

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting February 14, 2024**

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

1. Call to Order: Kristina called to order a general meeting of the Sunnyvale Downtown Association on February 14, 2024 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
  1. Mike Johnson, Kristina Kawczynski, Conor McKenna, Gary Gold, Justin Breining, Maria Rodriguez, Katie Voong, Joseph Otaguro, Heather, Lily Lee, Salvatore Foresta, Vice Mayor Murali Srinivasan, Molly McClendon, Nassim Farrokhzad, Marlon Quimbao, Leigh Odum, and Amit Rajgarhia.
3. Acceptance of Minutes:
  1. Gary made a motion to approve the January 10, 2023 SDA minutes. Justin seconded the motion. Motion approved unanimously.
4. Public Comment -
  1. Gary commented that he has noticed more graffiti lately. Kristina added that the SDA is meeting monthly with Sunnyvale DPS and we can update them about this. Please take pictures. Call DPS to report the graffiti or 911 if it's in progress. DPS can use the images to link it to a database. If you see it in the Historic Downtown (the North side of Washington Ave, Sunnyvale Ave or Murphy Ave) please contact the Neighborhood Preservation Society . Gary added that it is the responsibly of the lease holder to remove it.
  2. Gary welcomed SDA members that joined the meeting.
5. City Report -
  1. Vice Mayor Murali Srinivasan Introduced himself and encouraged comments or questions: [srinivasancouncil@sunnyvale.ca.gov](mailto:srinivasancouncil@sunnyvale.ca.gov)
  2. City report: Tomorrow council will look at study issues to bring to Council, determining how the city allots its budget. This budget gets adopted in mid-June. Council will review 70 proposed study issues. They will narrow it down from 70 to 20 or 15.
6. Public Safety - NA
7. Old Business
  1. 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's bottom line. Contact Kristina on how to sign your business up! We would like to bring more members into this community based gift card. There's a map on the website with participants. We are up to 20 participants.
  2. The 2024 event season will be upon us before we know it! Mark your calendars for the following SDA events: Taste of the World and Wine Stroll in May, Dining and Dancing each Wednesday and Thursday in May and June, 25th Summer Music and Market Series each Wednesday in July and August, Jazz and Beyond each Saturday in July and August, Holiday Tree Lighting Celebration 12/7. City of

Sunnyvale Tech Expo will be coming in Fall 2024. Discussion of a Fall event may occur in conjunction with the City of Sunnyvale.

1. Dining and Dancing will be changing formats to feature genres of music and dancing.
2. Taste of the world will be held the Saturday before Mother's Day
3. This year marks the 25th year anniversary of Music and Market.
3. YogaSix officially opened on January 28th! They are located at 300 W. Washington Avenue Suite 120. The ribbon cutting for YogaSix will be announced at a later date.
4. The SDA is planning to hire an event coordinator/office manager to assist Kristina with events.
8. New Business
  1. Murphy Avenue Pedestrian Mall Updates by Marlon Quiambao, Senior Engineer with the Department of Public Works.
    1. Marlon Quiambao, Senior Engineer with the Department of Public Works presented the preliminary presentation of the new pedestrian mall design. More information to come as it's available. Construction is expected to happen Q1 or Q2 of 2025.
  2. Happy Valentines Day and happy Presidents Day from the SDA! We will be closed on February 19th for Presidents Day.
  3. State of the Downtown will be presented to the Sunnyvale Downtown businesses on February 21st at 10:00 AM.
  4. On behalf of the SDA, we would like to welcome Amal Allan from City National Bank as our newest board member.
  5. In the coming month, we will be preparing for our annual Wine Stroll for Saturday, May 11th. We will be sending out emails to businesses that are interested in participating. The Eventbrite link is up. There's an early bird special, so get your tickets early.
  6. CityLine businesses have notified the SDA of parking citations due to exceeded time limits in the Orange and Pear parking garages. Please inform your employees that the 1st and 2nd levels are guest parking only. The Pear lot, and the lots at Target and Whole Foods do not have limits.
  7. Murphy Pet Hospital is scheduled to open in March at 241 South Taaffe Street, next to Rumble Boxing. They are relocating from Hendy Ave.
  8. The SDA handles the ribbon cuttings for the downtown businesses in the BID.
  9. The Murphy Awards will be held on February 29th at the Hilton on Mathilda.
9. Meeting adjourned at 10:57. Closed session was held following the meeting.
10. In closed session, Gary proposed we approve the budget. Sal second the motion. Motion approved unanimously.
11. Next meeting will be held on Wednesday March 13, 2024, 10:00 am.