

Sunnyvale Downtown Association

Minutes of the Monthly Board Meeting

May 3, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on April 5, 2023 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Gary Gold, Amit Rajgarhia, Connor McKenna, Dawn Maher, Kristina Kawczynski, Jennifer Van Every, Katie Voong, Salvatore Foresta, Maria Rodriguez, Irene Murphy, and Leigh Odum
3. Acceptance of Minutes:
 1. Irene made a motion to approved the April Minutes. Amit seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Mike and Salvatore commented that a homeless person has set up his home in Salvatore's business doorway.
 2. Gary commented on a homeless person living between his building and his neighbor's building. Lt Ramirez comment on encampments. He said it is a difficult situation and said DPS is working hard to help the homeless community get shelter off the streets.
 3. Leigh thanked Public Safety for helping to detain two minors caught stealing in her shop.
 4. Mike commended on the approval of the SDA at City Council last night. Mike is now looking into funding for events.
 5. Better Together Update: In 2.5 months, we had over 100 purchases involving 43 businesses, with over \$5,000 sales. Just shy of 20 participants.
 6. Kristina introduced Jennifer from ALoft Hotel. She is looking forward to partnering with the SDA.
 7. Maria thanked the businesses that were able to participate in the roundtable. They will be holding another meeting tomorrow at 8:30.
5. City Report - Vice Mayor Omar Din - NA
6. Public Safety - Lt. Ramirez -
 1. Commented on the homeless encampment in the entryway to Salvatore's business. Public Safety will clear the entryway and recommended getting help from DPS just in case there is a problem.
7. Chamber update with Dawn
 1. The Art & Wine festival will be on June 3rd. They will have a map, posters and postcards will be in soon. All of the employee paring will be in Plaza Del Sol. They will reserve a few spots in the lot on Carol Ave.
 2. They are launching their intern program for high-schoolers. It's a great program that gives high-schoolers a chance to get involved with events and programs. Contact Dawn if you know of a good candidate.

3. Murphy award submissions are still open. Please provide an outline of this person's accomplishments.
4. The Moffett 20 year plan is almost done.
5. The Chamber is in its new location on Murphy Ave at the Satellite offices.
8. Old Business On
 1. Thursday, 13 April 2023, a meeting was held with city staff to discuss Pedestrian Mall and the new guidelines. Various departments in city staff were in attendance. Businesses did provide questions and concerns and asked that the city provide clarification on some of these unanswered items upon moving forward into the next phase.
 2. On Tuesday, 16 May 2023, the City Council holds its public hearing for the Pedestrian Mall.
 3. Music & Dining on Murphy Ave. will start tomorrow at 6:00 pm.
 4. Also, we want to remind everyone of the upcoming Art & Wine Festival scheduled for June 3rd & 4th in downtown Sunnyvale.
 5. Stronger Together 3.0 ended on April 30th, 2023, but the certificates are valid until June 30th as stated on the certificates. We will draw the names of the May winners and the Grand Prize winner in the middle of May.
 6. If you have any certificates from our Stronger Together promotion for reimbursement, please contact Kristina at kristina@sunnyvaledowntown.com to get your reimbursement.
9. New Business
 1. The city council held a public hearing for the SDA's BID renewal last night. Results will be covered at today's meeting.
 2. Block 3 North of the Cityline project will have a "Topping out" celebration on May 9th: work on Block 6 surface parking lot at the intersection of E. Washington and W. Murphy in Downtown Sunnyvale. We will be sending out an email letting businesses know and have them inform their customers about the upcoming parking restrictions and possible towing for violators.
 3. Meyhouse opened at its new location at 187 South Murphy Ave. previously (Lily Mac's) on the 25th of April, 2023.
 4. Unfortunately, Kids Dental closed last week in April, and we're sorry to see them close so soon. It's only been a couple of years since their original opening. We are sorry to see them go. We have lost 21 businesses since 2020. We have weathered the storm really well, but there have been some losses. The SDA tries to keep our downtown community driving.
 5. Wells Fargo Bank closed its Mathilda Avenue location on May 3rd.
 6. While preparing for the upcoming Wine Stroll, we were informed that we could not use the space in the parking lot next to Dr. Gary Gold's office. The updated Check-In location for our Wine Stroll attendees will be inside the Aloft Hotel. The other location will be at AMC.
10. Meeting adjourned at 10:50 . Next meeting will be held on Wednesday June 7, 2022, 10:00 am.