

DOWNTOWN

DOWNTOWN - SANTA ANA . COM

Board Meeting - Jan 26, 2021 -- 9am

Spanish Translation available at meetings upon request

Online at <https://us02web.zoom.us/j/89935185283?pwd=M0JuMDd0dm4zL2U0em51enhtL21UQT09>

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**
5. **Financial Report**
6. **City Report**
7. **OCTA Update**
8. **Consultant Report**
9. **President Report**
10. **Action Requested:** *Approve 2022 Budget Amendments (see addendum)*
11. **Announcements/Questions/New Business**
12. **Next Meeting - April 28, 2022**
13. **Adjournment**

PAST MEETING MINUTES

10-27-21 MEETING (Began: 9:00AM, Adjourned: 10:30AM)

ACTIONS APPROVED:

- *Approved 2022 BID Budget Plan as presented to the City of Santa Ana*
- *Approved OCTA Marketing Funding Plan - Smolarcorp Marketing Projects*
- *Approved Meeting Schedule for 2022*
 - *Jan 26, 2022*
 - *Apr 28, 2022*
 - *July 27, 2022*
 - *Oct 26, 2022*

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

ABSENT: J. CHEN, M. MCCANN, O. OLIVARES, N. CORREA

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ADDENDUM – BUDGET ADJUSTMENTS FOR 2022

IN ADDITION TO THE \$100,000 2022 BID BUDGET REVIEWED AND PREVIOUSLY APPROVED:

WE HAVE ADDITIONAL REVENUES TO DISBURSE

ADDITIONAL REVENUES	AMOUNT
2021 CASH ON-HAND CARRYOVER	\$24,000
SURPLUS BID FUNDS ON HOLD AT CITY (additional funds were received by businesses for 2020 + 2021 due to bump in back payments from business licenses)	\$36,500
Total Surplus Revenues and Carryover Cash:	\$60,500

WE PROPOSE TO RECONCILE CONTRACTOR BUDGET DEFICITS AND INCREASE MARKETING/EVENTS BUDGETS

Staff contracts were not fulfilled at 2019 levels due to lack of revenue projected for 2021 and 2022 from the loss of the Merchant Account parking revenues. We can repair these cuts and have money to fill in additional programming gaps and marketing activities.

BUDGET AMENDMENTS - EXPENDITURE ASSIGNMENTS	FY 2021	FY 2022
Jose Romo	\$6,000	\$6,000
Ryan Smolar	\$3,000	\$27,000
Additional Marketing, Events and Programming	\$0	\$24,500**
Totals	\$9,000	\$50,500

****BELOW IS A FULL SCOPE OF BUDGETS SECURED, COMMITTED AND BEING PURSUED FOR PROGRAMMING, MARKETING, CLEAN AND SAFE, MURALS, ETC:**

REVENUE SOURCE	STATUS	FUND PURPOSE	AMOUNT
Merchant Account (Reinstate or Replace)	pursuing	Marketing. Artwalk, Events, Programming, Activation funds	\$100,000 annually
OCTA	waiting	Marketing and Event Funds	\$100,000
Sponsorships and Grants	pursuing	Artwalk and other events	\$50,000
Downtown Business License BID Fee - City of Santa Ana	secured	Marketing. Artwalk, Events, Programming, Activation funds	\$100,000 annually
Clean and Safe - Parking Revenue	secured	Clean and Safe services	\$500,000 annually
Revive Santa Ana Funds (does not pass through us)	committed	Downtown Parking Structure Murals and Security	\$1M (through 2024)

Totals			\$1.85M
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2022 APPROVED BID FUNDS BUDGET (REFERENCE)

EXHIBIT 1

EXHIBIT 1 - ATTACHMENT C

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)
1 of 2 Budgets

Downtown Inc. BID Budget 2022
January 1, 2022 - December 31, 2022

CATEGORIES	SUBLINE ITEMS	BUDGET
Contractors		
	Placemaking Consultant - Smolar Corp	48,000.00
	Administrative Staff	5,000.00
Insurance	Downtown Vehicle, Special Events	3,600.00
Technology		3,000.00
	Google Apps, Gmass, Adobe, Castlr, Nounproject Animoto, Mailchimp, DropBox, Artist Registry	
	Membership Works, Join by Text, PBID Manager Software	
Office Supplies		1,500.00
	Film/Media Equipment, Duplication, Mail, Shipping Web Hosting/Weebly,	
Communication		
	Stock Photography/Designs	200.00
	Graphic Design	1,000.00
	Photoshoots/Videography	1,500.00
Meetings/Stakeholders Groups		4,400.00
	Team Coordination Meetings, Board Mtgs, Restaurant Assoc, Artist Mixers, Resident Mixers Annual Lunch and Annual Mtg, Outreach, Commun	
Marketing/Promotions/Events		
	Artwalk	10,000.00
	District Banners & Signage, Branded Material	1,200.00
Training		1,500.00
	CDA/IDA, Placemaking, Other Online	
Professional Services		
	Newsletter Copywriter	6,000.00
	Social Media Coordinator	7,200.00
Dues & Subscriptions		1,300.00
	Santa Ana Chamber of Commerce, IDA, Associations	
Financial Reports		3,600.00
	Accountant, Tax Returns, Other	
Misc. Expenses		1,000.00
	Supplies, Field Expenses, Stamps, Contingencies, Maintenance	
TOTAL REIMBURSEMENT		100,000.00