

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting August 3, 2022**

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on August 3, 2022 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Gary Gold, Rahul Nair, Irene Murphy, Robin Wise, Dawn Maher, Lt. Ramirez, Salvatore Foresta, and Maria Rodriguez.
3. Acceptance of Minutes: July minutes will be approved at our next meeting on Sept. 7th.
4. Public Comment - na
5. City Report – Vice Mayor, Alysa Cisneros - na.
6. Police Report with Lt. Ramirez - Commented the crime in downtown Sunnyvale.
7. Dawn Maher – CEO, Sunnyvale Chamber - Commented on the parking in the De Anza parking lot and mentioned the abandoned shopping carts.
8. Old Business
  1. The SDA sent the Caltrain Grade Separation survey to downtown businesses via email and hand-delivered them to businesses. We also posted a link on SDA social media pages to inform the downtown community, employees, and residents.
  2. We are excited to welcome Salvatore Foresta to the SDA's Board of Directors as an Executive Board Member. We look forward to his voice, thoughts, and many contributions as our downtown continue to grow.
  3. As discussed in an earlier board meeting, after Minkoff Group presented the proposed new project at 490 Mathilda. We were asked to support this project. Mike has prepared a brief letter from the SDA in support of the project.
  4. The Grand Opening and ribbon cutting event at Urban Plates was a huge success. In addition, the Grand Opening started with a line out the door and around the corner.
  5. The SDA would like to welcome "Nature's Organic Ice Cream" to downtown Sunnyvale. They held their official Ribbon cutting on Friday, July 29, 2022, it was a very successful event.
9. New Businesses
  1. Robin Wise from Downtown Streets presented their community outreach program and explained the services Downtown Street Team provides to communities through out the Bay Area. They have been providing Historic Murphy Ave and the parking lots behind it on both sides with a limited amount of clean-up support for free.
    1. They proposed an outline of their services. They have different packages that they offer to cities. They clean cigarette butts and general cleaning free of charge, but offer other serviced for a fee.
    2. Mike wanted to discuss with them the possibility of additional cleaning. Downtown Streets Team introduced their services so the board and city could

have information about this. They discussed the impact has on the community.

2. Crime is rising in downtown Sunnyvale, and we should all take time and keep our eyes open – not just for our business but for our neighbors. We are all in this together. This is our community and our businesses; we all need to work together and support each other. The SDA and the Chamber reached out to public safety to see how they can address the downtown theft and homelessness issues.
3. Clean store frontage reminder: We are getting a lot of complaints from guests and visitors in our downtown expressing their disappointment in how the street has lost its appeal with all the trash, garbage, and debris throughout Historic Murphy Avenue. It doesn't matter if you own a restaurant, retail shop, or salon – your store frontage reflects your business. For restaurants, as part of your outside dining permit, it's required by the city that your store frontage be cleaned daily.
4. The SDA is looking for business owners on Historic Murphy Avenue interested in working on the SDA Street Closure Committee. We would like to have 5 to 6 businesses that will commit to meet, discuss, and prepare possibly three recommendations to propose to the SDA's Murphy Street businesses. Upon approval by the Historic Murphy Avenue businesses, we will schedule a meeting with city staff to review our proposed recommendations.
5. Meeting adjourned at 11:18. Next meeting will be held on Wednesday September 7, 2022, 10:00 am.