

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting

December 1, 2021

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on December 3, 2021 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Maria Rodriguez, Amit Rajgarhia, Lena, Saurabh Dwivedi, Sammer Mitri, Foresta, Gary Gold, and Leigh Odum.
3. Acceptance of Minutes: NA.
4. Public Comment -
 1. Amit thanked the city for the improved signage in the parking lot behind the Goodwill directing traffic the correct way.
 2. Mike brought up the importance of not feeding the crows and inquired about signage regarding this. Maria commented that city cannot put up more signs on Murphy Ave, but she will check with the city sign dept.
 3. With the Ice rink in place and the construction starting, can we ask for more and improved parking signage from Seres Regis with CityLine. The Chamber is working hard to keep the city informed about where to park.
 4. Foresta commented that he has seen a lot of rats on the street and believes it is a problem.
5. City Report – Vice Mayor, Glenn Hendrick - NA
6. Public Safety - Lt Ramirez - NA
7. Dawn Maher – CEO, Sunnyvale Chamber
8. New Business
 1. The Ice Rink Grand Opening was a major success and an exciting launch for Sunnyvale downtown into the holiday season. Great work by the Seres Regis staff and marketing team for putting on a great event.
 2. The SDA's 22nd Annual Holiday Tree Lighting is scheduled for this Saturday, 4 December 2021 starting at 5:00 and tree lighting at 6:00 pm. Photos will be available for attendees.
 3. The first round of photos for the SDA website has been completed. We will be scheduling a second round possibly later in the month to finish capturing businesses that were not available on the initial round.
9. Old Business
 1. The SDA has officially moved into our new office downtown at 192 S. Murphy Suite 201. We will be sending out invitations in the coming week, inviting our SDA businesses to drop in and visit the new office.
 2. We will be scheduling a Grand Opening this month and are working on a date for the event.
 3. The SDA has submitted a letter to the City Council requesting extending the closing of Historic Murphy till the end of September of 2022.
 4. I would like to request that businesses owners and board members who support the extended closure of Historic Murphy Avenue through September 2022, attend

the December 7 City Council meeting or send their letter of support to:
Council@sunnyvale.ca.gov

5. We are expecting a revised sample of the map of our Downtown Business Improvement District before the website developers go into the production of the first functioning draft of our new website.
 6. Meeting adjourned at 11:00 am.
10. Next Board Meeting will be held on Wednesday January 5, 2022 at 10:00 am.