

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting February 1, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on February 1, 2023 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Gary Gold, Dawn Maher, Irene Murphy, Kristina Kawczynski, Max Valle, Katie Voong, Connor McKenna and Leigh Odum.
3. Acceptance of Minutes:
 1. Katie made a motion to approve the January 3, 2023 minutes. Irene seconded the motion. Minutes approved unanimously.
4. Public Comment -
 1. Our better together 3.0 will launch on February 10th through April 30th.
 2. Someone broke into Mayhouse Restaurant (133 S Murphy Ave.) by breaking into the windows. There was a similar attempted break-in across the street at Fuego. In addition, thefts and graffiti are an ongoing issue on Murphy Ave. Mike has discussed this with Public Safety.
 3. Lilly Macs will be closing this month and the building will be empty.
 4. SDA members should review City Council's agenda for the city's recommendations regarding the street closure.
 5. Connie Vercales has accepted a new position as Deputy City Manager. Her new replacement will be announced soon.
5. City Report - Vice Mayor Omar Din - NA
6. Public Safety - Lt. Ramirez - NA
7. Chamber update with Dawn
 1. The council is reviewing the Village Master Plan throughout Sunnyvale, that looks at smaller business centers throughout Sunnyvale.
 2. The Moffett Park Community Benefit was discussed at City Council on ideas of community development, including: support for retail, a potential school in north Sunnyvale, making sure there is a grocery store and including bridges over freeways. These are ideas to pass on to developers.
 3. Council discussed priorities for upcoming study sessions to pursue as projects in the future.
 4. Through February 6th, Santa Clara University Law students will be offering free legal services.
 5. SCORE hosts virtual services every month. There are great tools out there. Dawn is happy to connect anyone with these services.
 6. Future businesses leaders of America
 7. The Art & Wine Festival planning begins. The event will be June 3 & 4.
8. Old Businesses
 1. As mentioned in the previous agenda, if any business has experienced issues with a crime or unsheltered people approaching customers, employees, or areas

considered private property, please let me know so I can communicate this information in our upcoming Public Safety meetings.

2. Reminder to businesses that haven't paid their BID fees. Over the last two years, we didn't charge BID members late fees to collections for non-payment. This year will resume our standard process for BID members not paying their fees.
9. New Business
 1. The Board Approved Amit Rajgarhia as the new Treasure for the SDA. In addition, we would like to thank Katie Voong for her time as treasurer.
 2. This is a reminder that the City Council will be meeting to discuss the Permanent Closure of Historic Murphy Ave. on February 7, 2023, at 7:00 PM. We strongly encourage all businesses on Historic Murphy to attend this critical meeting and ensure your voice is heard.
 3. State of the Downtown presentation to the SDA businesses is scheduled for February 15th at 10:00 am. We will deliver the SDA's strategy for the fiscal year 2023/2024.
 4. We want to ask businesses again who would be interested in seminars covering topics like business investment planning strategies, banking services, IT Services, content marketing, or other topics not mentioned to contact our office. After we have received topics of interest, we can work with service providers to arrange a Lunch & Learn training.
 5. Stronger Together 3.0 will launch and run from February 10th to April 30th, 2023. The SDA staff has already sent out information to businesses, letting them know about the new promotion.
 6. This Spring, the SDA will launch a new event called "A Taste of the World & Wine Stroll," We will reach out to our businesses with additional information in the coming weeks. This will replace the Magic of Sunnyvale. It is a chance for businesses to feature their unique food.
 7. The city has sent a notification from the city accounting department requesting us to move to a new accounting payment disbursement automation process. I will discuss this with the board in a closed session for review and consideration.
10. Meeting adjourned at 10:50. Next meeting will be held on Wednesday March 1, 2022, 10:00 am.