

**SANTA ANA BUSINESS COUNCIL**

**Board Meeting Minutes**

December 17, 2021 **8:30 A.M.**

**106 West 4<sup>th</sup> (Shoe Palace Building), 6<sup>th</sup> Floor, Santa Ana, CA**

- A. Meeting called to order at 8:30AM
- B. Roll call- Members Present: Yanez, Arellane C, Arellanes A, Romero, Rooker, Cha, Tapfner, Husein, Alvarez,  
Members absent: Lomeli, McNair and Amezcua  
Others in attendance: 2 police officers, Castro-Cardemas, Hempel and Thon UCI), Camacho, Mario E, Lellana B, Oliveri, Hass W, Reyes M, Schermer B, Paniagua L Spencer, Naffa and Gonzalez
- C. Consent Calendar:  
1. Minutes from November 19, 2021 stand as presented
- D. **Guests:**  
1. **Wendy Haase, Travel Santa Ana** – Provided brief update on Project. Reported hotel tour was successful.
- E. **Public Comments. Only agenda items (3 minute max each)\* - None**
- F. **G. H. I Order of elections altered to follow rules:**
- **Sam Romero-** Resigned as vice president. Mr. Romero will remain as a board member. Board thanked Mr. Romero for his many years of service.
  - **MOTION Arellanes C, 2<sup>nd</sup> by Rooker to accept Mr. Romero’s resignation as Vice-presidnet while remaining as a Board Member.** MSAP (yes: Yanez, Arellanes, Arellanes A, Alvarez, Cha, Husain, Rooker, Romero. Tapfer)
  - **MOTION** by Romero, 2<sup>nd</sup> Yanez to nominate and elect Kim Tapfner as Vice President. MSAP (yes: Yanez, Arellanes, Arellanes A, Alvarez, Cha, Husain, Rooker, Romero. Abstained: Tapfer)
  - **MOTION** by Arellanes C, 2<sup>nd</sup> Tapfer to re-elect Veronica Alvarez, Arturo Arellanes, Arturo Lomeli, Walter Cha and Mike Husain as board members for a three year period MSAP. (yes: Yanez, Arellanes, Rooker, Romero. Tapfer; abstained Cha, Arellanes A, Alvarez, Husain)
  - **MOTION** by Arellanes C, 2<sup>nd</sup> Tapfer to elect, previously nominated, Mario Reyes, Bethany Schermer and Loni Paniagua as board members to serve an initial one year term. MSAP (yes: Yanez, Arellanes, Arellanes A, Alvarez, Cha, Husain, Rooker, Romero. Tapfer)
- J. **Claudia Arellanes**
- **Financial update provided**  
**MOTION** made by Rooker, 2<sup>nd</sup> Romero to approve 2022 budget submitted to the city. MSAP (yes: Yanez, Arellanes, Arellanes A, Alvarez, Cha, Husain, Rooker, Romero. Tapfer. Schermer, Paniagua, Reyes)
- K. **Spencer and Naffa contract renewal and terms** – Contracts for Spencer and Naffa need to be renewed. Discussed some term changes for Ms. Spencer (Spencer and Naffa stepped out of room).  
**MOTION** by Claudia, 2<sup>nd</sup> Tapfer to renew Madeleine Spencer’s contract for an additional 1 year period at a salary of \$1,000 per week (52 weeks) commencing January 1, 2022. MSAP (yes: Yanez, Arellanes, Arellanes A, Alvarez, Cha, Husain, Rooker, Romero. Tapfer. Schermer, Paniagua, Reyes)
- i. **UCI will prepare contracts for both Madeleine and Naffa**  
**MOTION** by Arellanes C, 2<sup>nd</sup> Tapfer to award Madeleine Spencer a 2021 bonus in the sum of \$4,000 to come from un-spent 2021 budget funds. MSAP (yes: Yanez, Arellanes, Arellanes A, Alvarez, Cha, Husain, Rooker, Romero. Tapfer. Schermer, Paniagua, Reyes)
  - ii. Check to be issued after SABC submits budget amendment to the city in January;
  - iii. Julie C. offered to help Claudia A. prepare documentation to submit to the city.

**MOTION** by Yanez, 2<sup>nd</sup> Rooker to renew Claudia Naffa's contract for an additional 1 year period without any other changes. MSAP (yes: Yanez, Alvarez, Cha, Husain, Rooker, Romero. Tapfer. Schermer, Paniagua, Reyes' abstained: Arellanes A. and Arellanes C)

**L. Brenda Letana- Volunteer coordinator/ data base** – Discussed volunteer coordinator's MOU. Total contract \$8,000 (@2,000 per month for 4 months) Several concerns were voiced (number of volunteers to be secured, manner of training, process after 4 month project, additional fees, etc.).

- Ms. Letana will develop volunteer base of about 300 adult volunteers.
- Ms. Letana will be responsible for training/ managing volunteers for various positions.
- Ms. Letana will provide board monthly updates of progress
- After 4 month period, Ms. Letana may be hired for additional work on a per-day basis.
- Ms. Letana will prepare a more detailed MOU and re-submit to board for review.
- UCI will draft a volunteer waiver to be signed by possible volunteers.
- UCI will draft contract between Ms. Letana and SABC
- Madeleine to send MOU and non-disclosure agreement to UCI.

**MOTION by Arellanes C, 2<sup>nd</sup> Tapfer to hire Brenda Letana, as a volunteer coordinator, for a 4month period at \$2,000 per month for a total of \$8,000. All in favor MSAP**

**M. Tresa Oliveri – OCTA-** Provided brief update report. Work will re-start in January 2022 on 4<sup>th</sup> Street

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

- Business Services
- Special Events – Offered to continue helping
- Parking Operator – Hired new contract for less fees than SF Parking on a 5 year contract.
- Security Guards in DTSA – working well
- BID Renewed – renewed at last council meeting. Will propose 5 year renewals to city ciybucuk
- Clean & Safe Renewed – renewed at last council meeting

**O. Madeleine Spencer**

- Planning of meeting with Mayor and council members
- MOU with City Parks & Rec
- Arts Advocacy Roundtable Sponsor
- Executed Sponsorships Tamalada and Pozalada
- New DTSA Organizers Association with Feel Good Events – Eddie Quillares in charge

**P. Claudia Naffa and Maria Gonzalez**

- Social media report
- Dancing in the street
- Boca de Oro

**Q. New Business**

**R. Public Comments (Non-agenda items)- time limit of 3 minutes**

**S. Meeting Adjournment**

## **SANTA ANA BUSINESS COUNCIL AGENDA DE MESA DIRECTIVA**

Diciembre 17th, 2021 **8:30 A.M.**

**106 West 4<sup>th</sup> (Edificio de Shoe Palace), 6<sup>to</sup> Pizo, Santa Ana, CA**

**Por favor les pedimos a todos los asistentes que se  
pongan cubre boca.**



Arturo Arellanes, Miembro del Comité  
Won Cha, Miembro del Comité  
Mike Husain, Miembro del Comité  
Arturo Lomeli, Miembro del Comité

Veronica Alvarez, Miembro del Comité  
Kim Tapfer, Miembro del Comité  
Robyn McNair, Honorable Miembro del Comité  
Alfredo Amezcua, Miembro del Comité

A. Claudia Arellanes, Secretaria

Sam Romero, Vicepresidente  
Bobbie Rooker, Tesorera  
Raul Yanez, Presidente

Claudia Naffa, Comunicaciones

Madeleine T. Spencer, Consultora

- A. Llamado a la Orden del día.
- B. Pasar lista-
- C. Consentimiento de Calendario:
  - a. Aprobación de minutas de Noviembre 19, 2021
    - i. Recomendación: Aprobar las minutas como están presentadas.
- D. **Invitados:**
  1. **Wendy Haase, Travel Santa Ana**
- E. **Comentarios Públicos. Solo puntos de agenda (3 minutos máximo cada uno)\***
- F. **Elecciones de tres miembros previamente nominados (Termino de un año)**
  - a. Mario Reyes
  - b. Bethany Schermer
  - c. Loni Paniagua
- G. Re-Afirmación/ re-elección como miembros de mesa directiva (designado a un término de tres años)
  - Veronica Alvarez
  - Arturo Arellanes
  - Arturo Lomeli
  - Walter Cha
  - Mike Husain
- H. **Sam Romero** (retirándose como Vice Presidente y permanece como miembro de mesa directiva)
- I. **Nominar a Kim Tapfer como vice presidente y votar**

**J. Claudia Arellanes:**

- **Reporte Financiero**
- **Aprobación del presupuesto que se entrego a la Ciudad 2022**

**K. Spencer and Naffa renovación de contratos y términos**

**L. Brenda Letana- Coordinadora de Voluntarios / Base de datos**

**M. Tresa Oliveri – OCTA**

**N. Julie Castro-Cardenas – Varios Reportes**

- Servicios a Negocios
- Eventos Especiales
- Encargado de Estacionamientos
- Personal de Seguridad en el Centro de Santa Ana
- Renovación de BID
- Renovación de Limpieza y Seguridad

**O. Madeleine**

- Planeación para la junta con Alcalde y miembros del Concilio
- Memorando de entendimiento con Parques y Recreaciones de la Ciudad
- Sponsor Patrocinador de los abogados de la mesa redonda
- Pozolada Ejecución de patrocinio de Tamalada y Pozolada
- Nuevos organizadores en el centro de Santa Ana con Feel Good Events

**P. Claudia Naffa**

- Reporte de Medios Sociales
- Bailando en la Calle
- Boca de Oro

**Q. Nuevas iniciativas**

**R. La reunión concluye**