

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting January 3, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on January 3, 2023 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Gary Gold, Dawn Maher, Amit Rajgarhia, Irene Murphy, Maria Rodriguez, Salvatore Foresta, Kristina Kawczynski and Leigh Odum.
3. Acceptance of Minutes:
 1. Gary made a motion to approve the December 2022 minutes. Amit seconded the motion. Minutes approved unanimously.
4. Public Comment -
 1. Council member Omar Din will be the new vice mayor. Mike will invite him to be an honorary SDA board member for the next year.
 2. The City Council strategic meeting will be held on January 26th. Everyone is invited to attend. Maria will send out a reminder.
 3. District 3 candidate Murali Srinivasan won the tie-breaker and will be our new District 3 Council member.
 4. Leigh commented on the frequency of blatant thefts in her two shops.
5. Chamber update with Dawn
 1. Dawn announced that there are new board members for the Chamber and they now have members from Looked Martin, Front High School and more.
 2. The Sunnyvale Chamber is moving their office.
 3. Murphy Awards are undergoing planning.
 4. It was great to see new council members sworn in last night.
6. Old Businesses
 1. Reminder that the 2023 minimum wage increase has gone up to \$17.95 per hour starting January 1, 2023.
 2. The EVgo Power Charging Station project will resume in the first quarter of 2023 to complete the official setup. We will notify businesses as soon as we receive information from the city engineering team.
7. New Business
 1. Again, Historic Murphy Street closure was discussed on December 14th, 2022. The restaurants that have received approval for expanded dining during COVID must decide if they want to support Historic Murphy Avenue's permanent street closure. We plan to submit a letter to the City Council requesting support to help Murphy Street businesses keep the street closed. February 28th is the last day of the emergency mandate and the street may be re-opened. Tentatively we will have a possible meeting on February 2nd with City Council to discuss the proposed street closure.

2. The State of the Downtown will be delivered to our SDA businesses in February on a date "TBD" after the SDA's board approves 2023/24 proposed budget in January.
3. The SDA will launch our Stronger Together 3.0 campaign in January to support our local downtown businesses through the winter and early Spring.
4. Reminder to businesses that haven't paid their BID fees. Over the last two years, we didn't send BID members with late fees to collections for non-payment. This year we will resume our standard process for BID members not paying their fees.
5. There will be seminars covering investment planning strategies and banking services that help address business needs moving into 2023.
6. The SDA has an ongoing monthly meeting with Sunnyvale Public Safety to discuss challenges downtown. Things like - people misbehaving, being aggressive to your customers or employees, and causing a disturbance at your storefront. If you're experiencing something like this, don't hesitate to contact Sunnyvale public safety.
7. In closed session we discussed changes in the board. Katie Voong has submitted a letter to resign from the board as treasurer. Amit Rajgarhia has been voted in as the new treasurer.
8. Meeting adjourned at 10:50. Next meeting will be held on Wednesday February 1, 2022, 10:00 am.