

# SANTA ANA BUSINESS COUNCIL

## BOARD MEETING MINUTES

September 16, 2022 **8:30 A.M.**

**106 West 4<sup>th</sup> Street. Santa Ana, CA 92701 (in person and zoom)**

A. Meeting called to order at 8:30am

B. Roll call- Yanez, Tapfer, Husein, Lomeli, Schermer, Reyes, Cha (remotely), Rooker  
Members absent: Alvarez, Amezcua, Arellanes A, Arellanes C, Rooker, Romero, McNair,  
Others present: Spencer (remotely), Naffa, Barragan, Solomon, Jake and Wenny (UCI Law Clinic),  
Oliveri T, Barragan K and Guadalupe, Camacho M,

C. Consent Calendar:

1. Minutes from meeting on August 19, 2022 stand as presented
2. **MOTION** to approve a sponsorship for Javier Marin (Sculptor from Mexico) to bring his artwork to exhibit in downtown Santa Ana. Deferred to future meeting.

D. **Guests:** Shahram MaKhani, Marcela Prado, Ginette Sanchez – did not attend.  
Councilman David Penalzoza and Nelida Mendoza– not in attendance

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

F. **Tresa Oliveri – OCTA**

- Provided update and briefly discussed streetcar route. Route would not preclude street events.
- OCTA wants to support community events. OCTA staying neutral Re: downtown groups
- Sycamore and French intersections completed; parking on southside of street will be temporarily open soon. Broadway at 4<sup>th</sup> and Civic Center will open by October.
- Question: Can bridge be placed on Broadway by Starbucks. Tresa will follow up but believes work is being done there at this time.
- Will work throughout holidays; Completion may be by Thanksgiving
- Promotion- running ads in Spanish newspapers and 2 radio stations, billboards (bilingual), online social media (bilingual) letting people know downtown open. Concerns voiced about the lack of English promotion. Several million dollars spent in marketing, promotion and information by OCTA.
- Board of directors approved parking fund reimbursement to the city (security and free parking) not to exceed about \$674,000
- Has three different maps (play and services, restaurants). Can provide copies of maps to businesses as needed.

G. **Reports:**

1. **Raul Yanez** – Latino Group update. Raul received e-mail from Ana Laura, Sharan, Marcela and Ginette requesting immediate sponsorship of \$5,000. Responded to e-mail explaining sponsorship process. Response received stating they received funds from another source.
  - Process includes obtaining city licensing and signature from surrounding businesses.
  - Per Oliveri, group has logo. Met with Latino group at Sarmiento's request. Provided long list of events some of which can be funded by OCTA. Met with Julie, city and OCTA will fund event on Oct 22-23 9-10 and 9-7. OCTA cannot fund entertainment.
    - Event includes side walk sale. Will help with promotion using OCTA's channels
  - **Sidewalk sales-** Per Raul, Latino group refused to sign forms for permits.
    - Appears city is dividing downtown once again. Normal to have differences but organizations cannot be dissolved. Groups complain about street events and lack thereof.
    - **Street event programming** unable to schedule due to construction. Art walk is starting and more coming.
  - Need for strategic plan to unite rather than divide different sectors. Have everyone best interests addressed. Must agree on common goal.
2. **Claudia Arellanes** – not in attendance
3. **Kim Tapfer** – no reports
4. **Madeleine Spencer**

- Storefront Mastery – 17 storefronts attended workshop, luncheon, etc. Telas Fabrics, 99 cent store, and 3 more chosen.
- Artwalk – new art walk liaison.
- Santa Ana Urban Lab
- Breakfast with a Councilman – Great meeting.
- Savor Santa Ana – first event since Covid. 1,500 tickets sold. Night of unified downtown. Successful
- Placemaking Pop Ups/ Better Cities Film Festival – series of events. Report created.
- Urban Parks – activation of kid friendly space; cumbersome process for permitting and application.
  - Per Mr. Solomon, Law Clinic will contact Madeleine to assist. Per Mr. Solomon Gov. can close public spaces as long as regulations apply to everyone. Will look at regulations, ordinances, Constitution. Rules and policies do not trump law
- New Letter to Council/ Merchant Groups funding – Needs assistance in looking through past letters, re—draft and resend to council.
- Upcoming events: Other holiday events include:
  - Dec. Holiday Activity – Rumors that city will have ice rink again despite enormous financial loss last year and not have holiday tree downtown. Councilmember Penalzoa looking into this. Madeleine will follow up with Penalzoa.
  - Oct. Posolada, Tamalada
  - Nov- blade cup, noche de altares, viva la vida might be hosted by non-profit events.

#### 5. Julie Castro-Cardenas – not in attendance

#### 6. Claudia Naffa: Communications Report

- Dancing in the street – Working on Country Music night. Hoping to have one Oct. 2nd
- Savor Santa Ana – Successful
- Storefront Mastery – Covered by Madeleine

#### H. New Business

- **Digital directories update-** by Naffa. Has QR Codes. Some businesses have requested QR code to place on store-front windows and parking garages. Completing package hopefully by end of Oct. Will provide detailed update at next meeting.
- **Moses Camacho mural** – will be working on floor mural between Main and Bush at Callejon del Beso. Starting Oct. 2<sup>nd</sup>.
- **Board meeting-** Office available for October's meeting but not November 18<sup>th</sup> or December 16<sup>th</sup> Will need alternate location.

#### I. Public Comments- Non agenda items

- Question about who is representing downtown

#### J. Meeting Adjournment

### Board Meetings 2022

October 21<sup>st</sup>, November 18<sup>th</sup>, and December 16<sup>th</sup>