

SANTA ANA BUSINESS COUNCIL
Board Meeting Minutes
July 16, 2021 **8:30 A.M.** - **ZOOM MEETING**

A. Meeting called to order at 8:30AM

B. Roll call- Yanez, Tapfer, Husain, Cha
Absent - Arellanes C, Arellanes A, Lomeli, Amezcua, Romero, Velazquez, McNair, Rooker
Others present: Spencer, Tresa (OCTA), Misha and Bryan (Vital Link), Mario R., Smolar, Castro-Cardenas

C. Consent Calendar:

1. Approval of Minutes from June 18, 2021 –
Recommended action: Approve minutes as presented
2. MOTION to approve an additional \$2,000 for Tamalada Festival and \$2,000 for Pozolada Festival's sponsorships.
Recommended action: Approve motion
3. MOTION to approve re-allocation of funds as follows: From OCTA account line 23 (Semi-monthly events) to line 22 Pozolada Festival; and from SABC's budget line 50 (Reserves) to line 29 Tamalada Festival.
Recommended action: Approve motion

D. **Guests:** Misha Houser | VITAL LINK- Seeking Collaboration with SABC

- Introductions- Explained Vital Link's goal (student scholarships)
- Business/ technological education; collaboration between businesses & colleges
- Pedal Edge Fundraiser- requested SABC's collaboration

E. **Reports**

1. **Raul**

- Special Event application – waiting for final approval
 - Julie requested that the proof of insurance be e-mailed
- Board meetings- August's meeting will be in person at 106 W. 4th Street, (Shoe Palace), 6th Floor. Information e-mail will be sent.
- Board meeting minutes- Spanish translation

2. **Claudia** – Reported by Madeleine

3. **Tresa Oliveri – OCTA**

- Coming closer to downtown; 2 2-block segments (Mortimer/Spurgeon and Main & Broadway)
- Will provide info as it becomes available. Will start 1-1 talks to businesses in first 2 segments.
- Walsh will place crowd fencing on both sides once trench work begins.
- Walked with Julie and others to find alternative loading zones.

4. **Julie Castro-Cardenas** – Various reports

- Federal Funding– Voting on spending plan during Tuesday's Council mtg.
 - Suggestion: Send request letter to city & inviting Mayor and Council members to attend board meeting.
 - Meeting with Mayor has been scheduled for August.
- Special Events - Scheduled for almost every weekend through August
- Garage Security- added evening guard during weekends
- Bridal Event - August 1st

5. **Madeleine**

- Digital Directories
- Mural Map

- Porch Photography -Outdoor Gallery (7/24)
- Rooftop Film Screening - (7/31)
- Marin Art Installation (2022)
- Council Presentation (Aug)
- Downtown Strategy Sessions
- Open Stage/ The Hot Hour/ New Business Highlight Series (Steven)
- Artwalk Reopening - Dancing in the Streets/ Callejon del Beso
- Programming for 3rd Saturdays/ Sidewalk Sales
- Grants

6. **Claudia Naffa** - Presented by Madeleine

F. New Business

G. Public Comments

H. Meeting Adjournment

SANTA ANA BUSINESS COUNCIL – 2021 BOARD MEETING

