

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting March 12, 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 March 12, 2024 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Kristina Kawczynski, Conor McKenna, Gary Gold, Justin Breining, Maria Rodriguez, Joseph Otaguro, Lily, Lt. Karin Jenks, Amal Allan, Salvatore Foresta, Shauna Tobias, and Leigh Odum
3. Acceptance of Minutes:
 1. Justin made a motion to approve the February 14, 2024 SDA minutes. Amal seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Gary apologized for not making it to the Celebrate Sunnyvale Event (formerly the Murphy Awards) event.
 2. Leigh commented that the Lunar New Year event had a large turnout.
5. City Report with Vice Mayor Murali Srinivasan - NA
6. Public Safety - Lt. Karin Jenks with DPS Crime Prevention Unit
 1. The next event happening in Sunnyvale is the Earth Day event at City Center.
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 bottom line. Contact Kristina on how to sign your business up!
 2. Kristina is organizing an Easter themed egg hunt at Yiftee participating businesses.
 3. 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 first Saturday of December. City of Sunnyvale Tech Expo will be coming in Fall 2024.
 4. The SDA is planning to hire an event coordinator/office manager to assist Kristina with events.
 5. Cityline businesses have notified us of ticketing due to exceeded time limits in Orange parking garages. Please inform your employees that the 1st and 2nd levels are for guest parking only.
 6. State of the Downtown was presented to the Sunnyvale Downtown businesses on February 21st.
 7. In the coming month, we will be preparing for our annual Taste of the World and Wine Stroll on Saturday, May 11th. We have sent out host contracts, if your

business would like to participate in our event, please contact Conor at conor@sunnyvaledowntown.com.

8. The Sunnyvale Chamber of Commerce hosted their 56th Annual Celebrate Sunnyvale (formerly Murphy Awards) on February 29th. Congratulations to SDA Board members Amal Allan for receiving the “Outstanding Professional of the Year” award and Amit Rajgarhia with DishDash for receiving the “Mid-size Business of the Year” award. Thank you to the Board Members who were able to attend the event!
 9. Murphy Pet Hospital had their open house on March 2nd and ribbon cutting/ Grand Opening on March 4th. We are excited to have new businesses open in Downtown Sunnyvale! You can visit their facility at 241 South Taaffe Street, next to Rumble Boxing.
 10. A Lunar New Year Festival was hosted at Plaza Del Sol by the US China Chamber of Commerce Silicon Valley on March 9th.
8. New Business
1. YogaSix will be having their Grand Opening weekend March 15th-17th, with their ribbon cutting on March 15th. You can visit their studio at 300 W. Washington Ave, Suite 120. They will be also offering some free classes this weekend.
 2. Sunday March 17th is St. Patrick’s Day! Come on down to Fibbar’s Magees, Off the Rails and Tippy Putt for your drink specials and wear your lucky green!
 3. The SDA will be attending the March 19th City Hall meeting for the annual BID Renewal agenda.
9. Meeting adjourned at 10:25. Closed session was held following the meeting.
10. Next meeting will be held on Wednesday April 13, 2024, 10:00 am.