

SANTA ANA BUSINESS COUNCIL BOARD MEETING MINUTES

April 16, 2021 **8:30 A.M.** - **ZOOM MEETING**

A. Roll call-

Attending: Yanez, Arellanes C, Rooker, Tapfer, Romero, Alvarez, Husain, Cha, McNair, Arellanes A,
Absent: Amezcua (excused), Lomeli
Others attending: Spencer, Castro-Cardenas, Camacho, Tresa Oliveri (OCTA)
Council-member Pena-Losa, Mario Reyes, Bethany Schermer, Marshal S, Gonzalez M,
James, Gabrielle and Sarah (UCI Law), Loni and Alexis (Las Amigas Club),

B. Consent Calendar:

1. Minutes from March 19, 2021 stand as presented
2. **MOTION** by Yanez, 2nd by Tapfer to approve OCTA, BID/Parking budgets for 2021 as presented. In favor (Yanez, Arellanes C, Arellanes A, Tooker, Tapfer, Romero, Alvarez, Husain, Cha) against (None). **MSAP**

- C. **Guests:** Mario Reyes and Bethany Schermer (The Sound) introductions. Interested in joining board.
Council member Pena Loza: Looks forward to working with SABC. Board will reach out to schedule mtg.

D. Reports

1. Raul – No reports

2. Claudia – no reports

3. Julie Castro-Cardenas (left prior to giving her report). Veronica Alvarez gave Bridal reports.

- SABC BID Balance \$38,103
- DTSA Bridal & Quince Fashion Show – over 7,000 views on Facebook – very successful
 - Madeleine stated event was featured in OCTA report
- DTSA Bridal & Quince Business Strategy Continuation – planning bigger and better in-person event for July.
- SCORE resource available
- OC Small Business Development Center resources available
- Film Permit (Parks & Rec)
- Special Event Permits (SAPD)
- Outdoor Dining & Retail Sales – allowed for existing businesses in DTSA
- Outdoor Dining on 1st Street & 17th Street - \$500K from County of Orange
- Questions & Answers

4. Madeleine

- Digital map quotes = Working on map design & placement location (with city); Hoping for 4-6 directories
 - Directories have 2 components (actual design and computerized app)
 - Will provide sketches and further updates/ information as they become available.
- Strategic plan in progress:
 - Strategic Sessions (Sarah Marshal and Maria Gonzalez) first session 4/29; cost \$8,000 annual from OCTA budget line 28 marketing/ development.
- Portrait COVID 19 Gallery – Portraits of families pre and post COVID will be exhibited.
 - Discount coupons (restaurant) will be distributed.
- Ryan Forrester – Business Webpages – Maria Gonzales showed short video of Chepitas
 - Pilot program (research and implementation) with Ryan included 3 businesses.
 - Will reach out to other businesses and continue working with business owners to improve digital literacy as business websites are set up.
- The bid report – has been completed and sent to board members.
- OCTA report – was turned in to OCTA. Tresa acknowledged receipt.
- Imaginology celebration – Reached out to businesses; first time downtown participates. This year it will be a digital scavenger hunt.
 - Coloring books and crayons were bought and distributed to downtown restaurants as part of “Kid friendly” downtown.

- Thrive & Go-Live – Part of Ryan Forrester’s initiative.
- Alley Gallery – Open air market on June 1st
- Kid Mayor – Initiative to introduce children to government. Mayor and cabinet were chosen.
- Blue Lot Events – The open air market will host any event/ activity that cannot be held at Plaza (COVID). SABC must protect its events from moving somewhere else (ie “Dancing in the stars” is now held at Segerstroms).

5. Claudia Naffa

- Kid friendly initiative (covered by Spencer)
- Digital Maps (Covered by Spencer)

6. UCI – Board members – Spoke to City Attorney. SABC is required to have 12 board members. If any changes made, send amended by-laws and request that the contract with the city be amended.

- **Quorum**- 7 members required for quorum.
- **Parks and Rec.** – Madeleine and James have been discussing. Told board to make it clear to incoming summer legal team that this project is important and a priority.
- Board thanked James and his team for all the work done for SABC.

E. New Business

- Per member request, Madeleine will set up meeting with Mayor and City Manager.
 - Raul will request board members to submit issues/ concerns/ suggestions.
- **Art-walk – Kim suggested focusing on promoting July’s art walk through social media and other**
- **Street car** – Tresa Olivera (OCTA)- provided updated on construction:
 - Expected construction on 4th Street is delayed to 5/6/21. Work on 2 blocks at a time starting Mortimer moving West. Work will be on south side of 4th leaving a 4foot buffer between businesses and construction.
 - Planters will be removed.
 - Will do walk-through with Julie to make sure plans and work activities are clear.
 - Members voiced concern about slow construction progress. Per Tresa, crews working from 7- 3:00PM except weekends.
 - Members inquired about the possibility of working nights to expedite completion date which is now expected to be June of 2023 instead of October 2022 (there may be other time adjustments)
 - Street holes by Presbyterian Church- Tresa does not believe these are associated with street-car construction but will look into matter and report back.
 - Board thanked Tresa for the OCTA funding.
- Loni and Alexis- (Las Amigas Club)- Loni is founder of Las Amigas Club and a realtor; Alexis is a family therapist and involved with open air Market in Santa Ana.

F. Public Comments

G. Meeting Adjournment

SANTA ANA BUSINESS COUNCIL – 2021 BOARD MEETINGS

May 21
June 18
July 16
August 20
September 17
October 15
November 19,
December 17, 2021