

SANTA ANA BUSINESS COUNCIL
BOARD MEETING MINUTES
January 17, 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, Cerpas, Lomeli, Tapfer, McNair
- Board Members absent: Cha
- Others in attendance: Spencer, Julie, Quillares, E., Corporal Robert Valdez, . Officer Prieto, Muniz J.
- C. Consent Calendar:
1. Minutes from the Dec 20, 2019 Regular Board Meeting stand as presented.
 2. **MOTION** by Amezcua to approve a OneOC Education subscription expenditure of \$1,500 (from education budget), 2nd Romero. **MSAP**
- D. **Guests: Eddie Quillares Tamalada/ Pozolada .** Reviewed last month's event –
- Successful and profitable. All restaurants/ vendors made money.
 - Working on next year's event - bigger/ (2,500 to 7,500 attendees) better. (more planning, advertisement, vendors) Date 12/10 or 12/17.
 - Planning a pozolada for 10/15 or 10/22/20.
- E. **Reports:**
1. **Raul**
 2. **Claudia**
 - Fiscal Report- Presented financials. Year end cash \$53,439.00. A \$10,000 grant has been received.
 - Downtown Beauty & Wellness Directory- Showed brochure draft created by Naffa. Suggestion made to update website with businesses on regular basis.
 - Art walk Expansion/ Calle Cuatro Plaza- Showed art-walk new draft map. Music in 4 different areas. Maps will be printed this week.
 - Sycamore Street Closure/Art walk – 2nd and 3rd Streets starting in April
 - Parking Enforcement Meeting Request- Julie provided contact information (Richard). Julie will schedule with a few board members.
 - Concerns about trash and stench in parking lot behind Hector's Chevitas
 - Public Works has been addressing issue with business owners causing problem). Julie suggested reporting 714-647-3380 (warning→ citation).
 3. **MADELEINE**
 - Memorandum of Understanding – 2 contracts (MOU with Parks & Rec and the Flowers) must be turned in to Jeannie by 1/24. Madeleine requested that Kim and Amezcua review the contracts prior to signing.
 - Per Julie, city may be flexible with deadline. Julie suggested turning all event applications now.
 - Landscaping & Contract with City (Review)
 - Broadway Landscape & Other Plans - discussion under Julie's section
 - BID Report & Review of 2019 – e-mailed to board members
 - Council Members Meetings -
 - Amigas Social Club Workshop -
 - Boca de Oro Progress Report- March 7, 2020 (art-walk weekend)
 - Cradle to College will be part of event
 - Downtown Threads (MAY)-
 - Transportation Meeting – Met with them.
 - Downtown Greenways Project – 6-week program starting on February 4th
 - KUCI Interview – Called to schedule
 4. **Ryan Smolar (DTI) (not present)** Per Madeleine

- Co-sponsorship Flower Pots at \$2,500 per group. French to Main: 10 poles; Main to Broadway: 8 poles could work Broadway to Ross: 3 poles are clear
 - Discussed- Need to schedule meeting with Downtown, Inc. (Chase, Smolar) and decide if moving forward with event. Per Julie, contract would be the same as the one for Lantanas.
 - Madeleine will contact Ryan Chase and Smolar about meeting.

5. Julie Castro-Cardenas

- Broadway Beautification (Lantanas)- Work began without signed contract. Currently no contract/ insurance. Cannot proceed with any projects without contracts signed prior to commencement. Per Claudia, Eddie Q. will provide proof of insurance. Barriers were never approved and must be taken out.
- MOU- reviewing memorandum.
- Barricades – were bought. Used during Tamalera. Will be stored on 2nd Street garage. Can be used for Downtown, Inc. and SABC events ONLY.
- Bike Racks- Bought 10. She will pick up today.
- Electrical outlets – will work on obtaining quotes for electrical movement of outlets (bottom to top of tree) on new trees and those remaining.
- OCTA- Believes trees will be cut soon. Will walk with OCTA for clarification on weekly street closure.
- 2-hour parking- program working well. Unfortunately, people are using the 2 free hrs., leaving and going in again.
- Sunday parking – there is no longer free Sunday street parking.
- Trolley- city approved trolley on Mondays only from 11 to 1PM starting in March.
- Landscapers- Budget increased from \$10 to \$40,000 (6 inspectors will be hired by Parks & Rec. Increase in service beginning in February.
- SAC, UCI and City- triple Jubilee; musical ensemble on Promenade.
- Land- 17th and Tustin (55 way) was annexed land and now belongs to City of Santa Ana. City will host event there 2/1 from 11-2PM.
- Speech and Debate tournament- at Segerstrom High School; will advertise the downtown. Event is in April.

6. Claudia Naffa Various reports (not present)

- Retail guide update – Covered above by Claudia A.

7. UCI(not in attendance)

- Contracts Review
- New Team Come In

8. Sam Romero

- Updates & Reports (meetings attended)
- All American City Award – working with Madeleine on this. All paperwork is ready.

F. New Business

- Officer Valdez (attended 9:30 to 9:50AM) introduced Ricky Prieto, newest officer in downtown replacing Antonio. Officer Prieto provided his phone number.
- Safety and Security- Worst problem is transient related issues. Taking a more pro-active approach.
 - Tagging with acid (3rd and Bush alley) – modified hours and made arrest.
 - Suggestion about using security cameras; Per Officer Valdez, city has cameras on alleys, corners, businesses. SABC could use security camera network. Provided his cell phone no. 714-702-6134
 - Spencer requested meeting with PD

G. Public Comments

H. Meeting Adjourned at 10:30AM

UPCOMING BOARD MEETINGS & EVENTS: FEBRUARY 21, MARCH 7, BOCA DE ORO.

Future board meetings:

March 20
April 17
May 15
June 19

July 17
August 21
September 18
October 16

November 20
December 18