

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting December 5, 2023

Meeting held in person and via video.
192 S Murphy Ave Suite #201, Sunnyvale, CA 94086

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on December 5, 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), Maria Rodriguez (City of Sunnyvale, Economic Development), Molly McClendon (Cityline Residential Manager), Amal Allan (First National Bank), Leigh Odum (Leigh's Favorite Books), Heather Gerflach (Head of marketing for CityLine)., Eduardo Clearo (General Manager at ALoft Sunnyvale).
3. Acceptance of Minutes:
 1. Gary made a motion to approve the November 1, 2023 SDA minutes. Katie seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Gary made a motion to move our SDA meeting from the first Wednesday of the month to the second Wednesday of the month. The Developer meeting starts at 9:30 and the SDA meeting starts at 10:00 am. Amit seconded the motion. The board approved this unanimously.
 2. The downtown is moving forward with seeking new board members.
 3. The board voted to approve Justin Breining as a new board member.
 4. Walmart will be opening offices in Sunnyvale.
 5. The SDA represents CltyLine, Murphy Ave, Sunnyvale Ave and the downtown area. Everyone in this area is welcome to come attend the meetings.
 6. Starting January 1st, Kristina will be head the board meetings and fostering the role of incoming executive director. Gary added that he appreciates the leadership role Mike has held and is welcoming Kristina.
 7. The SDA offices will be closed Dec 22 - Jan 2.
5. City Report - Vice Mayor Omar Din - not available today.
6. Public Safety Lt. Karin Jenks was not able to attend today but will be here at our next meeting
7. Old Business
 1. 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.
 2. 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.

3. Reminder: The SDA wants to promote your business. Contact the SDA and make sure we have your holiday events and promotions on our website.
 4. Topsy Putt Grand Opening was on November 15th and held their weeklong Soft Opening events prior. All events were a tremendous success and business has been thriving ever since with corporate Holiday parties and bustling weekend nights.
 5. Sunnyvale Department of Public Safety hosted the Rides for Donations in the Target parking lot along with SCS and CARE foundation on November 25th from 10:00-1:30. The event was a success. The Bean Scene provided coffee. Thank you to CityLine, Public Safety, and the SDA. They raised just shy of \$6,000 for that day from gift cards, money and toy donations. It was a great opportunity to bring our community together. Many families attended the event to donate toys, gift cards, and monetary donations in exchange for rides on the firetrucks around the downtown area.
 6. Thanks to everyone who attended our 24th Annual Holiday Tree Lighting on December 2, 2023. This was the first year in the last three that we didn't have rain and were allowed to deliver a full event.
 7. In addition to the Holiday Tree Lighting, CycleBar collaborated with four other businesses Snookies Cookies, Eye M Chic, Luxe Studio, and Happier Days Company for a Holiday Sip and Shop at CycleBar Sunnyvale.
 8. During the same weekend, Cityline hosted a Creative Communal Artisan Market on McKinley Avenue. The event took place between Taaffe Street and Aries Way and featured many Bay Area vendors.
 9. We hope our small businesses had a successful "Small Business Saturday." We continue to work to help support all businesses downtown while working hard to keep the one-day-a-year that recognizes small businesses.
 10. The SDA is accepting donations for upcoming SCS events! Please consider donating.
8. New Business
1. Reminder that the first board meeting in 2024 will be held on January 10th, the second Wednesday in January. We need to discuss changing our monthly board meetings to accommodate bringing in new board members.
 2. Have you signed up for the Yiftee (Shop Local) gift card program yet? This is a great way to add another revenue stream to your business bottom line. Contact Kristina to sign up your business! Yiftee is a community gift card. A Sunnyvale Yifett gift card can be used at participating businesses in Sunnyvale. You can purchase a Yiftee Gift Card on the SDA website.
 3. The SDA was asked by a local Jewish community Rabbi to host a Chanukah Menorah lighting on Historic Murphy Avenue. After speaking with the city and having our Board of Directors vote on the request, the Board voted no as part of our holiday events for this year. The SDA will assist and review what is needed to host an event for the coming year. We are happy to work with them to review city event guidelines prior to the event submission. Every event has to get permitted through the City months in advance.

4. Teazzi Tea Shop will be having their Grand Opening on December 16th, with a soft opening the week prior. Their storefront can be found next to Salon Republic at 200 W. McKinley Avenue Ste. 105.
5. The board approved in a close session unanimously to add Kristina Kawczynski as the SDA Director of Operations to be signature on SDA bank account.
9. Meeting adjourned at 10:41. A closed session was held after the meeting.
10. Next meeting will be held on Wednesday January 10, 2023, 10:00 am.