

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting April 6, 2022

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on April 6, 2022 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Amit Rajgarhia, Alysa Cisneros, Katie Voong, Amal, Lena Guillory, Maria Rodriguez, Rahul Nair, and Leigh Odum.
3. Acceptance of Minutes:
 1. Amit made a motion to approve the March 2 minutes. Rahul seconded the motion. Minutes approved unanimously.
4. Public Comment -
 1. Leigh commented that employees have received parking tickets. Mike reminded everyone to encourage employees to park in the designated spots with employee parking permits.
 2. Maria commented that the city has been working with CityLine on new banners that hang from the light poles. Some will also be parking directional banners. City Line is working on this and the city will install these.
 3. Maria commented that she reached out to River Rock regarding the lighting in the underground parking structure. They increased their lighting so the lighting should be brighter now.
 4. Mike attended a study session meeting with the Sunnyvale City Council regarding the Caltrain Grade Separation at the Sunnyvale Ave / Evelyn Ave intersection and The Mary Ave / Evelyn Ave intersection. They will start to disperse information regarding this project.
5. City Report – Vice Mayor, Alysa Cisneros
 1. Caltrain Grade Separations - the city is moving forward with this project at sites where Caltrain intersects with roads where cars and pedestrians cross over. Cities are moving to separate railways from roads. Caltrain is also going to be moving to high speed rail and increasing train frequency. We need to improve safety at these intersections. The top priority is at Mary Ave. These projects are not funded yet and the city is working with the Federal government to apply for funding for this. The city will also discuss the intersection at Sunnyvale-Evelyn Ave. intersection and discussing options at this intersection. There will be a number of out reach meetings. There will be signs notifying of these meetings at these locations. Input from businesses and residents is beneficial to the city. Access to parking lots in the downtown area are critical under any design that they would consider feasible.
 2. Potential with Stanford University - Would Sunnyvale Sunnyvale like to be a client of their civic design class. They are considering Murphy Ave: How do you have an open street while still maintaining business and how we want our downtown to look in the future.

3. How do we handle traffic calming in areas where we have increased population density.
4. The city will be holding a study to examine the closure of (100 block of) Murphy Ave.
6. Old Business
 1. Last month the SDA enjoyed celebrating and participating in the Grand Opening of Road Runner Sports in our downtown district last month. Their new location is located at 301 W. McKinley Ave. Suite 130 in Cityline. Drop by, say hello, and check out their services.
 2. While construction will be ongoing, we need to remember that if you have any issues related to construction, contact the 24/7 hotline at: 1-800-337-9344.
 3. We are requesting our SDA businesses provide our office staff with topics that would help them improve business growth opportunities. We will be looking for professionals who have unique skills to help keep our interested businesses up to date on current skills in techniques on these requested topics.
7. New Businesses
 1. We have officially launched the new Sunnyvale Downtown Association's website at the beginning of the month. We will be sending a link to business owners providing them access to set up their individual accounts to allow scheduling promotions, events, and job listings for their businesses via email.
 2. Here are some of the key features included on the SDA's new website:
 - All businesses independently included in the Directory
 - Businesses are listed alphabetically and by categories
 - The map includes interactive links to each business and their website
 - Businesses can add promotions, events, and job opportunities on the website.
 3. Reminder about employee parking – We recommend that employees use the designated authorized parking area approved by the city. Parking is becoming a significant issue, and enforcement will be active ongoing. Please remind your employees that parking is vital to our downtown staying vibrant, and at present, we don't have a lot of parking for our customers close to the historic downtown.
 4. EVENTS - EVENTS – EVENTS! We are preparing for a busy spring and summer schedule of activities downtown. Make sure to visit the SDA website under the Events Tab to stay informed. We have 40 events coming up, starting with the Wine Troll, music while dining, and the music series starting this summer. The Chamber will also be hosting the Art & Wine Festival in early June. Mike is talking with some organizers (Silicon Valley Pride) about holding a Pride Day (possibly June 23).
 5. Need space for a meeting - Please feel free to contact our staff to book your time for any business needing space to meet with employees or vendors during regular business hours. Contact: lena@sunnyvaledowntown.com or conor@sunnyvaledowntown.com.
8. Meeting adjourned at 11:00. Next meeting will be held on May 4, 2022, 10:00 am.