

INSURANCE SERVICES, INC.

June 5, 1984

general liability

Santa Ana City Council
City of Santa Ana
20 Civic Center Plaza
Santa Ana, CA 92701

product liability

To Santa Ana City Council:

property

I would like to thank the City Council of Santa Ana, especially Councilman P. Lee Johnson, for inviting and allowing me to participate in the San Antonio "Cities in Transition: Hispanics in The United States Conference".

workers' compensation

The conference was very important because it gave me an opportunity to see a "model city" for Santa Ana to emulate and develop a similar "master plan" reflective of the total needs of our community. San Antonio's total community has participated in developing a master plan which encompasses community issues via the participation and involvement of the total community — businessmen, lay citizens, the ethnic community, educators, government employees, and professionals. Thus, San Antonio's total community has been able to provide solutions to their community problems by developing a master plan for short term and long-term goals.

bonds

San Antonio's "model plan" for community master planning encompasses the following areas:

group medical

1. Economic Development
2. Education
3. Cultural Amenities
4. Transportation
5. Housing/Neighborhood Revitalization
6. Neighborhood/Community Development

pension - profit sharing

During the upcoming budget hearings the City Council may wish to consider establishing a \$250,000 account that is specifically designed to cover the costs of such a master plan. This amount of money takes into consideration the hiring of an independent consulting group to assist the community in addressing all vital issues necessary for the development of the master plan.

executive plans

The conference left me with the conclusion that the City of Santa Ana must continue to aggressively pursue business opportunities for local businessmen, especially the Hispanic business community. The Hispanic business community is sincerely interested in working with the City Council, city agencies, and local businessmen in developing a master plan for Santa Ana in the following areas:

estate planning

life - disability

Santa Ana City Council

Page 2

1. Total economic development plan for the City
2. Downtown revitalization plan
3. Facilitating and encouraging local businessmen in securing contracts with the city agencies and the overall thought of "buy Santa Ana" theme among local businesses and local government.
4. Establishing international trade opportunities via the Sister City program (i.e., Mexico, Japan, Europe, Canada) and World Trade Center.

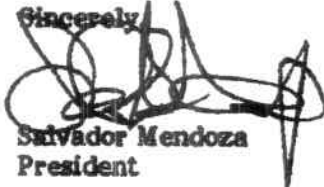
The Hispanic business community will put its resources to work with the City Council in establishing a community forum to bring about the design and fulfillment of the aforementioned economic and business opportunity master plans for Santa Ana.

Santa Ana has as its unique assets a large multi-cultural society (Hispanic, Asians, etc.), an urban center, a county seat, a transportation hub, and it lies within the world's fourteenth largest economy — which can be used as a resource to build for the future. Santa Ana is a multicultural city that can build on its ethnic diversity to increase economic growth, ensure community participation in revitalization efforts, and maintain their cultural integrity.

As a Hispanic businessman, I hope the City Council will appreciate my observations on the various conference sessions, workshops and interaction with various participants throughout the nation, especially when the City of Santa Ana paid for my expenses.

Again, thank you for allowing me to be a participant, and I, along with others in the community, look forward to assisting the City in developing a master plan.

Sincerely,



Salvador Mendoza
President

cc: Robert Bobb
Santa Ana Chamber of Commerce
Hispanic Business Professional Association
Latin American Business Association
Santiago Club
Dr. John Dunworth, Santa Ana School District, Board of Trustees
Santa Ana Neighborhood Organization
Concilio of Orange County

SM/cv

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