

# SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

February 19, 2021 **8:30 A.M.**  
**ZOOM MEETING**

<http://www.callecuatromarketplace.com/meetings.html> Link

Meeting ID: 99962326357



Arturo Arellanes, Board Member  
Won Cha, Board Member  
Mike Husain, Board Member  
Arturo Lomeli, Board Member

Veronica Alvarez, 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

2/19/21

- A. Call to order
- B. Roll call-
- C. Consent Calendar:
  - 1. Approve minutes from January 15, 2021 meeting e-mailed to you  
**Recommended action** – approve minutes as presented
  - 2. **MOTION** to approve an expenditure of approximately \$10,000 for a downtown mural app.  
**Recommended action:** Approve motion
- D. **Guests:**
  - 1. **Marissa Frausto** - “Camino de Creación” (road of creation)/ Artwalk Pop Up(March)
  - 2. **Maria Gonzales-** Downtown Business Strategies Sessions  
**Sara Marshall**
- E. **Reports**
  - 1. **Raul**
    - Camacho – contract
    - Strategic planning meeting
      - Monthly newsletter –
      - West side activation through events:
      - Directories Digital Mural Stories- money allocated already
      - Digital Mural Stories+
  - 2. **Claudia**
  - 3. **Julie Castro-Cardenas**
    - Sidewalk fences
    - Retails in Parklets
    - Parking Structure Updates (2-hour grace period)
    - Outreach SABC Mtgs with DTSA Merchants (email, text, WhatsApp, In-Person)
    - Take It Outside” Guidelines for outdoor sales
    - Bistro Lights in Alleys
    - SABC revised BID Budget
  - 4. **Madeleine**
    - Boca de Oro Festival
    - OCTA Report
    - Strategic Plan Follow Up
  - 5. **Claudia Naffa** Various reports
  - 6. **UCI** -
- F. **New Business**
- G. **Public Comments**
- H. **Meeting Adjournment**

**SANTA ANA BUSINESS COUNCIL – 2021 BOARD MEETINGS**

<b>March 19</b>	<b>August 20</b>
<b>April 16</b>	<b>September 17</b>
<b>May 21</b>	<b>October 15</b>
<b>June 18</b>	<b>November 19</b>
<b>July 16</b>	<b>December 17</b>

