

**SANTA ANA BUSINESS COUNCIL**  
**Board Meeting Minutes**

June 18, 2021 **8:30 A.M.** - **ZOOM MEETING**

A. Meeting called to order at 8:30 AM

B. Members Present: Yanez, Amezcua, Tapfer, Hussein, Cha W, Rooker, Arellanes C, Alvarez

Members Absent: Lomeli, Arellanes A, Mc.Nair, Romero

Others Present: Spencer, Oliveri (OCTA), Officer Joe Castellanos, Castro-Cardenas, Gonzales M, Corporal John, Quillares, E., Smolar, Naffa C, Loni, Gonzalez M, Karissa, Sara (LibroMobile)

C. Consent Calendar:

- Minutes from May 21, 2021 meeting were corrected as follows: Mark Hussain was present- Minutes stand as presented.

D. **Guests:**

E. **Reports**

**1. Raul**

- Side walk sales permit application was submitted for approval.
- Reported special events license fees/permit have increased.
  - Council approved increase to \$800+ (under 1000); if over 1,000 attendees, license \$2,700.
  - Fee applicable to profit/non-profit. Will discuss 6-month/ annual fee with McGovern.

**2. Claudia** – various reports

**3. Tresa Oliveri – OCTA**

- Addressed concerns Re: timeline. Tentative completion date for downtown not available (goal is 1-year from start). Working on 2-block segments. Tentative completion is Summer of 2023.
  - November- December, per moratorium, construction put on hold.
- Has been meeting with Mr. Ortiz (city) and Julie.

**4. Julie Castro-Cardenas**

- [Special Event Permits – Special Event Applications being accepted/reviewed.](#)
- [Film Permits - Required](#)
- [Business License -](#)
- [1-Hour Grace Period Parking – Receiving more revenue \(including monthly passes\);](#)
  - Additional revenue allows for more maintenance and security in garages.
  - RSP to identify garage needs and parking operators.
- Police Presence – 4 dedicated Downtown police officers (more on weekends)
  - Per Joe – adjusting work hours to accommodate needs.

**5. Madeleine** Downtown

- Locations for Directories – Working on location proposal for 6 directories (18 x 30)
  - Per Julie, city will need Public Works permits, will require licensing/ insurance, etc.
  - SABC must provide suggested directory placement for city to review. Board requested input from Julie and Public Works.
- Mural Map – project in progress.
- Permitting for Opening Public Space -
- Downtown Safety Issues – Letters written to city Re. gradual violence increase.
- Downtown Music Festival – Have summer music festival sponsor. Sent information to board.
- Public Art Project 2022 – Will send info to board for consideration.

## **6. Claudia Naffa**

- Social Media – (Maria Gonzalez) Instagram and Facebook presence growing
- Boca de Oro – videos have been posted
- Bridal and Quinceanera Show – Has been in touch with Veronica; group having difficulties including lack of participation, event’s location.
- Kid-friendly Campaign – work in progress
  - Karissa planning kid friendly event

## **F. New Business**

- **Corporal John** – Introduction.
- **Eddie Quillares** – Discussed 2021 Pozolada (10-9-21; 4-10PM) and Tamal Festival (12-16; 4-10PM) 4<sup>th</sup> Street between Ross and Broadway.
  - 8 vendors from Downtown Santa Ana. Live entertainment. Media coverage.
  - Will submit proposal for sponsorship.

## **G. Public Comments**

- **Julie**– Addressed safety issues; encouraged board to focus on positives. City values downtown.
- **Sara** (LibroMobile) – All their events are free, community oriented and kid friendly. Requested support for her meetings.
  - Would like meetings translated.

## **H. Meeting Adjournment at 10:32 AM**

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

**July 16<sup>th</sup>, August 20<sup>th</sup>, September 17<sup>th</sup>,  
October 15<sup>th</sup>, November 19<sup>th</sup>,  
December 17<sup>th</sup>, 2021**