

SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

November 20, 2020 **8:30 A.M.**

ZOOM MEETING

Topic: Santa Ana Business Council Board Meeting
Time: Nov 20, 2020 08:30 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/97192157570?pwd=TjJwbXlXTTk4bWFXekdDMmlvMjZxdz09>

Meeting ID: 971 9215 7570

Passcode: 292147

One tap mobile

+16699009128,,97192157570#,,,,,0#,,292147# US (San Jose)

+12532158782,,97192157570#,,,,,0#,,292147# US (Tacoma)

Dial by your location

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+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington D.C)

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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

11/20/2020–

A. Call to order

B. Roll call-

C. Consent Calendar:

D. Guests: Mr. Cano

E. Reports:

1. Raul

- Holiday Decorations – City request
- Mike Husaun Introduction

2. Claudia

- Hiring Yolanda as Claudia's assistant (\$18.00 per hr. 15-20 hrs per week)

3. Julie Castro-Cardenas

4. Madeleine

- California Arts Council Grant \$18,000.00 (CE Fiscal)
 - For Boca de Oro Festival 2021: \$16,000.00 Funding Received
- Cares Act Grant Arts Relief Fund \$11,000.00 (SABC Fiscal)
 - For Payroll, Inventory, Permitting, Insurance; Funding Received In Progress
- Community Engagement Grant \$5,000.00 (SABC Fiscal)
- Downtown Threads Sponsorship \$3,500.00 (SABC Fiscal)
 - For Downtown Fashion Week Showcase

• Downtown Marketing Initiative Update

- The Thrive & Go-Live Website is a completed [Link](#).
- Online Programming. *Open Stage/ The Hot Hour Update*
- Adopt a Shop Commercials. *Downtown Marketing Initiative.*
- Website, Color Guide & Blog. *Downtown Marketing Initiative.*
- Garage Banners of Businesses.
- Cartoon Map of Downtown Is Completed

• Downtown Spaces Programming Update

- COVID-19 has gone back to purple phase close up inside
- Established a 2 month Integrated Holiday Programming Schedule [Native Harvest Farmers Market](#)
- Thanksgiving Turkey and Native Harvest Farmers Market Drive is Successful
- Downtown Space Activation. Blue Lot In Progress.
- Planning for Boca de Oro Festival is happening [Airfox Media](#)
- Boca de Oro Bookfair Becomes [Free Lending Libraries](#)

• Downtown Grants Initiative

- Activated Donor Committee [The COVID-19 Arts Relief Program](#)
- Arts Now Leadership [Arts Now Launch](#)

• Downtown Property Initiative

- Downtown Spaces. [Vacant Storefront Initiative](#)

• Downtown & City Collaborations

- City Receives a \$750,000 Cares Act Grant for A Downtown Parklet Program.
- Downtown BID Tax Levy goes to City Hall
- Issues with Business Occupancy

5. Claudia Naffa Various reports

F. New Business

G. Public Comments

H. Meeting Adjournment