

**SANTA ANA BUSINESS COUNCIL
BOARD MEETING MINUTES**

December 18, 2020 **8:30 A.M.** - **ZOOM MEETING**

- A. Call to order
- B. Roll call- In attendance: Yanez, Arellanes C, Romero, Rooker, Tapfer, Amezcua, Cha, and McNair
Unexcused: Arellanes A, Cerpas, Lomeli
Others in Attendance: Spencer, Smolar, Castro-Cardenas, Camacho M, Hussain,
- C. Consent Calendar: Minutes from November 20, 2020 meeting stand as presented.
- D. **Guests:** None

E. Reports:

1. Raul

- **Murals** – Introduced Mo Camacho. Camacho presented plans for murals on Callejon del Beso. Plans to use about 6 Santa Ana students to develop, plan and paint murals. Goal is to continue project through the West Side.
 - Raul stated that Rhodes and Norberto (restaurant’s owner) have agreed to lend their walls for murals.
 - The student work-shop, held on Saturdays, will be 2-3 months at a cost of \$5,200.00
 - Kim offered her building’s walls as well as acting as intermediary with Church’s owner for permission to use his walls.
 - Robyn McNair offered to help. Camacho will contact her.
 - Julie offered to help if city’s property is involved (garages)
 - Important to focus murals on culture & diversity and away from controversial topics.
 - Raul requested a proposed budget be sent.
 - Camacho will present art project proposal for approval from board.
MOTION by Amezcua, 2nd Romero, to approve \$5,200 to cover all expenses associated with murals from Yanez property through Main St. In favor, Yanez, Arellanes C, Amezcua, Rooker, Romero, Cha. **MSAP**
- **Elections**- Tapfer, Amezcua, McNair, Cerpas and Yanez for re-election. Tapfer, Amezcua, McNair and Yanez willing to continue. Raul will contact Cerpas to determine interest. Elections will be held in January, 2021.
- **Motions** (2 motions were voted on through e-mail)
 - **Motion for Yolanda’s hiring.** There were concerns voiced Re: hours to be worked and work duties.
 - Claudia will prepare job description for review next month.
 - **Motion for hiring Business Lynk.** Discussed issues with Mr. Cano. Spencer and Smolar will meet with Cano in PM and report to board. Looking to cancel contract and compensate Mr. Cano for 2 weeks worked.

2. Claudia

- Thanked board and staff for hard work during these challenging times.

3. Julie Castro-Cardenas

- **Parklets in DTSA** – Parklets will be preserved; furniture is in warehouse and will be delivered next week.
- **DTSA BID** – BID passed without opposition for 2021. Cautioned board to budget accordingly because the \$100,000 normally distributed may be a lot lower due to business closures, remote business, etc.
- **Clean and Safe** – (\$400,000 CS and \$100,000 security) Budget cut by \$100,000. Downtown Inc. may need to re-allocate funds. Parking techs and Julie will make morning rounds prior to businesses’ opening.
 - Raul and other board members will meet with Julie to discuss further. Julie will schedule mtg.
- **Parking Revenue Update** - \$800,000 deficit through November 2020. Parking revenue agreements (\$100,000 each group) were NOT renewed by council for 2021.
 - **Discussion:** Reducing free 2-hr parking to 1-hr to avoid abuse and increase revenue
 - Importance of having American Shield downtown due to increased vandalism
- **Alleyways in DTSA** – Has solar powered lights for alleys; will contact property/business owners to get approval to install. Raul and Kim requested lights.
- **MySantaAna app** – not discussed
- Informed board of toy distributions 12/19 (Hernandez) at Plaza Calle 4 and 3rd and Bush by Sarmiento next week.

4. Madeleine

- **Clean & Safe Letter to City** - Covered
- **BID Letters to City Hall** – reaching out to the 3 new council members
- **Project Business Lift Started** – Issues with Mr. Cano; will meet with him this afternoon and report.
- **Keynote Speaker for Boca 2021** - Has Secured 2 important speakers
- **Boca Lending Libraries Campaign** - Making sure that every neighborhood has a lending library.
- **The Cartoon Map Complete** – 300 copies printed; Naffa and Maricela will begin distributing

- **Mini documentary is in progress.** Doing it at a substantial discount.
- **Turkey Drive / Ham Give Away** – Big success. Topic covered by Naffa below.
- **Holiday Lighting** - Purchased
- **Commercials with Radio and TV** – Covered by Naffa
- **50 Large Garage Posters** Covered by Naffa
- **Grants Update** – Working on series of grants including some for parking garages
- **Kid Friendly City Campaign** – need greater engagement
- **Thrive & Go-Live Campaign** – project going well. Program involves helping businesses build web-sites and overcome digital divide.
- Traffic Calming/ Walkable Streets Campaign

5. **Claudia Naffa**

- **Farmers Market** – Partnered with David. Attendance has been increasing. Brought radio; had give-away of donated and bought salsa/ chips, and hand sanitizers.
 - **Thanksgiving** – Gave away 100 turkeys (participants signed up through social media)
 - **December** – gave away more salsa/chips.
 - **Will give away pork ribs** (Naffa and Maricela will distribute vouchers to people making purchases.
- **Marketing** – had 57 radio spots in November and 56 in December.
 - **Tote Bags** – “I love Calle 4” bags ordered and received.
- **Garage banners-** working on them (will be used in stairs); Madeleine will send more details to Julie.

F. **New Business**

- **OCTA quarter budget** – Raul asked Madeleine to have report turned in by 2nd week of January.

G. **Public Comments**

H. **Meeting Adjournment**