Cha
Absent members: Arellanes, Lomeli, Romero, Excused: Alvarez,
Others attendance: Ana Laura, Corporal Mario Lopez, Spencer, Gonzalez, Oliveri (OCTA) PLUS 1, Snell, D.
Remote attendance: Castro J, Rodriguez M, Garcia S,

C. Consent Calendar:

1. Minutes from 2/18/22 meeting stand as presented.

D. **Guests:**

1. Sonia Batres, City of Santa Ana – not present
2. Corporal Mario Lopez introduced himself.

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

F. **Tresa Oliveri – OCTA**

- Provided construction update and Q & A
 - Q: Possibility of crews working evening hours –
 - A: exploring longer work hours and Saturday schedules with contractor but it is difficult to get multiple disciplines at same time.
 - Q: Providing weekly flyers with info –
 - A: OCTA e-mails with construction updates every two weeks. Flyers have been ineffective. OCTA sending teams to go door to door with information so it is documented.
 - Q: Timeline –
 - A: Per Tresa, construction is ahead of schedule. 6 months per segment; Completion on or before Sept. Will need to evaluate whether working through holidays or stopping/ re-start in January 2023 (Main-Bush on 4th); OCTA will survey businesses.
 - Q: Impact of lawsuit on construction:
 - A: Cannot comment on pending lawsuit. Teams continue to work together to complete work as soon as possible.
 - Q: Possibility of OCTA Director attending meeting.
 - A: Tresa will relay message
- Board reminded members of its opposition to street car project for years and reminded everyone that project was approved by the city and how everyone must work together to make the project a positive thing.
- Per Julie, there has been an increase in construction movement. Telemundo is covering the construction.
- Comments and feedback about “Shops Open” signage. Per OCTA, they are working on revised signage. Need to identify city areas with fencing to place signs.
 - Raul and Madeleine will be point of contact for signage communication between city and OCTA

G. **Reports:**

1. **Raul Yanez**
2. **Claudia Arellanes**

3. **Julie Castro-Cardenas**

- Grants – Business Interruption Grant is up to 10,000 per business. About 100 applications, 61 approved. Guidelines have excluded some businesses on 4th Street (Bush and Main). Must be directly impacted by construction. Priority for businesses with construction directly in front of storefront. North and South of 4th

businesses qualify if within 100 feet from construction. Applications are online. Requested that SABC spread the word about the grant to businesses.

- Mario R. offered to help inform businesses about grant during his visits to businesses
- Board requested city keeps grant program open
- Parking Structures- free marking M-F from 7: to 4:00PM and 2 hours on evenings and weekends. Merchant fund will not be available
 - Hired person full time to paint over graffiti in parking lots
 - 24/7 security guards at parking structures
- Special Events – Patches and Pins will have 2 way parking system- . Requested that Madeleine post information for next day's event. Julie will send information to Madeleine. Madeleine clarified that 1 day is not enough to spread the word.
- SAPD Corporal Mario Lopez – Introduced himself at beginning of meeting

4. **Madeleine Spencer**

- Boca De Oro Festival– very successful in bringing community to downtown. Had over 700 student performers.
- Boca de Oro Wrap Up – Still closing event
- Travel Santa Ana Collaboration
- Programming Updates
 - Memorandum of understanding with Parks and Rec was denied
 - Just received updated BID list from Marc Morley
 - New business interests now open Bloom Studios, Pizzeria, Yost, Skateboard, Music Center)
 - Sonia Batres would like to be invited to meeting to discuss number of events
 - To accommodate Patches and Pins, everyone was pushed out “Chain effect” Clearly, everyone needs to pay attention to global calendar
- SABC Project Updates
 - Kids Corner (by Mario)- Kid friendly initiative at Calle 4 Plaza on 4/24 from 12-4PM. Still has booth space available.
- Breakfast with a Councilman – 3/29/22- Will discuss violence downtown with Jonathan Hernandez.
- Placemaking: Chinatown Memorial Project – Chinatown memorial project at Birch and 3rd
- Downtown Annual Forum – Date to be announced (1st week of May) at Frida Cinema; everyone will be invited
- Council Advocacy – SABC will continue advocating for downtown businesses.
- New Businesses Opening

5. **Maria Gonzales - Communications Report**

- Calle Cuatro Rebrand Project – working on soft rebrand
- Business Newsletter Prep- will distribute newsletter in English and Spanish.
- Digital Directory Printing – have streamlined calendar of events. Proposed having QR codes
- American Dream Collaboration/ Travel SA – Video series that will start with the stories they already have.
- Social Media Updates – Channel thriving. Collaborating with Downtown Inc.

H. **New Business**

- **Merchant Fund-** Madeleine stated there is misunderstanding about additional funds for organization. She clarified that merchant fund was taken away by the city. Funds from OCTA helped cover marketing and new events.
- Tresa clarified that OCTA are for marketing only- she has been asked by OCTA's board to do an audit after some accusations were made. Per Tresa, there was misunderstanding by some groups who believed the funds went to them. Funds are for “Global marketing effort” and cannot market for individual businesses

I. Vandalism (Cha) – mentioned excessive vandalism and broken windows on 4th Street. Per Tresa, if damage is direct result of construction, construction company may be liable but not for vandalism.

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

K. **Meeting Adjournment**

Board Meetings 2022

April 15th
May 20th
June 17th

July 15th
August 19th
September 16th

October 21st
November 18th
December 16^t