

DOWNTOWN

DOWNTOWN - SANTA ANA . COM

Special Board Meeting - May 11, 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. **OC Streetcar Construction Updates and Discussion**
5. **Announcements/Questions/New Business**
6. **Next Regular Board Meeting - July 27, 2022**
7. **Adjournment**

PAST MEETING MINUTES

4-13-22 MEETING (Began: 9:00AM, Adjourned: 10:30AM)

ACTIONS APPROVED:

- *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.*
- *Approve the resignation of Yvonne Flores, Westcliff Properties*
- *Open board nominations to replace the open board seat at the [July 27th] board meeting.*
- *Form an ad hoc Special Events and Marketing Committee with 3 or 5 board members.*
- *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.*
- *[In-Meeting Motion] Amended to have a board meeting regarding the OC Streetcar on May 11th, 2022*

ATTENDANCE: G. JIMENEZ, R. CHASE, E. QUILLARES, N. CORREA,
V. POZZOBON, L. NGUYEN, J. CHEN, O. OLIVARES

ABSENT: D. REYNOSO, B. SCHROEDER, M. MCCANN