

# SANTA ANA BUSINESS COUNCIL BOARD MEETING MINUTES

May 20, 2022 **8:30 A.M.**

In person meeting and zoom

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

A. Meeting called to order at 8:30AM

B. Roll call- Yanez, Tapfer, Arellanes C, Rooker, Husein, Alvarez, Cha, Amezcua, Lomeli, Paniagua, Schermer, Reyes,

Absent: Romero, McNair, Arellanes A

Remote: Castro-Cardenas, Ana Laura, Spencer

Present: Down, Amezcua and Claudia, Delilah, Karla and Guadalupe B, Officer Lopez, Naffa, Gonzales, Brenda, Juliette + one,

C. Consent Calendar:

1. Minutes from meeting of April 15, 2022, stand as presented

D. **Guests:**

1. Kathryn Down, City's Finance Director- Business License Tax Ballot Measure
  - Presented power point outlining impact of proposed business license measure on businesses:
    - Businesses with revenue of 2.5 million or less will pay 65 cents per 1,000 of revenue; some currently exempt businesses (utility companies and others) would pay fee resulting in neutral license fees. BID would not be impacted. Passed out business card and encouraged everyone to contact her with questions / concerns. Measure will be presented to City Council in July to be included in November Ballot. Measure requires majority approval to pass.
2. Ms. Valerie Amezcua, Running for Santa Ana Mayor. Will send invitations and request for support and endorsement in near future. If elected, she will focus on:
  - Safety throughout city, school performance and downtown. Realizes businesses are suffering. Will support businesses, invest in downtown Santa Ana, and attend meetings quarterly.
  - Comment – Downtown is an open-air mall. Economically Santa Ana is tax base just behind Main Place and other malls but does not get attention from City Officials.

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

F. **Tresa Oliveri – OCTA**

- Timeline still November. French to Bush will be opening to traffic on June 1<sup>st</sup>. Landscaping will be last thing in project
- Have provided business banners, signage, radio advertisement, social media, parking signage
- Concerns voiced regarding:
  - Personal injury liability (client falling in front of business)
  - Grant funds are not enough to keep businesses open
  - Funds from OCTA- Ana Laura stated funds have not benefited businesses
    - Claudia A offered documentation (upon request) showing how funds have been spent;
  - Blame placed on SABC's president and members for not offering help to businesses
    - Board members Yanez, Lomeli, and Consultant were thrown out of OCTA's opposing group's meeting. Board members no longer attending meetings. Group's behavior is contradictory. Group cannot request help without hearing SABC's side.

- Comment from member regarding professional and respectful behavior; Personal attacks are never appropriate
- Board reminded attendees that SABC opposed project in 2014 and for years invited all businesses to join them in opposition. Fought for all businesses without their support. Raul, Arellanes, Romero and Consultant met with city officials and OCTA for years begging project not to go forward or to be moved to another location. City required SABC to sign agreement stating SABC would not engage in legal action against OCTA
- In anticipation of current condition, SABC planned a series of web classes to teach business owners about social media. Only two businesses participated
- Delilah asked board members to attend OCTA meeting on Monday to show support for businesses. Some board members will attend meeting.
- Board thanked Delilah for her newsletters and work. Encouraged her to keep lines of communication open. Fighting between groups only divides downtown more.
- Raul encouraged attendees to continue attending meetings to keep informed

## G. Reports:

### 1. Raul Yanez

- Encouraged everyone to focus on positive aspects. Everyone hurting now but the future will be better.
- Board acknowledged the negative impact of construction on businesses and must focus on the factors that are keeping patrons away from downtown.
- All groups must work together to minimize issues and things convenient for shoppers.

### 2. Claudia Arellanes- no report

### 3. Kim Tapfer – no reports

### 4. Julie Castro-Cardenas (to be given at next meeting due to lack of time)

- DTSA Business Grant
- Special Events
- Parking Structures
- Business Services
- **Madeleine Spencer**
  - Summer Programming Opportunities – continue working on activating spaces
  - OCTA Report – turned in
  - BID Report – turned in
  - Town Hall Meeting – Attended meeting
  - Partnership Award (Maria)
  - Kid Friendly Cities: Kid Zone Recap (Mario)- successful. Next one on July 24<sup>th</sup> on East side. Any one interested in participating contact Mario, Goal is to keep families in downtown.
  - City Process for Chinatown – Needs board representative to speak on May 24<sup>th</sup>
  - Advocacy Letter for BID Groups ( Kim) – letter was sent out
  - Breakfast with a Councilman (Kim) – Mayor Sarmiento interested in attending next breakfast on June 15<sup>th</sup>, It is a great opportunity to meet and talk to Council member and Mayor
  - Volunteer Coordinator – Brief discussion of goals

### 5. Claudia Naffa: Communications Report

- Social Media- Reached 4,000
- Logo -Rebranding- Showed selected logo. Transition to new rebranding logo in process
- Kids' Corner – would like to make event bigger and better. Open for suggestions
- Survey- has been distributed to businesses
- Dancing in the Street – Every Saturday of the month with different dance categories

**H. New Business**

- Sarah Marshall requested small sponsorship for bar Codes for advertisement
- \$50,000 grants for Arts, entertainment and food service businesses. Grant information will be included in newsletter.

**I. Public Comments- No comments**

**J. Meeting Adjournment at 11:00am**

**Board Meetings 2022**

July 15<sup>th</sup>  
August 19<sup>th</sup>  
December 16<sup>th</sup>

September 16<sup>th</sup>  
October 21<sup>st</sup>

November 18