

SANTA ANA BUSINESS COUNCIL BOARD MEETING MINUTES

August 20, 2021 **8:30 A.M.**

106 West 4th (Shoe Palace Building), 6th Floor, Santa Ana, CA

A. Meeting called to order at 8:30AM

B. Roll call-Present: Yanez, Arellanes C, Rooker, Tapfer, Husain,
Excused: McNair, Romero, Amezcua
Absent: Arellanes A, Alvarez, Cha, Lomeli,
Others Present: Castro-Cardenas, Oliveri, Spencer, Gonzalez M, Naffa C, Garcia, Sarah (LibroMobile), Layana B, Paneaga L, Officer John, Alamado Marco (Showcase Virtual)

C. Consent Calendar: NO QUORUM

1. Approval of Minutes from July 16, 2021 (next meeting).
2. Informed board Re: 2 Motions passed through e-mail

D. Guests: None

E. Reports

1. Raul

- OCTA/ business owners' issues - Clarified that OCTA funds are to be used ONLY for promotion and marketing
- Meeting with Mayor Sarmiento – Yanez, Arellanes, Tapfer, Spencer met with Mayor

2. Claudia – various reports

- Financials – provided brief update. Funds from City. Per Tresa, OCTA funds to be deposited soon.

3. Tresa Oliveri - OCTA

- Construction update. OCTA staff will contact business individually.

4. Julie Castro-Cardenas – Various reports

- City Business Grant \$5,000 available now – income based
- DTSA Security Guards \$500K approved by Council –security will be sub-contracted. Funds can be used as needed for 2-3 years. Goal to purchase cell phone and golf cart for officers to patrol.
- Parking Revenue update – Meeting next Tuesday. Revenue last year in the red; June ended with profit. Will use funding for basic maintenance. Working on reducing maintenance costs.
 - Question: City allocated \$500,000 for parking garage murals.
 - Parking validation stickers offered at 50%
- Commercial Trash Service in DTSA -
- Special Events in DTSA – all welcome
 - Special event fees were increased.

5. Madeleine

- Celebrating first Artwalk – Diversity mural unveiled during Art-walk. Mayor Sarmiento and Councilman Hernandez participated and awarded certificates to participants.
- List of Upcoming Contracts for Review -
 - Digital directories partnership with City. Working on designs and digital component
- After Covid Project Renewals – Some projects were moved to digital platform. Will be switching to outdoors.
 - Painting boxes
- New Programs Scheduling
 - Marco A. – Provides Digital/ Virtual tour of business for virtual business. Businesses have option to participate on their own. Charges by square foot.
- Downtown Fundraising/ Grants/ Investment Packages – Completed grant's final reports.
 - Brenda (volunteer organization)
- Downtown Security Issues- discussed by Julie. Requested some foot patrol during meeting with Mayor.

- Officer John briefly discussed arrest issues, homeless and mental concerns.
- 3 Open Calls – For art projects reflecting multiple views of Downtown. Another call for holidays art projects. The 3rd call would be for Boca de Oro.
- City Advocacy Results and Continued Efforts – Had meeting with Mayor and have mtg. with Jonathan Hernandez in the next couple of weeks.

6. Claudia Naffa and Maria Gonzalez

- Communication and Social Media Updates – Facebook participation increasing on Instagram and Facebook.
 - Communicating that Calle Cuatro Marketplace and SABC are for the benefit of businesses.
 - Kid Friendly city project
 - Sarah commented on her reading programs (every first Saturday of the month).
 - Difficult to update business contact information. Businesses hesitant to provide information. Will distribute contact information and collecting afterwards. Julie offered to share the contact information she has.
- Bridal Expo Shows and Pachanga– Great turn-out; more than 30,000 views. Made individual business videos from each bridal shop and they are posted online.
- Artwalk- Dancing in the street – at the Plaza. Side-walk sales
- Chinelos – Combined with the Callejon del Beso mural unveiling. Very successful.
- Sunday Fun Days – Loteria

F. New Business -

- Sarah (LibroMobile)
 - Accessibility of meetings – Spanish translation and meeting interpretation
 - Chinelos – They asked to move her book racks.
 - Invited Board to attend Saturday’s event at 3:00 PM on 8/28. Naffa will attend and take video
 - Boca- Discussed Arts Grant awarded for the event. Per Madeleine, participating artists were paid or received stipends.
 - Board stated its desire to listen to business owners and help the community. SABC growing as an organization.
- **Board membership** – Claudia A. clarified that board members cannot benefit financially through SABC. Possible board members must decide whether to join board or have their events sponsored.

G. Public Comments

H. Meeting Adjourned at 10:40AM

SANTA ANA BUSINESS COUNCIL – 2021 BOARD MEETINGS
September 17th, October 15th, November 19th and December 17th, 2021

