

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting March 1, 2023**

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on March 1, 2023 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
  1. Mike Johnson, Gary Gold, Dawn Maher, Kristina Kawczynski, Max Valle, Omar Din, Maria Rodriguez, Amit Rajgarhia, and Leigh Odum
3. Acceptance of Minutes:
  1. Gary made a motion to approve the February 1, 2023 minutes. Amit seconded the motion. Minutes approved unanimously.
4. Public Comment -
  1. Leigh commented on the loss of Isabella Boutique to our business community. This boutique has been a treasure on the street and is important for the balance of restaurant and retail business on Murphy Ave. She is disappointed to see this business go.
5. City Report - Vice Mayor Omar Din - The SDA welcomed Omar to the SDA meeting. He would like to make sure to bring information to SDA and bring SDA's issues to council.
6. Public Safety - Lt. Ramirez - NA
7. Chamber update with Dawn
  1. There is a 40% return to office. The chamber needs to shift their marketing and focus on residents visiting downtown. They are working on attracting our own community to visit downtown.
  2. For the Art & Wine Festival (June 3 & 4) Dawn would like to focus on attracting our local residential community. All participants will be registered on Event Hub
  3. In person events: March 22 at the Sunrise Club
  4. The city's plan for the 7 Village Centers: They are supporting increases in housing and density. It is an opportunity to increase housing. They are advocating community flow and a possible shuttle.
8. Old Business
  1. On February 7, 2023, City Council approved moving forward on the plan to permanently close Historic Murphy and adopt a Resolution of Intent (ROI) for a Pedestrian Mall. The May 16th City Council Meeting will move to adopt the (ROI) and then schedule a Public Hearing in June. The SDA is in support of moving forward with this process.
  2. The SDA Presented our annual State of the Downtown to our attendees to recap our many accomplishments over the last fiscal year. A copy has now been posted on our website for members and public view at: <https://bit.ly/3Kq3KZA>.
  3. Stronger Together 3.0 officially launched on February 10, 2023, and we've already starting receiving entries. We continually work to bring additional

customers to our downtown businesses during the winter season, especially while things are a bit slow after the holidays.

4. We're ramping up for our first major event for 2023 "A Taste of the World & Wine Stroll" which is scheduled for Saturday May 13, 2023. In addition to the Murphy Ave. downtown, the event will include locations on McKinley Ave and Sunnyvale Ave,. It is focussed on supporting our businesses downtown.

#### 9. New Business

1. On April 4th, City Council will review the Resolution of Intent (ROI) for our upcoming Business Improvement District (BID) renewal.
  2. On May 2nd (7:00 pm) City Council will hold the BID Renewal Public Hearing to approve the BID for FY 2023/2024.
  3. On May 16th City Council will hold a Public Hearing to authorize the Pedestrian Mall and closure of the 100 block of Murphy Avenue.
  4. The SDA will be reaching out to the SDA businesses regarding your partnership with us in this Year's "A Taste of the World and Wine Stroll". We hope you will help us celebrate the unique and diverse cuisine downtown has to offer. We have sent out an overview of the plan for this event – now all we need is your support and participation.
  5. Construction is ramping up and we think it's important that everyone checks our website regularly for updates on ongoing construction changes as well as new proposed work. The updated version of the outdoor dining guidelines is posted on the website.
  6. This month Kristina, and I will be attending the California Downtown Association Conference in San Jose. We both will be out of the office on March 29th and 30th for the conference. Conor will be in the office those days from 11:00 am – 4:00 pm and can be reached at 408-381-1483.
  7. The SDA will be reducing 33% of our events this year due to the current budget deficit, and an updated event schedule is in the 2023 State of the downtown. Some of the music events will be reduced.
  8. Every board member has voted and approved on keeping the old method of collecting late fees and not adopting a new system of collecting fees.
10. Meeting adjourned at 11:05. Next meeting will be held on Wednesday April 5, 2022, 10:00 am.