

SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

June 17, 2022 **8:30 A.M.**

Zoom ONLY

106 West 4th Street. Santa Ana, CA 92701

Spanish translation available at Meeting upon request

Join Zoom Meeting

<https://us06web.zoom.us/j/84661038231?pwd=b2E1WXB5TndSSnlaTTJicko4ck9oQT09>

Meeting ID: 846 6103 8231

Passcode: 874805

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. 6/17/2022- Call to order
- B. Roll call-
- C. Consent Calendar:
 - 1. Approval of Minutes May 20, 2022 –
Recommended action: Approve minutes as presented
 - 2. MOTION to approve a Sponsorship to Sarah Marshall for the printing of QR codes for downtown so people can more easily sign up and access the downtown news.
Recommended action: Approve sponsorship
- D. **Guests:**
- E. **Public Comments.** Only agenda items (3 minute max each)*
- F. **Tresa Oliveri – OCTA**
- G. **Reports:**
 - 1. **Raul Yanez**
 - 2. **Claudia Arellanes**
 - 3. **Kim Tapfer** – no reports
 - 4. **Madeleine Spencer**
 - Storefront Accelerator Project Collaboration with DTI (Jaime Izurieta) (PDF attached)
 - Volunteer Coordination Update (Brenda)
 - Kid Zone Picnic Update (Mario)
 - Amigas Social Club Update (Loni Paniagua)
 - Travel Santa Ana Update (Wendy)
 - American Dream Project (Wendy)
 - Travel Santa Ana Hires Maria (Termination Notice)
 - Advertising Internship Caleb Feliciano (Aug 20th-Dec 16th)
 - Downtown Newsletter Update (Sara)
 - Breakfast with the Mayor and Councilman (Maria)
 - Boca de Oro Scale Back (Theme Magic in the Ordinary)
 - Illustrator Barbie Godoy Commissioned to do Poster for 2023
 - Circulos Project Ending
 - **West Coast Urban District Forum Reno, Nevada***Title: Reclaiming our Public Spaces, Post Pandemic Friday, June 17th 10:15-11:30a*
 - 5. **Julie Castro-Cardenas**
 - DTSA Business Grant
 - Special Events
 - Parking Structures
 - Business Services
 - 6. **Claudia Naffa: Communications Report**
 - Maria Gonzalez transition
 - American story
 - DT calendar Stickers
 - New maps on promenade info bo
 - Dancing on the Street
- H. **New Business**
- I. **Public Comments- Non agenda items**
- J. **Meeting Adjournment**

Board Meetings 2022

July 15th
August 19th
December 16th

September 16th
October 21st

November 18