

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting June 7, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on June 7, 2023 at 10:05 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Gary Gold, Amit Rajgarhia, Connor McKenna, Dawn Maher, Kristina Kawczynski, Jennifer Van Every, Maria Rodriguez, Irene Murphy, and Leigh Odum
3. Acceptance of Minutes:
 1. Gary made a motion to approved the May 3rd minutes. Irene seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. There were positive comments about the Art & Wine Festival.
 2. Mike said that the Council Meeting last night went well.
5. Public Safety - Lt. Ramirez -
6. Chamber update with Dawn
 1. Thanked everyone for their help with the Art & Wine Festival.
 2. Council recognized the Chamber's work and they were given financial support for the event.
 3. There were about 65,000 visitors to the event.
 4. Irene commented that customers were well behaved and said that sales at Fibbar MaGees were up about 30% from last year. Leigh commented that sales in Leigh's Favorite Books were up about 33% from the festival last year and had an increase in sales over average weekends by about 13%.
 5. Off the Rails was helpful with the beer booths.
 6. The total revenue for the event is about \$52,000. We'll have exact figures next month.
 7. Dawn wold like to work on improving and attracting volunteers. They will have more information on how much money the tips generated for volunteer groups.
 8. Next year will be the 50th anniversary of the Sunnyvale Art & Wine Festival and they will plan a larger event.
 9. Pride Event: June 22 on the north end of Murphy Ave. There will be a D.J. from 5:00-6:30. There will be community members, comments and short performances.
7. Old Business
 1. The City Council approved unanimously to authorize the Pedestrian Mall on South Murphy Avenue moving forward. The council also supported our request to prohibit bikes, scooters, Segway scooters, and other motorized-type vehicles. The city Introduce an Ordinance Adding Chapter 10.66 (Pedestrian Mall on South Murphy Avenue) to Title 10 of the Sunnyvale Municipal Code and Amend Various Sections of Chapter 10.56 (Bicycles) of the Sunnyvale Municipal Code Related to

Bicycles on Pedestrian Malls. Council reported a cost \$800,000 to make the ADA changes to the street. This will start later this year or early next year. Council was supportive of prohibiting bikes and limiting scooters. Ordinance chapter 1066 on pedestrian access areas: they are going to rewrite some of those guidelines to benefit citizens.

2. The Cityline Topping Off of the commercial office/retail space ceremony was held on May 9th which reached another major milestone in our downtown new development. We're excited about the future as we observe the continuation of the expansion of our downtown.
 3. The Taste of the World & Wine Stroll was held on May 13th. All the comments from attendees stated it was a great experience. It was a positive experience for some of the new businesses.
 4. Music While Dining will continue every Thursday through the month of June.
 5. We would like to congratulate Katie of Mayan Kitchen who was voted as the winner of "Best of the World" for her Mayan cuisine. Katie received over 40 votes for her food served at our first annual Taste of the World & Wine Stroll. Notable mention goes out to PhoEver as the second place in our food-tasting experience.
 6. Last weekend the Art & Wine Festival was held on June 3rd & 4th in downtown Sunnyvale. We will review the outcome in this June board meeting.
 7. The SDA Board and I are excited to share our excitement about the promotion of Kristina Kaczynski, to the position of Director of Operations, for the SDA. Kristina will now serve as my second in command and moving forward, any questions or concerns you may have just know that Kristina and I are here to help. I'm sure many of you have had the opportunity to meet and work with her already. So, we hope you will reach out and congratulate her on her new position.
 8. We announced our Grand Prize winner for the Stronger Together 3.0 on May 17th, Congratulations to Sunnyvale resident Marcos Ramirez! Marcos won \$500 in gift certificates to various downtown businesses. Thank you again to all the businesses that have accepted our Stronger Together certificates. Please contact us if you have any that the SDA needs to reimburse you for. It generated about \$5,000 for downtown businesses. In addition, they gave out gift cards for \$50 AMC, \$100 from Whole Foods and \$50 for Target.
8. New Business
1. On May 24th Topsy Putt held a groundbreaking ceremony at their soon-to-open establishment located at the corner of McKinley and Taaffe. This will be exciting for the downtown.
 2. We have reached out to businesses in our historic downtown area via our email notifications regarding our Jazz & Beyond menu for visitors. We will also request half a dozen copies of your to-go menus to keep at the beverage booth for customers who don't want to use QR Codes. Businesses that are interested in advertising in our Jazz & Beyond Menu can contact Kristina@sunnyvaledowntown.com. Our deadline will be June 9th, for submitting your ad information and artwork. Rather than have just a selection from each business, attendees will be able to look through the entire menus of participating businesses. Please let the SDA know if you would like to participate. It will increase sales.

3. We would like to welcome Tea-Moji to the 100 block of South Murphy Ave., they will be replacing the ATM Bar.
4. PNC Bank will have its Ribbon Cutting on June 15th at 1:00 pm. We would like to invite board members and businesses who can attend. PNC Bank is located at 205 S Mathilda Ave, Sunnyvale, CA 94086.
5. On May 24th Gary, Kristina, and I met with Sharlene Lui, the current President of the Sunnyvale Bike Coalition, and a member of BPAC. She wanted to speak with us about the proposed changes to Title 10.56 regarding Bicycle use in Pedestrian Malls. Sharlene is proposing a new (ballot initiative) that would tax real estate sales with a price tag of more than 4 million dollars. Those fees, if the ballot initiative is improved) would be used to improve bike and pedestrian access. I asked her to prepare a brief statement to provide our board and businesses with more clarification. We will share this information with you upon receipt.
9. Meeting adjourned at 10:55 . Next meeting will be held on Wednesday July 12, 2023, 10:00 am.