

SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

July 15, 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/89358532999?pwd=eUhEOGtDUM05YINCZUh2TVFEV3M2Zz09>

Meeting ID: 893 5853 2999

Passcode: 570335

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. 7/15/2022- Call to order
- B. Roll call-
- C. Consent Calendar:
1. Approval of Minutes June 17, 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:**
1. **Councilman Penalzo** – Downtown now his ward. Goals for Downtown
 2. **Wendy Haase** – Travel Santa Ana Report
 3. **Moises Camacho** – Callejon del Beso Mural
- 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 Mastery Project - To Begin September \$5,000 (Discussion)
 - Mural Project at Callejon - Placemaking Project \$2,500
 - Public Art Sculpture Project (Letter of Acceptance)
 - Bridal Fashion Showcase (?)
 - IDA Conference (Overview)
 - Boca de Oro (Theme, Marketing, and Fundraising)
 - Kids Zone (July 24th)
 - Letter to the City (Both Groups)
- Old Business**
- Ambassador Program Update (Brenda)
 - Internship Program (August)
 - Mural Ap Project Update (60 Murals Documented)
 - Management Software Data Input - (Images, Data)
 - Website Update
5. **Julie Castro-Cardenas**
- Business Grants
 - Economic Development Assistance
 - Outdoor Dining Patios
 - Special Events
 - Parking Structures
6. **Claudia Naffa: Communications Report**
- H. **New Business**
- I. **Public Comments- Non agenda items**
- J. **Meeting Adjournment**

Board Meetings 2022

August 19th
December 16th

September 16th

October 21st

November 18