

Sunnyvale Downtown Association
Minutes of the Monthly Board Meeting
January 5, 2021
Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on December 1, 2021 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Gary Gold, Maria Rodriguez, Amit Rajgarhia, Shane Jacksteit, Jose Ramirez, Dawn Maher, Lena, Foresta, Conor, Saurabh Dwivedi, Carla Leninger, Alysa Cisneros, and Leigh Odum.
3. Acceptance of Minutes:
 1. November Minutes: Amit made a motion to approve the minutes from November 3, 2021. Gary seconded the motion. Motion passed unanimously.
 2. December Minutes: Gary made a motion to approve the minutes from December 1, 2021. Amit seconded the motion. Motion passed unanimously.
4. Public Comment -
 1. Council Member Alysa Cisneros will be the new vice-mayor and has been invited to attend our SDA meetings. She also represents the downtown district as a council member.
5. City Report – Vice Mayor, Alysa Cisneros - Alysa is thrilled to represent downtown Sunnyvale. She has been happy to see the downtown grow into a place that families can visit and is honored to be a part of the SDA board.
6. Public Safety - Lt Ramirez
 1. There has been a spike in the Bay Area auto burglaries. Sunnyvale Public Safety took a pro-active approach by forming an undercover unit. They are still looking at the data but expect that this approach was successful in decreasing thefts.
 2. There was an increase in COVID cases in the Public Safety department, in the fire and police department. They have been able to keep the departments staffed.
 3. Mike asked about van kidnappings. Lt. Ramirez is not aware of this.
 4. Mike brought up the woman that was vandalizing lights on trees.
7. Dawn Maher – CEO, Sunnyvale Chamber
 1. Dawn reminded everyone that the chamber uses their platform to communicate relevant information to the community. The Chamber and SDA work together to get information out. Please contact the Sunnyvale Chamber if you are not receiving emails.
 2. They do not have any upcoming events in the next few months.
 3. City National Bank will have its grand opening at 10:00 am on January 18th. The SDA and Chamber will be partnering with these events.
8. Old Business
 1. On December 7, 2021, City Council approved the closure of historic Murphy to allow expanded outside dining until September 30, 2022. It is on the agenda for Council to study.

2. The new revised sample of the website was provided, and SDA has approved it. The web developers have started to work on the first rendition of our website.
3. The SDA office staff have officially moved in and are now open to service and assist our BID members. Space is available for SDA member to reserve for meetings, staff training, etc.
4. SDA plans to have photographer come out for another photo shoot of businesses that weren't available during the first round.

9. New Business

1. SDA has received notice that the EVgo Parking Stations project has been postponed until later in the month due to the rain cycle that we are currently experiencing. Sections of the parking lot will be closed in phases. This will be disruptive for parking during this period running through January and February.
2. The Macy's parking lot (Block 3) in the Cityline development will be moving in equipment to prepare for the next phase of construction at the old Macy's location. Parking will be reduced by around 65 – 70%. Businesses should instruct their employees to use the Plaza del Sol underground parking or the parking behind Whole Foods and leave as much parking for customers as possible.
3. The Holiday Tree Lighting was a huge success. SDA would like to give a special thanks to all our sponsors for make this the first SDA Holiday Tree Lighting after COVID lockdown a huge success. Our Tree Sponsor - Google, Photo Booth Sponsor - First Nation Bank, City of Sunnyvale, Cityline, Facebook, El Camino Health, Facebook, Specialty Waste, Murphy Square, and LinkedIn.
4. Reminder that COVID is still very active in all States, Counties and Cities. If you traveled or have had visitors from out of the family circle, make sure you are getting tested. Even if you have been vaccinated. Let's all do our part to and keep our families safe and healthy.
5. Over the next few weeks, SDA will be working to find better ways to improve signage around downtown to help our customers find parking more easily.

10. Meeting adjourned at 10:35 am.

11. Next Board Meeting will be held on Wednesday February 2, 2022 at 10:00 am.