

**SANTA ANA BUSINESS COUNCIL
BOARD MEETING MINUTES**

November 20, 2020 **8:30 A.M.** - **ZOOM MEETING**

- A. Call to order at 8:30 AM
- B. Roll call- In attendande: Yanez, Claudia A, Rooker B, Tapfer K. McNair,
Absent: Arellanes A, Cespas, Amezcua, Lomeli, Garay, Romero S.
Others attending: Castro-Cardenas J, Kristine (UCI), Hussaun M, Oliveri T (OCTA),
Officer Frank, Spencer M. Jay and Luis (Julie's guests), Octavio
- C. Consent Calendar:
- D. **Guests: Mr. Mike Cano** – introduced himself and gave presentation.
- Program is 3 months (Similar to Long Beach project); Cost \$12,500 to be split with Downtown Inc.
 - For further information, presentation is attached to e-mail
 - Mr. Cano will work with both groups to identify target businesses; will require 3 (1 hr. sessions).
 - No quorum – voting will be through e-mail.
- E. **Reports:**
1. **Raul**
 - Holiday Decorations –See Julie's report
 - Mike Hussaun was introduced; would like to become part of board.
 2. **Claudia**
 - Hiring Yolanda as Claudia's assistant (\$18.00 hr. 15-20 hrs per week). Hiring would require vote. Will keep record of hours worked for 3-4 weeks to determine hrs. contracted (20 may be too many).
 - Motion made – voting through e-mail
 3. **Julie Castro-Cardenas**
 - Would like to submit items for agenda prior to meeting. Gilda will contact her prior to meeting.
 - **Holiday Décor**- Parks & Rec. will cover all decorations including decorations at Plaza.
 - **Tents for Restaurants** – Some will be provided (CARES Act); Privately funded currently.
 - **Parklet Design** – Diagonal (2 parking spaces) some will have roofs/ solar power. Have financial and maintenance restrictions. Color/ roof will be coordinated. Working on approvals. After approvals about 10 days for completion.
 - For restaurants that cannot get parklet (due to restrictions), patio furniture will be provided.
 - **Parking garage** – Losses of \$150,000 to \$200,000.
 - **BID levy** – goes to city for approval.
 - **Car Show** – Working on approval from city; Includes a toy drive on 12/5/20 at 3rd & Bush lot.
 - **Board meetings** – Requests from businesses to have more outreach communication Re; meetings.
 - **Communication** – Reminded board to contact her with questions complaints/ issues, etc.
 4. **Madeleine**
 - **Funding Sources:** Briefly reported on California Arts Council (Boca grant); Cares act Grants, Community Engagement Grant, and Downtown Threads Sponsorships.
 - **Downtown Marketing Initiative Update**
 - The Thrive & Go-Live Website is a completed – Some businesses have signed up.
 - Online Programming. Open Stage/ The Hot Hour – involves a music program
 - Adopt a Shop Commercials. Downtown Marketing Initiative.
 - Website, Color Guide & Blog. Downtown Marketing Initiative.
 - Garage Banners of Businesses. Working on parking banners that would feature businesses.
 - Cartoon Map of Downtown Is Completed – Hoping to provide to all businesses.
 - **Downtown Spaces Programming Update**
 - COVID-19 has gone back to purple phase close up inside

- Established a 2 month Integrated Holiday Programming Schedule [Native Harvest Farmers Market](#)
- Thanksgiving Turkey and Native Harvest Farmers Market Drive is Successful - Turkey give away
- Downtown Space Activation. Blue Lot In Progress.
- Planning for Boca de Oro Festival is happening [Airfox Media](#)
- Boca de Oro Bookfair Becomes [Free Lending Libraries](#)
- **Downtown Grants Initiative**
 - Activated Donor Committee [The COVID-19 Arts Relief Program](#)
 - Arts Now Leadership [Arts Now](#) Launch
- **Downtown Property Initiative**
 - Downtown Spaces. [Vacant Storefront Initiative](#)
- **Downtown & City Collaborations**
 - City Receives \$750,000 Cares Act Grant for A Downtown Parklets. See Julie's comments.
 - Downtown BID Tax Levy goes to City Hall – See Julie's comments.
 - Issues with Business Occupancy

5. Claudia Naffa Not present

F. New Business

1. **Meetings-** Kim suggested providing board meeting schedule to Downtown Inc. to include in newsletter.
2. **Tresa (OCTA)** – Construction continues on target; working on Bristol & Raitt. Will move onto 4th Street in January per agreement. Will continue sending weekly updates.

G. Public Comments

H. Meeting Adjournment