

SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

November 15, 2019

8:30 A.M.

400 East 4th Street, Santa Ana, CA 92701



Arturo Arellanes, Board Member

Won Cha, Board Member

Sonya Garay, Board Member

Arturo Lomeli, Board Member

Lila Cerpas, Board Member

Kim Tapfer, Board Member

Robyn McNair, Honorary Board Member

Alfredo Amezcua, Board Member

Claudia Arellanes, Secretary

Sam Romero, Vice- President

Bobbie Rooker, Treasurer

Raul Yanez, President

Claudia Naffa, Communications

Madeleine T. Spencer, Consultant

If special assistance is needed to participate in this Regular Board meeting, please contact SABC at (714) 973-2000. Please call prior to the meeting to allow SABC to Make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102.104, American Disability Act Title II) The Brown Act prohibits Santa Ana Business Council (SABC) from discussing or taking action on any items not on the agenda.

11/15/19 –

- A. Call to order
- B. Roll call-
- C. Consent Calendar:
 - 1. Minutes from the October 18, 2019 Regular Board Meeting
- D. **Guests:**
 - 1. Officer Robert Valdez, SAPD – Graffiti Issues and Vandolism
 - 2. Eddie Quillares –

E. Reports:

1. MADELEINE – Reports and Updates

- City Calendar of Events
- Memorandum of Understanding
- Holiday Events Calendar & Funding – (Carolers)
- BID Report Review Q& A
- Grants Update
- Mastermind Group (Amigas)
- Blue Lot Opening (Gente Night Market)
- PBID Manager Event (LA)
- Downtown Issues (Lockout)

2. Claudia Naffa- Reports and Updates

- Social Media update
- Recognition to DT service people
- Trivia And prices
- Discounted Wednesdays - Radio promotion live/ discounted Wednesdays
- I love calle cuatro campaign
- Catrina contest/ 2020 catrina Fest
- {arlomg Garage to merchants (Previously approved by Julie)

3. Claudia Arellanes reports and Updates

- Viva la Vida oct 26
- Witch walk oct19
- Alternative bazaar oct 20
- Rocky costumes oct 26
- Art walk/ catrina contest amd more Nov 2
- New Insurance State Farm Insurance
- Frida cinema/ Hola Mexico sponsorship (\$1,000 request)
- Toll Bros November 19 , Tuesday at City Hall

4. Julie Castro-Cardenas Updates/ Reports

5. UCI

- Contracts
- BID Parking

F. Public Comments

G. Meeting Adjournment

UPCOMING BOARD MEETINGS & Events: ,
December 20, 2019