

SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

April 15, 2022 **8:30 A.M.**

In person meeting and zoom
106 West 4th Street. Santa Ana, CA 92701

Spanish translation available at Meeting upon request

Join Zoom Meeting

<https://us06web.zoom.us/j/83671794558?pwd=SHRHU3VRSFFJT3d0ZHU1SGQ3dWQ4dz09>

Meeting ID: 836 7179 4558

Passcode: 999740

One tap mobile

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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 March 18, 2022 –
Recommended action: Approve minutes as presented
 - 2. Approval of Committee (3-4 Board members) to pursue discussions with the City of Santa Ana, Downtown Inc., and others to work towards a shared vision for downtown and how best to manage and resource it including the potential of merging the downtown BID organizations after a visioning, community outreach and strategic planning process.
Recommended action: Approve the committee
 - 3. Approval of Special Events and Marketing Committee (3-4 board members) to plan special events and allocate budget funds.
Recommended action: Approve the committee
- D. **Guests:**
 - 1. Sonia Batres, City of Santa Ana Parks and Recreation
 - 2. Timothy Pagano
- E. **Public Comments. Only agenda items (3 minute max each)***
- F. **Tresa Oliveri – OCTA**
- G. **Reports:**
 - 1. **Raul Yanez**
 - 2. **Claudia Arellanes**
 - Financial Report
 - Committee meeting with Ana Laura Padilla
 - 3. **Kim Tapfer**
 - Meeting with Downtown Inc
 - 4. **Julie Castro-Cardenas**
 - DTSA Business Grant
 - Special Events
 - Parking Structures
 - Business Services
 - 5. **Madeleine Spencer**
 - Old Business - Volunteer Base/ Zumba Instructor
 - Annual Festivals/ Events
 - Regular Downtown Programs
 - Marketing Campaigns
 - Kid Friendly Cities Campaign
 - Downtown Annual Forum Dates
 - Mural Projects
 - Council Advocacy
 - 6. **Claudia Naffa: Communications Report**
- H. **New Business**
- I. **Public Comments- Non agenda items**
- J. **Meeting Adjournment**

Board Meetings 2022

May 20th
June 17th
July 15th

August 19th
September 16th
October 21st

November 18th
December 16th