

SANTA ANA BUSINESS COUNCIL
BOARD MEETING MINUTES
February 21, 2020, **8:30 A.M.**
400 East 4th Street, Santa Ana, CA 92701

A. Meeting was called to order at 8:30AM

B. Roll call-

Board Members Present: Yanez, Arellanes A, Romero, Rooker, Amezcua, Arellanes A, Garay, Cha, Tapfer, McNair

Board Members absent: Lomeli (Excused), Cerpas (Excused)

Others in attendance: Spencer, Naffa, Muniz J., Sarmiento (guest), Silvestre (guest), Marc McLaughlin, Solomon (UCI), Aghadi and Sumner (UCI)

C. **Consent Calendar:**

1. Minutes from the January 20, 2019 Regular Board Meeting stand as presented.

D. **Guests:**

1. City Councilman Sarmiento – Thanked board for having him.
 - Lots of things happening in Santa Ana (new construction, investments, etc.)
 - Running for public office
2. Christine Silvestre of YNPNOG (Young Non-Profit Professionals Network of OC)
 - Commented on the National org.'s goals and mission. Showed video clip.
 - 50,000 member organization. This chapter meets at Chapter One.
 - Board requested that she mentions downtown to members (buy local)

E. **Reports:**

1. Raul - Reports

- Lantanas – Broadway beautification project was terminated due to city requirements.
 - Planters/ plants have been removed. Contract with city was not signed.
- OCTA- Will attend Meeting on 2/24 when \$100,000 (2 years) is presented to OCTA's board.

2. Claudia

- Parking Enforcement Meeting- has not been scheduled after 3 months of trying.
- Women's March report - well attended, successful event.
- Financial and Budget report – distributed financials; will continue preparing for each meeting.
 - Projected income (city for Parking and BID) \$225,000; 1st quarterly payment of \$25,000 from parking revenue expected in March as well as \$7,000 from BID reimbursements.
- Tax return and audit update – Will be submitting documents to accountant for city-required *audit*.

3. Madeleine Reports and Updates

- Meetings with Councilmen – has met with all except Pulido and Solorio. Cecilia Iglesias has requested tour of Downtown Santa Ana.
- YNPNOG Meeting with Christine Silvestre - above
- Elks Lodge Presentation, Donated books for Lit Festival
- Amigas Social Club- group has began dba as "Amigas Social Club."
- One OC Subscription- membership is active; 5 people can attend classes on variety of topics.
- **Downtown Business Meetings Updates**
 - Clean & Safe, Parking – attended meeting with Julie; will forward meeting minutes taken by Julie. City moved to move \$900,000 previously allocated for PD back to downtown.
 - PBID Manager – software for 11 users (3 Downtown Inc, 3 SABC, 3 Clean & Safe, Julie and Morley) was purchased (\$3,840) between Downtown Inc., City and SABC.
 - Allows for up-to date list of properties and property owners;
 - Tracking of clean and Safe services.
 - Creating a DT Rental List
 - GROW Conference Thu, 2:30 – 5:00 PM Santa Ana Elks Lodge, 1751 S Lyon- Well attended (political interests, chamber of commerce); Covered improvements and future of Santa Ana. Disappointed that neither downtown group received recognition.
 - Bridal Expo – Maricela has been working with this group.
 - Downtown Threads (May 2nd Artwalk Night) – participants include SA Unified School District, SAC, local bridal designers and others.
 - Mural Slam (Blue Lot Event)- theme is climate change.

- **Upcoming Downtown Spring Event's/ Festivals**
 - Mujeres Market (Feb 29)
 - Boca de Oro Festival (March 7)
 - Downtown Trolley Sponsored by Downtown Inc. (will have 2)
 - \$10,000 grant in addition to \$5,000 from city/ council and \$5,000 from SABC
 - Gente Night Market (March 7) will be at Blue Lot
 - Golden Years Vintage Market (March 14)
 - Patches and Pins Festival (March 21)
- **Granting Updates – Done with first set of grant applications. Need to schedule meeting to review 2nd round of applications.**
 - [Círculos-SAUSD](#) place-based learning residency at Downtown's Visioneering Studios! Have 2 more weeks to go.
 - LitCon 2020 Competition (Completed)
 - CE Transcultural Art Exchange
 - American City Award – received extension until 2/28 but has not been able to submit.
- **Upcoming Meetings**
 - 2/25 Downtown Inc Artwalk Meeting, 9 am (Alta Baja)
 - 2/25 Downtown Restaurant Association Meeting, 5 pm (El Indio)
 - February 26th Downtown Inc. Board Meeting, 9 am (4th Street Market)
 - February 26th Downtown Artist Mixer 6:30 pm (Congregation Ale House)

4. Ryan Smolar (DTI) – not present

5. **Julie Castro-Cardenas** – Unable to attend- submitted attached report (distributed to all in attendance)

6. Claudia Naffa Various reports

- Retail guide update- working on it.
- Emergency/ Safety Contact Information Pamphlets (for merchants)- passed out final draft which is ready for printing. Compiled directory with collaboration from city, PD Dept, Clean & Safe, Downtown PD, Code enforcement.
- Downtown Beauty & Wellness Directory – Distributed draft which is also available online. Will also prepare for bridal, restaurant, jewelry, etc. sectors.
- Artwalk Expansion/ Calle Cuatro Plaza – events going well
 - Cumbia Nights
 - Callejon del Beso- Rock en Espanol

7. UCI

- Contracts Review – Raul clarified that new contract is for Claudia N. and not Madeleine.

8. Sam Romero – Updates & Reports

F. New Business

1. **Rob Richardson**- Marc McLaughlin Informed board of Mr. Richardson's hospitalization at USC Intensive Care.
2. Legal issues - Mr. Solomon reminded board that the clinic is available for any type of issue/concern.

G. Public Comments

H. Meeting Adjournment

UPCOMING BOARD MEETINGS & EVENTS:

3./20/20 SABC Board Meeting