

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting March 2, 2022**

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on March 2, 2022 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Gary Gold, Amit Rajgarhia, Alysa Cisneros, Maria Rodriguez, Amal, Dawn Maher, Irene Murphy, Lena Guillory, Leigh Odum.
3. Acceptance of Minutes:
  1. January Minutes: Gary made a motion to approve the January minutes. Amit seconded the motion. Minutes approved unanimously.
  2. February Minutes: Irene made a motion to approve the February minutes. Gary seconded the motion. Minutes approved unanimously.
4. Public Comment -
  1. Amit commented that parking continues to be more and more difficult for customers and employees. He is trying to encourage staff to use the designated staff parking. Mike responded that parking will continue to be difficult. Other businesses commented that employees don't feel safe using the underground parking because it is too dark.
  2. Mike is working on signage in the surrounding downtown area. He's largest concern is that the signage does not direct visitors to parking. He is also concerned with signage that says "Historic Murphy is Open for Business" He has asked it to be changed to "Downtown is Open for Business".
5. City Report – Vice Mayor, Alysa Cisneros
  1. Vice Mayor Cisneros would like to get public works involved on increasing the lighting in the Evelyn parking garage.
  2. The most relevant thing going on in the city will be the budget. The city is not in great financial position after COVID-19 shutdown. The city is going to be very conservative with spending and is prioritizing basic city services. She would love to get feedback and emails regarding issues with the city. The city is struggling with revenue streams. They are anticipating a fast recovery, but this will take a few years to happen. She will keep us updated with budget updates. She is interested in finding ways to offset the costs of increased minimum wage with reduced business costs. She is looking forward to working with the Downtown. She really wants to engage with businesses and hear concerns. Her job is to be a liaison with the mayor to help get things done in the city. Alysa can be contacted at [Cisneroscouncil@sunnyvale.ca.gov](mailto:Cisneroscouncil@sunnyvale.ca.gov)
6. Dawn Maher – CEO, Sunnyvale Chamber
  1. Dawn Maher agreed with concerns about using the underground parking.
  2. The Murphy Awards gala event will be occurring on March 8th.
  3. Dawn is interested to hear from businesses about their mask policies. She spoke to Gary Gold regarding all employees and staff wearing masks in his medical facility. Irene, from Murphy's law will be lifting the mask ban and staff can choose

to wear a mask. Amit with Dish Dash will keep masks on for staff and wait and see what things look like with the county in the next month. Leigh commented that they will continue require masks and re-evaluate in a few weeks.

7. Old Business

1. The SDA's Grand Opening was a fantastic event and a huge step forward for the Businesses, the community, the city, and visitors. It was a turning point for the SDA; after over 17 years, we have planted our stake in the ground in downtown Sunnyvale. This will allow us to serve our downtown business community better.
2. City National Bank had a hugely successful Grand opening as well. They also gave a \$10,000 donation to the Sunnyvale Community Services at the event.
3. On Wednesday, February 16, 2022, Mike Johnson delivered the State of the Downtown to our Board of Directors, attending businesses and guests.
4. We are getting closer to completing our website, and hopefully, after a few delays, finishing it up should be very soon.

8. New Businesses

1. We would like to invite everyone to the Grand Opening and Ribbon Cutting of the Sunnyvale Road Runner Sports. Ribbon Cutting is March 4, 2022, at 2:00 PM. They are located at 301 W McKinley Ave Suite 130, Sunnyvale, CA 94086
  2. We are finalizing sponsors' commitments to start preparing marketing material for our upcoming 2022 season events.
  3. The Board has completed their photos, and bios will be submitted to the web developer to upload to our new website.
  4. 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.
  5. I am requesting our SDA businesses provide our office staff with topics that would help improve business growth opportunities. We are preparing a survey to send out asking your thoughts on relevant issues to our business's current needs.
  6. Businesses needing space to meet with employees or vendors during regular business hours; please contact our staff to book your time. Contact: [lena@sunnyvaledowntown.com](mailto:lena@sunnyvaledowntown.com) or [conor@sunnyvaledowntown.com](mailto:conor@sunnyvaledowntown.com).
9. Meeting adjourned 10:45. Next meeting will be held on April 6, 2022, 10:00 am.