

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting January 10, 2024

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 January 10, 2024 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Kristina Kawczynski, Conor McKenna, Gary Gold, Amit Rajgarhia, Justin Breining, Maria Rodriguez, Amal Allan, Leigh Odum, Heather Stuart, Lily Lee, and Salvatore Foresta.
3. Acceptance of Minutes:
 1. Gary made a motion to approve the December 5, 2023 SDA minutes. Justin seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Kristina is now taking the lead on the SDA meetings and encouraged everyone to let her know if there are any topics they would like to bring up at the meeting.
 2. The board meetings have been moved to the second Wednesday of the month.
 3. Kristina encouraged everyone to participate in Yiftee. We would love to get everyone downtown signed up to draw business downtown.
 4. Kristina thanked everyone for their help with the Holiday Tree Lighting. We had a lot of volunteers: City National Bank managed the photos, Leigh's Favorite Books managed the cookie decorating table.
 5. Murphy's Law closed on December 9th. We will miss Bob and the team. We are sad to see them go.
 6. New cameras have been installed in the SDA the building. We previously worked with Comcast business. Comcast increased the rates, so the SDA had an outside business install cameras. The cameras are there as a visual safety.
 7. Mike spoke to City Council regarding the Silicon Valley Hopper (formerly Via). Mike spoke on behalf of the downtown in support of Silicon Valley Hopper. There is a \$8 million grant in the Bay Area for cities to use this. The service fee is rated based on riders financial need. Riders can download the ap. It's all electric cars and can take groups of riders. The have vehicles that can also provide rides to riders with wheelchairs and bikes. Mike was asking the City to approve funding for this. It has not been approved yet and would not start until September if approved. City Council voted to put this issue on the agenda to discuss.
 8. Kristina reminded everyone to sign up for the Website to feature specials and job listings.
 9. Kristina and Mike met with the website developer to update it for ADA compliance. The SDA will be updating this soon.
 10. Salvatore commented that business is going to be down in 2024. He asked if we can work together to create an event in the winter to help bring customers to Murphy Ave. He suggested a dancing event. Mike commented that the winter is a

difficult time to plan for events due to the weather. He also commented that we need many months in advance to plan events. He encouraged Salvatore to visit the office to discuss ideas for events.

11. Gary commented that it is nice to meet in person in a place where we can all meet all together. He encouraged everyone to attend the meetings in person if they can.
 12. Board members: We will have a closed session at our next meeting on February 14th. The SDA staff will be sending the budget out for approval.
 13. Since Kristina is stepping up as director, the SDA will be hiring for Kristina's previous position.
 14. Justin commented that if any of the shops need to get in touch with wine distributors they can contact him.
 15. Gary reminded SDA members to encourage our neighbors to participate in the SDA meetings. He commented that knowing what is going on in the downtown can safeguard your business. He highly recommends getting involved.
5. City Report - NA
 6. Public Safety - NA
 7. Old Business
 1. Hope you all had a wonderful holiday season and welcome to 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. Discuss changing our monthly board meetings to align with bringing in new members.
 4. 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 on how to sign your business up!
 5. Teazzi Tea Shop had their soft opening on 12/3 and is now open. Their storefront can be found next to Salon Republic at 200 W. McKinley Avenue Ste. 105. Teazzi is a franchised Boba shop, originating in Taiwan. The Sunnyvale location is the only west coast location and offer oats on tea. Lily encouraged everyone to come by.
 6. Our Holiday Tree has been taken down. Thank you to all who attended and/or participated in our 24th Annual Holiday Tree Lighting Celebration!
 7. Murphy's Law officially closed its doors on 12/9 and will be renovating into Zareen's Restaurant for the future. They will be missed!
 8. New Business
 1. PG&E has requested to complete the EV charging station connection from 1/12-1/13 and 1/19-1/20 in the Frances parking lot. A minimal number of businesses along Frances Street, Washington and Murphy Avenues will be affected.
 2. New California laws went into effect January 1st. New labor and human resource laws may affect your business. Contact Conor for more information.
 3. The minimum wage for the City of Sunnyvale is now \$18.55/hour as of January 1st.

4. Momo Grill of Saratoga has leased the old Taverna Bistro location. More information to come.
5. Zareen's will be opening in the Murphy's Law location.
6. The 2024 event season will be upon us before we know it! Mark your calendars for the following SDA events:
 1. Taste of the World and Wine Stroll 5/12.
 2. Dining and Dancing each Wednesday and Thursday in May and June
 3. 25th Summer Music and Market Series each Wednesday in July and August,
 4. Jazz and Beyond each Saturday in July and August (for a total of 8 events for both events)
 5. Holiday Tree Lighting Celebration 12/7.
 6. City of Sunnyvale Tech Expo may be in the Spring 2024.
 7. Other events: Discussion of a Fall event may occur in conjunction with the City of Sunnyvale. (Dancing and Dining: The SDA is working with a DJ. We will define about 4-5 music genres. The Dj will focus his playlist to attract visitors. The SDA is looking for instructors to help teach these moves. City plans to bring the ice skating rink back this year, across the street from Ulta.
7. State of the Downtown will be scheduled for February 21, per Board approval.
8. The SDA plans to hire a new Event Coordinator/Office Manager in the coming months to assist Kristina in Operations.
9. Ribbon Cutting for YogaSix will be in January, TBD
10. Ribbon Cutting for Teazzi will be in February, TBD
9. Meeting adjourned at 11:02.
10. Next meeting will be held on Wednesday February 14, 2024, 10:00 am.