

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting June 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 June 12, 2024 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
  1. Mike Johnson, Kristina Kawczynski, Conor McKenna, Maria Rodriguez, Michael Strem, Tiffany O (STC Ventures), Justin Breining, Cassandra, Amit Rajgarhia, Amal Allan, Kim Kilpatrick, Maria Frazier, Leigh Odum, Lt. Normas O'Connell, Lt. Randy Lewis, Lily Lee
  2. Gary made a motion to approve the May 8, 2024 SDA minutes. Justin seconded the motion. Motion approved unanimously.
3. Public Comment -
  1. Michael Strem introduced himself. He is the new Property manager for the RiverRock Property Management.
  2. Kristina announced that we have hired a new part-time events coordinator, Samantha, with the SDA. We also have a part-time summer intern, Maile, helping with the SDA.
  3. Leigh inquired about the overflowing garbage bins on Murphy Ave. Kristina commented that Specialty Waste Management was contacted and they are working on it.
  4. City Parking permits have been sent out to businesses. If you have any questions, public works maintains the list of parking permits, so please contact them if you have any questions. They are effective July 1 and expire in two years.
  5. Amit followed-up regarding the broken tiles on the breezeway. The SDA spoke to the city about the broken tiles and the tree branches that need trimming. They will get back to us regarding these items.
4. City Report with Mayor Larry Klein
  1. Larry reported that the City is working on organizing a drone show at the Bay Lands park on July 4th. The 10 minute show starting at about 9:15. This picnic event will be free to everyone.
  2. Council will be wrapping up the final budget this month.
  3. On June 25th the City will be honoring Kent Stephens who is retiring.
  4. The City will be adopting new utility rates on June 25th.
  5. The City is adding 27 new staff members from DPS, housing to public works.
  6. On September 21, CalTrains will launch electrified train service.
5. Public Safety - Lt. Normas O'Connell with DPS Crime Prevention Unit and Randy Lewis
  1. August 6th: National Night Out Event - DPS will be partnering with businesses (Sprouts and Target). National Night Out is a chance for the community and neighborhoods to meet with DPS members. Officers and firefighters will meet

with and attend neighborhood block parties. There will be an event on Charles St., close to downtown. Lt. O'Connell said she can send a map out of the National Night Out events happening on August 6th.

2. Lily Lee inquired about how to handle graffiti in her shop. Randy Lewis recommended that they take a photo and report it to DPS to document the graffiti.

## 6. 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. Our event season has already begun! Mark your calendars for the following SDA events for the rest of 2024: Dining and Dancing each Wednesday and Thursday continuing throughout June, 25th Summer Music and Market Series each Wednesday in July and August, Jazz and Beyond each Saturday in July and August, the Holiday Tree Lighting Celebration is the first Saturday of December. The City of Sunnyvale Tech Expo will be coming in October 3, 2024.
3. Dining and Dancing is still ongoing! Come down to Historic Murphy Ave to enjoy an evening of dancing and dining with our DJ every Wednesday and Thursday night throughout June.
4. We are looking at a Pride event on August 15th on Murphy Ave. We will have more information on this later.
5. The SDA attended the City Council meeting on May 7th regarding the Downtown Sunnyvale BID for Fiscal Year 2024/2025. There was also a Proclamation for Mike as the Outgoing SDA Executive Director. Congratulations to Mike for everything he has done for the SDA!
6. The 2024 Taste of the World and Wine Stroll occurred on Saturday, May 11th and was a huge success! Thank you to all the businesses who participated, all the volunteers, our employees, the wineries, the distributors, and to everyone who attended! A special thank you to our sponsors for their continuous support! Congratulations to Justin and his team at Whole Foods for winning this year's "Best of the World" award with their Brisket and Loaded Baked Potato Salad!
7. On May 15th and 16th, the SDA partnered with the Small Business Development Center, City of Sunnyvale, and the Santa Clara County Office of Labor Standards & Enforcement to host HR Labor Law updates for 2024 for small businesses and restaurants. There will be an event on June 26th 9:00-10:30. Contact the SDA to register.

## 7. New Business

1. The Melt is coming to Downtown Sunnyvale! This burger and sandwich spot will be at 301 W. McKinley Ave., Suite 120, in between RoadRunner and AT&T. Their soft opening was held on Thursday 6/6 at 10AM. An official Ribbon Cutting will be held on Friday 6/14 at 10:30AM followed by a Charity Day for the Sunnyvale Education Foundation.
2. Quinn's Facial Spa has opened and is located at 165 S. Murphy Avenue, right in the breezeway next to Teamoji.
3. As of June 2nd, Sweet Sicily is no longer with us! We are sad to see Sal, Cinzia and their team go! You all will truly be missed!

4. Emelina's Peruvian Restaurant has officially taken over the location of Sweet Sicily. They are slated to open by the end of June!
5. Fibbar Magee's has officially re-opened their doors as of Tuesday June 4th! Make sure to stop in and see their amazing renovations!
6. The Small Business Development Center (SBDC) in partnership with the City of Sunnyvale and the SDA will be hosting seminars about the 2024 HR Labor Law Updates on June 26. From health and safety protocols to updated wage and hour policies, every change matters! Ask Mike at michael@sunnyvaledowntown.com how to sign up for this great webinar!
7. Jazz and Beyond will begin July 6th on Historic Murphy, right in the breezeway! We can't wait to feature all your amazing restaurants on our menus! Contact Kristina at kristina@sunnyvaledowntown.com for more information.
8. Summer Series Music and Market will be kicking off July 10th on Historic Murphy Avenue! This lively event draws attendees from all over the Bay Area and we cannot wait! Our series will be on the Evelyn side for July and on Washington Avenue for August. Contact Conor at conor@sunnyvaledowntown.com to become a vendor!
9. The Martin apartments are opening in Q3 right in the heart of Downtown Sunnyvale! Inquiries about this amazing property and for leasing information, please visit livethemartin.com.
10. Cityline is ongoing with their construction throughout Downtown Sunnyvale. For the most up to date information and construction schedule, please visit citylinesunnyvale.com.
11. Mike reminded everyone that you don't have to sign up for Yiftee, you can buy gift cards for friends.
12. Moods Wine Bar is opening in July in the old Hardy's Bavaria location on Every in the Murphy Square building.
13. Home Coffee Roasters, Senro Sushi, and a new noodle restaurant are opening in CityLine.
8. Meeting adjourned at 10:49.
9. Next meeting will be held on Wednesday July 10, 2024, 10:00 am.
10. There will not be a closed session following the board meeting with the executive board members.