

# SANTA ANA BUSINESS COUNCIL BOARD MEETING MINUTES

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

**In person meeting and zoom- 106 W. 4<sup>th</sup> Street. Santa Ana, CA 92701  
Translation by Mario Reyes**

- A. Meeting called to order at 8:30AM
- B. Roll call- Present: Yanez, Arellanes C, Tapfer, Rooker, Alvarez, Cha, Lomeli, Husein, Paniagua, Reyes, Schermer  
Absent: Arellanes A, Romero, Amezcua, McNair  
Others present: Spencer, Gonzalez M, Barragan Karla, Charlie and Guadalupe (Charlie's Tatoon); Batres S, Pagano T, Oliveri T, Martinez V (Bridal), Cerpas V (Bridal), Romo M, Gomez Alex (Downtown Liaison Officer), Castro-Cardenas, Ana Laura (remote),
- C. Consent Calendar:
1. Minutes from March 18, 2022, stand as presented.
  2. After discussion, **MOTION** by Lomeli, 2<sup>nd</sup> Rooker, to approve the formation of a committee 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 resources including the potential of merging the downtown BID organizations after a visioning, community outreach and strategic planning process. Committee Raul, Tapfer, Arellanes C, Lomeli, Paniagua, Spencer). **MSAP** (In favor: Yanez, Arellanes, Tapfer, Rooker, Alvarez, Cha, Husain, Reyes, Paniagua, Schermer, Lomeli)
  3. After discussion, committee will include board members and business owners. **MOTION** by Tapfer and 2<sup>nd</sup> by Rooker to approve a Special Events and Marketing Committee (formed by board members and participation/ input from business owners) to plan special events and allocate budget funds. Committee includes: Loni, Mario, Claudia A, Spencer, Naffa, Gonzalez, Karla Barragan. **MSAP** (Yanez, Arellanes, Tapfer, Rooker, Alvarez, Cha, Husain, Reyes, Paniagua, Schermer, Lomeli)
    - o Board stated that businesses not wanting a specific event, do not sign forms but evaluate pros versus cons.
- D. **Guests:**
1. Sonia Batres, City of Santa Ana – Parks and Rec. Supervisor of Special Events. She offered to help with permit applications, Parks and Rec application has been combined with Police Dept.
    - o Memorandum of Understanding – Board requested that Parks and Rec. Re-evaluate the MOU. Per Timothy, MOU Will be looked at again.
    - o Accepting applications for six month periods. Recreation planning to activate Birch Park. Would like to know how downtown's vision for Birch Park. SABC looking for kids' friendly activities. Per Madeleine several groups are working together towards a kids' friendly Downtown,
  2. Timothy Pagana, Parks and Recreation – He is Interested in working with downtown organizations, Council approved a sponsorship in partnership program. Realices there is a divide between groups and city. Open to new ideas.
    - o Board stated that every activity or evento by SABC is free to the public. Would appreciate any assistance with permit fees or sponsorships.
    - o Madeleine asked for partnership with City to make repairs to Parks to fix infrastructure of space so people naturally gravitate to that area.
- E. **Public Comments. Only agenda items (3-minute max each) \***
- Ana Laura – Campaign to promote and include provides information on street closure and business access. Do advertisement for the entire downtown. Ana Laura provided a video (by Taqueria Guadalajara) that Madeleine will review. Ana suggested hiring photographer/ videographer
- Requested concierge at parking garages providing information
  - Suggestion about sharing video on social media. Same message must be shared. Advertisement should focus on letting people know “businesses are open”
  - Madeleine will put e-mail out to plan meeting
- F. **Tresa Oliveri – OCTA**

- Track installation is complete. French intersection will be closed to public starting Monday. Bush about 2 weeks) will be next intersection to be closed and then Main Street. Goal of track installation, pavement, sidewalks, and major construction (Mortimer and Ross) by Thanksgiving; some more work to be done next year (platforms, wiring, etc.)
- Question about planters and expediting work – Per Tresa this is last part of project. Still ahead of schedule
- March of 2024 is the target opening date for streetcar
- They will be holding a public meeting at the Frida – will send flyer around
- Tresa stated equipment (drone video) purchases would be eligible expense per OCTA

## G. Reports:

1. **Raul Yanez** – Attended meeting with City Manager wherein there was a recommendation to merge all downtown organizations (Downtown Inc., SABC). A five-year strategic planning would have to be implemented to create a vision for downtown. A consultant would need to be hired. Strategic plan would outlast city officials.
2. **Claudia Arellanes**
  - **Financial Report** - The city has additional BID funds (\$35,700) from 2021; went over account balances. Still shortage in Grant account due to Boca.
  - Committee meet with Ana Laura Padilla – Requested information from Ana regarding merchants' needs. SABC understands 4<sup>th</sup> Street must be prioritized, a survey was suggested Re: holding event versus cancelling, Claudia clarified SABC's events do not require street closures. Waiting on input from Ana Laura.
3. **Kim Tapfer**
  - Meeting with Downtown Inc – working with Downtown Inc. and the city to develop vision
4. **Julie Castro-Cardenas**
  - **DTSA Business Grant** – 71/109 businesses have received grant (\$509,000 paid- \$840,000 allocated). Asked help marketing grants (still has about ½ of 1.5 million available). Will focus on 4<sup>th</sup> Street businesses. Julie will forward new grant application to Madeleine. Q: about businesses not qualifying because they lack business license or certificate of occupancy; if they pay the fees, they are honoring application.
  - **Special Events** – Requested to be kept up to date on events. Reminded board that public areas including sidewalks and streets are open to all. Events require 80% approval. Suggested purchasing generators, flood lights, and a stage. Suggested possible partnership between 2 groups and the city.
    - **Blading Cup event** – 4/28 to 5/1/22. Prepay at parking lot. 2 hr. free parking or \$10.00 event parking
    - **Cinco de Mayo** – on West side.
    - **Pride Parade and Festival** – 6/25<sup>th</sup> expecting big crowds.
  - **Parking Structures** – Revenue is very low due to the free parking and monthly parking cancellations. Merchant fund account will be delayed further. 24/7 security guards and have increased maintenance, elevators restored.
  - **Business Services** – City has provided her with administrative support. Any funds allocated by the city for business interruption will not be enough.
  - Thanked SABC for hosting board meetings and for providing translation. Encouraged board to invite Amber Campos. Thanked board for constructive feedback and apologized for mistakes/ errors.
  - Encouraged board to invite Amber Campos to next meeting.
5. **Madeleine Spencer**
  - **Volunteer Base** – Funds had been allocated and approved to develop volunteer base. Board expressed concerns about the expenditure at this time. Discussed focusing on “Ambassador’s Program” that could be put to use now.
  - **Yoga Instructor** – Requested assistance with tents which were purchased by SABC. Have had requests for Zumba classes to complete “wellness program at the plaza.”
  - **Annual Festival & Events**- Completed Boca de Oro Festival. Reviewed statistics (attendance, sponsorships, etc.)
    - Boca had great participation from City Officials. Restaurants do very well during event
  - **Regular Downtown Events** – Saturday Dancing on the Streets. This type of event brings people to the Downtown. Need to have stronger partnership with businesses to bring these customers into businesses. Recommended continuance of activation events.
  - **Marketing Campaign** – Will follow up on today’s suggestions. Working on new “branding”
    - Maria reported there is confusion with Downtown Santa Ana, SABC, Calle Cuatro branding. Recommended a “soft re-branding.” Needs to make “Calle Cuatro” official.
  - **Kids’ Friendly campaign** 4/24/22 at Plaza Calle Cuatro. Different groups collaborating to have better, kid-friendly spaces. There will be 17 booths.
  - **Downtown Annual Forum** - changed from end of May (at Frida) to July- Would like to have all groups together.
  - **Mural Project** – Had mural project during Boca. Blue Lot is ready to go and open; received license from city.

- **Council Advocacy** – attended 2<sup>nd</sup> Council meeting. Clarified that marketing and additional business funding was a goal of SABC from beginning.
  - Met with Councilman Hernandez. Will host a second meeting with Councilmember (probably 9am)
- 6. **Claudia Naffa communications Report**
  - **Black Market Bakery**- They will be shutting their doors on Saturday.
  - **Reported on Blue Lot events**
  - **Re Branding Logo for Calle Cuatro DTSA**- working on this

**New Business**

**Public Comments- Non agenda items**

**Meeting Adjournment at 10:55 am**

**June 17<sup>th</sup>**  
**July 15<sup>th</sup>**  
**August 19<sup>th</sup>**

**Board Meetings 2022**  
**September 16<sup>th</sup>**  
**October 21<sup>st</sup>**  
**November 18<sup>th</sup>**

**December 16<sup>th</sup>**