

SANTA ANA BUSINESS COUNCIL BOARD MEETING MINUTES

August 7, 2020 - **8:30 A.M.**

400 East 4th Street, Santa Ana, CA 92701

A. Meeting called to order at 8:30 AM

B. Roll call- Yanez, Arellanes C, Romero, Cerpas, Amezcua, Tapfer, Arellanes A.
Members Absent: Cha, Lomeli, Garay: McNair and Rooker excused.
Others present: Spencer (virtual), Naffa, Officer Robert Valdez, Oliveri T (OCTA), Castro-C Julie,

C. Consent Calendar:

1. Minutes from the June 5, 2020 Regular Board Meeting stand as presented.

D. Guests:

1. Robert Valdez, Santa Ana Police Officer
 - COVID and protests drained police resources; doing better now.
 - Wants dialogue to continue; needs to know in order to take action.
 - Alley traffic- informed him about heavy foot traffic in alleys until 3:00AM

E. Reports:

1. Raul

- **Art & Murals**- talked about Register's coverage of Moises Camacho and downtown art. Suggestions:
 - Have artists and/or property owners submit sketches of proposed art for approval.
 - Focus on local artists.
 - Be inclusive of other cultures/ themes.
 - Julie will look into city requirements as far as regulations, permits, etc.
- **Street Banners**- approved expenditure of approximately \$350.00;
 - Claudia N. will submit banner measurements for outdoor retailers.
- **District 1 grant** – informed board SABC did not submit application for grant.
 - Madeleine is in charge of future grant submittal with assistance from grant writer.
 - Madeleine discussed new city grant; SABC will be applying.
- **Proposed Budget- OCTA Funds** – Approved some Downtown Inc. events and cost sharing; Committee continues working on other projects.

2. Claudia

- **Grant Committee Report** – Had virtual meeting. Discussed formally thanking donors.
 - Madeleine will draft letterhead with all board members' names and signatures.
- **Financials** – distributed financials, 4 accounts, through July 31. BID account borrowed \$25,000 from parking Revenue account.

3. Julie Castro-Cardenas

- **Construction**- Tesla installing 20 super charger stations on 5th & Bush. Bike stations on 5th/Bush.
- **Street holes/patching**- Walked with Public Works to identify.
- **City Business grants** - \$10,000 or \$5,000 if qualified for SBA loan. Would allow for deduction of expenses incurred in doing outdoor business. Probably open in August.
- **Retail islands**- cannot block 2-3 parking spaces per retail buss. Encourage sharing.
- 4th & Broadway building was sold; it is in early stages of escrow.
- **2 hr free parking**- Discussed negative financial effect of 2 hr free parking. Program has ~ \$500,000 deficit. City cannot end year in the red. Programs that could be cut include clean & safe, downtown police services, parking technicians, contribution to associations, amongst others.
 - Board agreed that cutting 2 hr to 1 hr free parking would be acceptable.
 - Requested that the city do financial analyses of 2 hr vs 1 hr impact on deficit.

4. Madeleine

- **OCTA Marketing/Reports**
 - Banner Decisions – sent 3 different styles; needs feedback from board.

- Downtown Map Decisions – will be distributed to all businesses. Map will have features that allow for changes (deletions/ additions) to be made digitally. Map will be about \$5,800.00
 - Open Stage Report- originally an in person project that is now virtual.
 - Onboarding Marketing Team Members- Claudia N. and Madeleine will meet with 2 candidates today.
 - Barricades & K-Rail Purchasing - in the process for both retailers and restaurants.
 - **Bid Report Overview**
 - Sent it to all board members- describes pipeline projects;
 - Current Social Media project with students setting up social media for businesses. Will need funds allocated to cover transportation and food stipends for students.
 - Green alley- part of beautification program through schools. Turning alleys into public spaces.
 - Looking at federal grant to help with project.
 - Frida- has been showing outdoor drive-in type movies. SABC's commercials are shown regardless of what city movie is shown at.
 - **CAC Grant Reorganization for A Digital Platform**
 - Reorganization of Boca de Oro Digitally
 - Must decide how funds will be allocated.
 - **Downtown Street Closure**
 - Labor Day Weekend Planning
 - Social Distancing Activities for Downtown
 - Retail Islands (Claudia and Maricella)
 - **Digital Artwalk Reorganization (Weekly 2 Hour Programs on Saturdays) "Showcases"**
 - The Hot Hour
 - DTSA Open Stage
 - "SAUSD"
 - "Art Workshops" –
 - **Other Children's Programs** – Project is to create a "child friendly" downtown.
 - Calle Cuatro Reading Hour
 - Saturday for Kids
5. **Claudia Naffa** Various reports
- Businesses- has been working with business on "clearance sales"
 - Reported businesses are suffering financially and many are closing.

F. New Business

- **COVID-** Amezcua inquired as to the possibility of having COVID funds allocated to clean and safe marketing efforts. Per Julie, streets are cleaned every day, power washing of sidewalks done routinely, high traffic areas cleaned.
 - Social media will provide information relating to safety in downtown.
- **Councilwoman Nelida-** Amezcua will invite her to board meeting.
- **Restaurant Specific grant-** there will be a new \$1,000 for restaurants
- **Tustin Unified School District** – Hybrid school begins 9/1/20

G. Public Comm

H. Meeting Adjournment

I.