

SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

February 21, 2020

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.

2/21/2020 –

A. Call to order

B. Roll call-

C. Consent Calendar:

1. Minutes from the Jan. 20, 2019 Regular Board Meeting
Recommended Action: Approve minutes as presented.

D. Guests:

1. City Councilman Sarmiento
2. Christine Silvestre of YNPNOC

E. Reports:

1. Raul - Reports

- Lantanas – Broadway beautification
- OCTA- Meeting 2/24

2. Claudia

- Parking Enforcement Meeting Meeting request
- Women's March report
- Financial and Budget report
- Tax return and audit update

3. Madeleine Reports and Updates

- Meetings with Councilmen Penaloza and Sarmiento
- YNPNOC Meeting with Christine Silvestre
- Elks Lodge Presentation, (Donation, Sponsorship)
- Amigas Social Club, (Organizational News Updates)
- One OC Subscription (Active)
- **Downtown Business Meetings Updates**
 - Clean & Safe, Parking Meeting
 - PBID Manager (Onboarding)
 - Creating a DT Rental List
 - GROW Conference Thu, 2:30 – 5:00 PM Santa Ana Elks Lodge, 1751 S Lyon
- **Downtown Spaces Activation Updates**
 - Sunday's at the Calle Cuatro Plaza (Children's Activities)
 - Wednesday Evening (Proposal Submission)
 - Witchwalk Expansion (Space Issues)
 - Patches and Pins Expo (3rd Saturday, March 21st)
 - Bridal Expo (Maricella working with Groups)
 - Downtown Threads (Set for May 2nd Artwalk Night)
 - Mural Slam (Blue Lot Event & Sponsorship)
- **Upcoming Downtown Spring Event's/ Festivals**
 - Mujeres Market (Feb 29)
 - Boca de Oro Festival (March 7)
 - Downtown Trolley Sponsorship for Boca de Oro
 - Gente Night Market (March 7)
 - Golden Years Vintage Market (March 14)
 - Patches and Pins Festival (March 21)
- **Granting Updates**
 - [Círculos-SAUSD](#) place-based learning residency at Downtown's Visioneering Studios!
 - LitCon 2020 Competition (Completed)
 - CE Transcultural Art Exchange
 - American City Award (Extension Date Given)
- **Upcoming Meetings**
 - 2/25 Downtown Inc Artwalk Meeting, 9 am (Alta Baja)
 - 2/25 Downtown Restaurant Association Meeting, 5 pm (El Indio)
 - February 26th Downtown Inc. Board Meeting, 9 am (4th Street Market)
 - February 26th Downtown Artist Mixer 6:30 pm (Congregation Ale House)

4. Ryan Smolar (DTI)

5. Julie Castro-Cardenas

- Updates/ Reports

6. Claudia Naffa Various reports

- Retail guide update
- Emergency/ Safety Contact Information Pamphlets (for merchants)
- Downtown Beauty & Wellness Directory – printed?
- Artwalk Expansion/ Calle Cuatro Plaza – printed?
 - Cumbia Nights
 - Callejon del Beso- Rock en Espanol

7. UCI

- Contracts Review

8. Sam Romero – Updates & Reports

F. New Business

G. Public Comments

H. Meeting Adjournment

UPCOMING BOARD MEETINGS & EVENTS:

3./20/20 SABC Board Meeting