

DOWNTOWN

DOWNTOWN - SANTA ANA . COM

Board Meeting - April 13, 2022 -- 9am
Spanish Translation available at meetings upon request

Mission

The mission of Downtown Incorporated is to facilitate the enhancement of Downtown Santa Ana as a vibrant shopping, entertainment, business and cultural destination for all.

1. **Call to Order**
2. **Public Comment**
3. **Review Minutes** (see bottom of the page)
4. **Clean & Safe Report - Meet Corporal Mario Lopez**
5. **Financial Report**
6. **City Report**
7. **OCTA Update**
8. **Consultant Report**
9. **President Report**

10. **Action Requested:** Approve the Board President to pursue an agreement path with the City of Santa Ana and the Santa Ana Business Council to work towards a shared vision for downtown and how best to manage and resource it including the potential of merging the downtown BID organizations after a visioning, community outreach and strategic planning process.

11. **Action Requested:** Approve the resignation of Yvonne Flores, Westcliff Properties

12. **Action Requested:** Open board nominations to replace the open board seat at the next board meeting.

13. **Action Requested:** Form an ad hoc Special Events and Marketing Committee with 3 or 5 board members.

14. **Action Requested:** Assign \$20,000 Marketing Funds to the Special Events and Marketing Committee to work with staff to help sponsor events coming before Jan 1, 2023 with a maximum single sponsorship value of \$5,000 awarded to any event series or major marketing promotion and up to \$2,500 for a single event festival or joint marketing initiative and up to \$1,500 for smaller events and promotions.

15. **Announcements/Questions/New Business**

16. **Next Meeting - July 27, 2022**

17. **Adjournment**

PAST MEETING MINUTES

1-26-22 MEETING (Began: 9:00AM, Adjourned: 10:30AM)

ACTIONS APPROVED:

- Approved 2022 Budget Amendments

ATTENDANCE: B. SCHROEDER, G. JIMENEZ, R. CHASE, E. QUILLARES
M. MCCANN, V. POZZOBON, L. NGUYEN, D. REYNOSO

ABSENT: J. CHEN, O. OLIVARES, N. CORREA, Y. FLORES,