

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting July 12, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on July 12, 2023 at 10:05 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Gary Gold, Asia Plahar, Amit Rajgarhia, Dawn Maher, Kristina Kawczynski, Maria Rodriguez, Irene Murphy, Katie Voong, Kim Kilpatrick, Connor McKenna and Leigh Odum
3. Acceptance of Minutes:
 1. Gary made a motion to approve the June 7th minutes. Katie seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Mike welcomed everyone to the SDA board meeting, including some new people. He also reminded everyone that we have a CityLine Developer meeting 30 min before this meeting that everyone is welcome to attend.
 2. Kristina reminded everyone that the Summer Series starts tonight! Jazz and Beyond starts on Saturday night. Visitors can sit at tables around the band and order from 16 different restaurants.
 3. Mike spoke at City Council to thank the city for all the services they have provided.
 4. Irene's goodbye party will be Thursday July 27th at 3:00 to commemorate her last day. She was at Fibbar's for 20 years and 10 years on the board.
 5. There will be a going away party for Dawn on July 20th (Thursday) at Eisenhower's Catering from 4:00 to 6:00 pm.
5. City Report - Vice Mayor Omar Din - not available today.
6. Public Safety - Our public safety representative is in transition. We will have a new representative from Public Safety soon.
7. Chamber update with Dawn
 1. City council approved the city plan.
8. Old Business
 1. The First Summer Series event starts later today and our first Jazz & Beyond will be held on Saturday, July 15th.
 2. PNC Bank held its official ribbon cutting on June 15, 2023. We would like to thank the Mayor, Council Member Russ Melton, City Economic Development Manager, SDA Board Member Katie Voong, and the SDA Staff for welcoming PNC to our downtown community.
 3. We now would like to officially recognize Kristina Kawczynski in her new position as Director of Operations for the SDA.
 4. Congratulations to Dawn Maher on her planning and execution of this year's PRIDE Day in downtown Sunnyvale. It was well attended by a representative of State Senator Aisha Wahab, State Assembly Member Evan Low, Mayor Larry

Klein, as well as many past and present council members. In addition, Mayor Larry Klein, the CEO of the Sunnyvale Chamber, and the SDA received a Certificate of Recognition from State Senator, Aisha Wahab.

5. Music While Dining ended on June 22nd and we would like to give thanks to DJ WYN. We look forward to partnering with him on future events!

9. New Business

1. This year we have decided to allow credit card purchases at both the Summer Series and Jazz & Beyond. We recognize that credit card sales can make a huge difference in the total sales volume throughout this season.
2. This season our staff is excited to share that we have doubled our sales in advertising from businesses on our Jazz & Beyond Menus. In addition, we have had an increase in vendors who have signed up for our Summer Series Music and Market.
3. The SDA staff, Board Members, and businesses would like to congratulate Amal Allen, Vice President at City National Bank who has been selected as the Businessperson of the Year by the City of Sunnyvale. She will be honored at the State of the City in September.
4. Rumble Boxing will hold a soft opening in late July, with a date "to be announced" in the coming weeks.
5. The City of Sunnyvale and the SDA have sent notifications to businesses on Murphy Ave regarding furniture removal during this summer event season. We want to ask all businesses to help us in delivering a successful event season to the city, residents, and visitors. Without your support, this wouldn't be possible.
6. Mike commented that street car vendors are selling on the street with out a permit. Mike is going to talk to Public Safety about this. He asked that we all find a way to work together to follow the guidelines.
7. Katie commented that some customers have ordered food without paying. She also commended on people that have set up a Karaoke station on the street. Maria replied that this is not allowed and Katie should call the city when it's happening. Free speech is allowed, but if the noise is impacting your business you can contact public safety.
8. We're going to introduce a few new programs. This year we're going to be working with YIFTY to set up a program to allow for customers to get gift cards for SDA businesses. It's gets set up in a POS system. The goal is to help support local businesses.

10. Meeting adjourned at 10:55 . Next meeting will be held on Wednesday August 2, 2023, 10:00 am.