

# Sunnyvale Downtown Association Minutes of the Monthly Board Meeting

November 1, 2023

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on November 1, 2023 at 10:06 am. Leigh Odum took minutes.
2. Attendance:
  1. Mike Johnson (SDA), Kristina Kawczynski (SDA), Conor McKenna (SDA), Gary Gold (Optometrist with Gary Gold and Associates), Amit Rajgarhia (Dish Dash), Justin Breining (Whole Foods, Store Team Leader), Katie Voong (Mayan Kitchen and KTea), Maria Rodriguez (City of Sunnyvale, Economic Development), Niraj (Nature's Organic Ice Cream), Molly McClendon (Cityline Residential Manager), Lt Karin Jenks (Sunnyvale Public Safety), Amal Allan (First National Bank), and Leigh Odum (Leigh's Favorite Books). Capatin Dzanh Le (Sunnyvale Public Safety).
3. Acceptance of Minutes:
  1. Gary made a motion to approve the October 3rd minutes. Katie seconded the motion. Motion approved unanimously.
4. Public Comment -
  1. A drunk driver hit an electrical line last night. Some of the businesses are out of power (Bean Scene and Dish Dash), They are being told power will be out until 2:00.
  2. CityLine Holiday Market - Will be happening on December 2 from 10:00 - 3:00, on McKinley between Taffe and Aries Streets.
  3. November 3rd, CityLine will be holding Fall Into Fun where business can promote their business to residents of CityLine.
  4. Gary commented on including information on using the website for promotions.
  5. Gary commented again on including more information on Zoom id's.
5. City Report - Vice Mayor Omar Din - not available today.
6. Public Safety Lt Karin Jenks and Capatin Dzanh Le
  1. There was an application for a WOW market on the Wow Market (OMG Entertainment) on the Plaza Del Sol for the first three Saturdays of December from 4:00pm - 11:00 pm. The event was event has been cancelled.
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. Reminder the SDA wants to promote your business. Contact the SDA and make sure we have your holiday events and promotions on our website and social media.

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 is easy to participate as a business. Businesses are paid out monthly by MasterCard. We want more participating businesses. It is used in downtown Sunnyvale only so it supports our downtown community as a whole. The SDA is going to use this for promotions too.
4. The SDA is accepting donations for upcoming Sunnyvale Community Services events! Please consider donating. The need in the community for help from Sunnyvale Community Services is high. Sunnyvale Community Services has moved the auction out a few months to focus on the immediate needs of their services.
5. January 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.
6. 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.
8. New Business
  1. The SDA along with the Mayor, Economic Development Manager, and SDA Board Members celebrated the Grand Opening and ribbon-cutting ceremony for Rumble Boxing on October 13, 2023. It was an enjoyable event for all who attended.
  2. Tippy Putt's official Grand Opening is scheduled for Wednesday, November 15th at 4:00 pm- TBD
  3. We were informed by the Sunnyvale mayor two weeks ago that Amazon will be starting a shuttle service downtown and back to the Amazon Office near Moffett Park Tuesday – Thursday weekly. We're hoping this will bring more people downtown. This service will be available for lunch time.
  4. New businesses in our Sunnyvale Downtown: VINO VINO is now under new Management and will be changing their business model, River Rock Taproom is under new management and will be changing its business model to more of a gastro-pub environment, Murphy's Law has officially sold and will become Zareen's, an Indian-Pakistani eatery. They will be renovating to add a kitchen.
  5. The SDA invites everyone to join us in celebrating our 24th Annual Holiday Tree Lighting on December 2, 2023, starting at 5:00 p.m. for additional details visit the SDA's website at [sunnyvaledowntown.org](http://sunnyvaledowntown.org). Santa will be visiting with the firetruck. There will be photos and many performances.
  6. We have officially launched our Yiftee "Shop Local" and have 10 businesses signed up currently and hope we can get more sooner than later to be able to better promote the upcoming "Shop Small Business Day Saturday".
9. Meeting adjourned at 10:53. A closed session was held after the meeting.
  1. We discussed parking permits for businesses in the surface lots in downtown.
  2. House of Kababs has requested outside dining to Murphy Ave. SDA is exploring possibilities.

3. In closed session the board voted in favorer of approving Justin's SDA Executive Board membership as a voting member.
10. Next meeting will be held on Wednesday December 6, 2023, 10:00 am.