

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting

October 4, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on September 6, 2023 at 10:05 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson (SDA), Kristina Kawczynski (SDA), Amit Rajgarhia (Dish Dash), Justin Breining (Whole Foods, Store Team Leader), Maria Rodriguez (City of Sunnyvale, Economic Development), Salvatore Foresta (Sweet Sicily and Watchmaker), Niraj (Nature's Organic Ice Cream), Conor McKenna (SDA), Gary Gold (Optometrist with Gary Gold and Associates), Molly McClendon (Residential manager for City Line, Flats and the Martin), Katie Voong (Mayan Kitchen and Katie Cafe), Amal Allan (First National Bank), and Leigh Odum (Leigh's Favorite Books).
3. Acceptance of Minutes:
 1. Gary made a motion to approve the August 2nd minutes. Amit seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Gary asked if we could add more information about attendees in the zoom meetings.
5. City Report - Vice Mayor Omar Din - not available today.
6. Public Safety - NA
7. Old Business
 1. Holiday office hours. We want to ensure that everyone is aware of the upcoming office holiday hours of operation.
 1. For Thanksgiving the SDA will be closed Thursday 23rd – 26th of November 2023.
 2. For the Christmas holidays the SDA Office will be closed from December 23rd, 2023 – January 2nd, 2024.
 2. Since many businesses and their staff will be taking time off during the holidays, we suggest that the January 3rd Board of Directors Meeting be moved to January 10th, 2024.
 3. Would you like to have a say in what happens downtown? The SDA is now accepting applications for a seat on the Board of Directors. Contact the SDA office for more details. Let your voice and opinion be heard and join the Board. It is important that we have new board members with diverse backgrounds to represent our downtown district as we change and grow. If you are interested, Mike recommends attending a few meetings. The SDA has a lot of work to prepare for the future.
8. New Business
 1. Congratulations to Kenny Lam who received Sunnyvale's Mayor's Award of Excellence, and Amal Allen on receiving the Sunnyvale Businessperson of the

Year. Sunnyvale Downtown was well-represented in the 2023 State of the City - Sunnyvale Awards. Way to go!

2. Holiday Tree Lighting Marketing materials are being finalized for our 2023 Holiday Tree Lighting scheduled for December 2, 2023.
 3. Yiftee's Shop Local Program. The SDA will be launching a Pilot Program to introduce a shop local promotion to help support downtown businesses. Some businesses unfortunately may not be eligible due to corporate guidelines, and POS systems functionality that affect transaction capabilities. This functions like a downtown gift card. This is an opportunity to keep local dollars in our community. This is an opportunity to bring more engagement with our downtown community.
 4. Dining and Dancing is a new event the SDA will be launching in 2024. This event will introduce sixteen Dance and Dining nights with different genres themes: for example, rock night, top 40 night, 50's, 60's 70's, and 80's nights, country night, salsa night, R&B night, and Disco Night. During May and June, the SDA will host these Dancing and Dining Nights for residents and guests, to encourage more activity in the downtown area.
 5. Reminder the SDA wants to promote your business. Contact the SDA and make sure we have your holiday events and promotions on our website. Conor is available daily in the afternoons for appointments to help with getting you set up.
 6. Rumble Boxing is planning its official Grand Opening and Ribbon Cutting on 12 October at 11:00. As always, we ask board members and other downtown businesses to attend. Oct 11th - 15th they will be offering free classes and events.
 7. Tippy Putt is projected to open on November 8th! Exact dates are still being confirmed.
 8. October 19th, Thor invited us to see the building from the 12th floor from 3:00-4:00.
 9. Sat, Oct 21 10:00 - 1:00 at Plaza Del Sol , Cycle Bar is offering a sweat fest: Tippy Putt, Yoga 6 and Rumble, and UFC will be there too.
 10. The SDA is accepting donations for upcoming SCS events! Please consider donating. The SDA is putting together a "Date Night" basket featuring downtown Sunnyvale businesses.
 11. In closed session, the board reviewed the transition of Kristina taking the role of Executive Director and Mike changing roles. Effective September October 1, 2024, Krista Kawczynski will assume the role of executive director, and Mike Johnson will assume the role of director of business development. The compensation programs will be adjusted appropriately to the positions. Gary made a motion to make these changes and Amit seconded it.
9. Meeting adjourned at 10:53. A closed session was held after the meeting.
 10. Next meeting will be held on Wednesday November 1, 2023, 10:00 am.