

SANTA ANA BUSINESS COUNCIL BOARD MEMBER MEETING MINUTES

May 21, 2021 **8:30 A.M.**

A. Call to order

B. Roll call- Present: Yanez, Arellanes C, Rooker, Arellanes A, Alvarez, Tapfer, McNair,
Absent: Amezcua (Excused), Romero, Husain, Lomeli, Cha
Others Present: Castro-Cardenas, Spencer, Garcia Sarah, Mario, Joe Castellanos PD, Tresa Oliveri (OCTA), Bethany, Camacho

C. Consent Calendar:

1. Minutes from April, 2021 meeting stand as presented.

D. **Guests:**

E. **Reports**

1. **Raul**

- **Letter to City Manager** – Letter outlining SABC’s requests from Santa Ana Revival funds sent to City Manager, Mayor and all Council members.
- **Sidewalk sales** – Has appt. with McGovern to turn in application.

2. **Claudia –**

- **Dancing on the Streets** – Scheduled to begin on 8/7. Goal is to add tango nights on Callejon del Beso in near future.

3. **Tresa Oliveri - OCTA**

- **Welsh construction currently working on Mortimer and Spurgeon to make turn onto 4th street and between Main and Broadway.**
- **The 4 blocks will take about 6 months to complete; then, project moves into remaining 4 blocks.**
- **Anticipated that construction on 4th will take about one year.**
- **6/9 traffic control will be set up; best to keep pedestrians off the street.**
- **Concerns voiced about project and business decline. Discussed focusing on positive future results rather than current inconveniences.**
- **Tresa will continue updating group.**

4. **Julie Castro-Cardenas**

- **Special Event Permits – Applications are now open and available online. Must be turned in to McGovern for approval.**
 - Still looking at June 15th for reopening California per state guidelines
 - Orange County evaluating a “Green tier” for special events
 - Had walk-through with PD and Fire Dept. – Alleys can be activated as long as access is not blocked (tables, chairs, displays, canopies).
- **Film Permits – Required for any type of filming. Permits are through Parks and Recreation.**
- **Business License – License fees steadily coming in. It is anticipated that downtown groups will get less than the annual \$100,000 previously received**
- **1-Hour Grace Period Parking - Revenue from parking and garages is increasing. Will provide comparison of 1hr versus 2hr revenue sometime in June.**
 - First priority in parking garages is security and safety.

5. **Madeleine**

- Business Strategies Meeting (Maria & Sara)- Held 1st strategic planning. Working on more outreach for next one.
- Mural Mapping Project Update (Andrea Harris) Project in progress. Will invite Andrea to next meeting for update.

- Digital Mapping Project. (4 Part Process) – Will have estimates next week. Planning on 6 digital panels (18 x 30); working with graphic designer ; computerized retail/ shopping/ dining locations that can be easily updated. Will work with city to identify best locations.
- Amigas Social Club (Loni Paniagua) – Women empowering Women will hold first annual meeting.
- Downtown Summer of Music Series (Sponsorship) – Have sponsor willing to donate towards a music series. Working on the proposal.
- Porch Photography Showcase (Callejón del Beso) - Local artist displaying on Callejon del Beso.
- Butterfly Project (COVID-19 Safety)- State-wide project that engages entire community; as COVID improves the masks are turned into butterflies.
- Co-Design With Nature Tooltest – Artist chosen is from Santa Ana College. IT will be a global earth day project.
- Grants (Cares Act Relief Grant, CAC Grant Follow Up) – Received another \$15,000 grant from Cares Act (will be 3rd including one Art Grant)
 - Grant Writer has been on hold; would like to see her working again.
 - Will provide detailed information regarding grants received in 2021.
- Congress for New Urbanism (Presentation) May 19th (Zoom) – Ryan Smolar and Madeleine have been invited to speak in multiple upcoming conferences.
- Walk Bike Places (Presentation) June 15 (In Person)
- Living Cities (Presentation) June 8-10 (In Person)
- Congressional Certificates – were awarded to all Boca de Oro participants.
- **Old Business**
 - 64 Lending Libraries Distributed – project completed
 - Sending out thanks you to partners - completed
 - Imaginology Festival Scavenger Hunt- focusing on increasing participation
- **Communications**
 - Communication Highlights (Maria Gonzalez) – Work in progress. Maria is preparing graphics that will highlight all business sectors.
 - Sundays Spurgeon Paseo
 - 796 Campaign/Downtown Census – Door to door project to update business/ owner information throughout downtown.

6. Claudia Naffa (by Claudia A)

- **Spring Festival** – Held on last Saturday in April
- **Mother's Day** – Distributed carnations to all mothers visiting 4th Street.
- **Art- Walk 8/7 & Dancing on the Streets**
- Boca de Oro reels on YouTube – overview of event to be showcased regularly on SABC Channel
- Bridal & Quinceanera Fashion Show -Sunday, August 1st – Working on the flyer
- Census = Discussed above

F. New Business

- **Fashion Show** – Highlights Santa Ana Designers as well as students scheduled for 5/28/21

G. Public Comments

- **Loading/ Unloading zones** – Per Officer Joe Castellanos, loading zone restrictions will be enforced. Alleys must be kept clear and unobstructed.
 - Julie clarified that during OCTA construction, deliveries will be re-routed to alleys.
- **Sarah Garcia (LibroMobile)**
 - **Boca de Oro-** Thoroughly discussed concerns about lack of local artist/ writer representation at Boca. Madeleine answered all questions and went through process for selecting participants.
 - **Libro Mobile** – Board invited Sarah to submit event proposal (event information, targeted audience, estimated event cost, and requested sponsorship amount, etc.) for consideration of a partial sponsorship. SABC cannot sponsor events fully due to limited budgets.
 - **Downtown Map-** Concerns about draft map voiced. Madeleine explained the maps were printed by error (used draft) and offered to meet with her to discuss any further questions/ issues. Asked Sarah to stop attacks and focus on working together.
 - **Board Membership** – Expressed interest in joining board and stated she will be more active in group.

H. Meeting Adjournment

**June 18 , July 16th , August 20th ,
September 17th , October 15th ,
November 19th , December 17th , 2021**