

# SANTA ANA BUSINESS COUNCIL NOTICE OF BOARD AND AGENDA

April 16, 2021 **8:30 A.M.**  
**ZOOM MEETING**

Join Zoom Meeting  
<https://zoom.us/j/99962326357>

Meeting ID: 999 6232 6357  
One tap mobile  
+16699009128,,99962326357# US (San Jose)  
+13462487799,,99962326357# US (Houston)

Dial by your location  
+1 669 900 9128 US (San Jose)  
+1 346 248 7799 US (Houston)  
+1 253 215 8782 US (Tacoma)  
+1 646 558 8656 US (New York)  
+1 301 715 8592 US (Washington DC)  
+1 312 626 6799 US (Chicago)  
Meeting ID: 999 6232 6357  
Find your local number: <https://zoom.us/u/aDaKzTjF>



Arturo Arellanes, Board Member  
Won Cha, Board Member  
Mike Husain, Board Member  
Arturo Lomeli, Board Member

Veronica Alvarez, 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

- A. Call to order
- B. Roll call-
- C. Consent Calendar:
  - 1. Approval of Minutes from March 19, 2021
  - 2. Approval of budgets (OCTA, BID/Parking) as presented through e-mail and discussions.

D. **Guests:** Mario Reyes and Bethany Schermer (The Sound)

**E. Reports**

**1. Raul**

**2. Claudia – no reports**

**3. Julie Castro-Cardenas**

- SABC BID Balance \$38,103
- DTSA Bridal & Quince Fashion Show – over 7,000 views on Facebook
- DTSA Bridal & Quince Business Strategy Continuation
- SCORE resource available
- OC Small Business Development Center resources available
- Film Permit (Parks & Rec)
- Special Event Permits (SAPD)
- Outdoor Dining & Retail Sales – allowed for existing businesses in DTSA
- Outdoor Dining on 1<sup>st</sup> Street & 17<sup>th</sup> Street - \$500K from County of Orange
- Questions & Answers

**4. Madeleine**

- Digital map quotes
- Strategic plan in progress: (OCTA budget)
  - Strategic Sessions (Sarah Marshal and Maria Gonzalez)
  - Portrait COVID 19 Gallery
  - Ryan Forrester – Business Webpages
- The bid report,
- OCTA report,
- imaginology celebration,
- Thrive & Go-Live
- Alley Gallery
- Kid Mayor

**5. Claudia Naffa**

**6. UCI – Board members**

**F. New Business**

**G. Public Comments**

**H. Meeting Adjournment**

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

**May 21**

**June 18**

**July 16**

**August 20**

**September 17**

**October 15**

**November 19,**

**December 17, 2021**