

SANTA ANA BUSINESS COUNCIL

Board Meeting Minutes

October 15, 2021 **8:30 A.M.**

106 West 4th (Shoe Palace Building), 6th Floor, Santa Ana, CA & Virtual

A. Meeting called to order at 8:30 AM

B. Roll call- Yanez, Arellanes C, Tapfer, Amezcua, McNair, Husain, Rooker
Absent: Arellanes A, Alvarez, Cha, Lomeli, Romero
Others present: Staff: Spencer, Naffa, Gonzalez,
Others: Oliveri, Garcia S, Rob & student (UCI), Haase, 2 SAPD, Mario, Bethany, Camacho
Virtual: Castro-Cardenas, Paniagua

C. Consent Calendar:

1. Minutes from July 16, 2021, August 20, 2021 stand as presented

Guests:

1. Wendy Haase, Travel Santa Ana
 - Provided brief description of tourism project
 - Would like to meet with stakeholders and other business owners. Seeking support from community

D. Reports

1. **Raul – no reports**

2. **Claudia –**

- Programming moving forward
- BID funds are being replenished; Businesses are paying their license fees.

3. **Tresa Oliveri - OCTA**

4. **Julie Castro-Cardenas – Various reports**

- [BID Intent to Levy 11/2/21](#) -
- [BID Public Hearing 12/7/21](#) – Opportunity to speak/ hear about BID; need 51% or more to dissolve
- [Parking Revenue Update](#) – Parking revenue starting to stabilize. Program will be able to pay for programs including elevators, power washing, security. City will come up with sponsorship process if extra funds become available.
- [Security Guard Update](#) – City has identified security company. Will present proposal to council on Nov. 16th
 - [Security guard will not replace police officer; Security officers provide supplemental support.](#)
- [Special Events](#) – Family friendly events doing well.
 - [Confusion about applications being submitted. Requested SABC submit applications separately from Downtown Inc.](#)

5. **Madeleine**

- [Upcoming BID Renewal](#) – Will present show case before the committee on October 27th
- [New UCI Legal Team Onboard](#)- New team members are Rob and Kristine
 - [Working on Parks and Rec. opportunities for events as public spaces.](#)
- [Downtown Programs Update](#)
 - [Dancing on the Streets](#) taking place every weekend. Scheduling is almost complete.
 - [Wellness programs](#) – Cross fit, yoga classes, walking group
- [Pozolada Event Update](#) – Exciting and successful. Attendees were allowed to sit/ play in city grass area.
 - [Claudia reported that Eddie thanked board for sponsorship. Not as profitable as Tamalada Festival but great event introduction.](#)
- [Kid Friendly City Workgroup Update](#) -
- [Mural Map Updates](#) – Currently working on phase 2 of project. Should be done by January 2022.
- [Digital Directory](#) – Work in process. Estimated completion 1/2022. City is also working on digital directories.
 - [OCTA offered to help promote and share program information. Free service](#)
- [Boca de Oro Planning Updates](#) – Working on event. Will have local artists. Author's agents reaching out to her about event participation. Has been doing a lot of outreach. Does not have city grant for festival.

- Mexican Consulate: Javier Marin –exhibited sculptures in the past. Request to host exhibit again was denied.
- Art Round Table: Arts Now Representative – Planning to schedule one at Frida. Local artists growing.
- Funding Challenges – Must increase/build funding and bring back grant writer. Suggested forming committee.
- Preparing New Programs Invitation Package – Working on “Kids’ corner” with several groups.
- Birch Park- Current Status – Municipal codes are being updated.

6. Claudia Naffa

- Tango nights – Very successful. Smaller community. Working with restaurants to open their bathrooms.
- Katrina Festival –Will hold event on Nov. 6th in conjunction with Viva la Vida, Dia de Los Muertos, & Art walk.
 - Comments – non-cultural events negatively impact businesses.
- Social Media update- Per Maria: has up-coming events’ calendar. Promoting calendars.
 - Social media growing (600 to ~17,000)

E. New Business

- Patches and Pins will be moving to the west side.
- Police officer reports:
 - Homelessness – still a lot who refuse services offered. First American Title demolition has created additional issues.
 - Crime – crime rate remains steady. Encouraged everyone to report issues.
- Children’s Halloween Festival – will include dancers, face painting, candy, Oct. 23rd from 2-6:00 pm
- SA School district update – by Robyn
 - Santa Ana district is back to in-person learning. Implementing weekly testing. Enrollment decline.

F. Public Comments

G. Meeting Adjournment

at 10:00 AM

**SANTA ANA BUSINESS COUNCIL – 2021 BOARD MEETINGS
November 19th and December 17th, 2021**

