

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting July 10, 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 July 10, 2024 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Mike Johnson, Kristina Kawczynski, Maria Rodriguez, Tim Kirby, Leigh Odum, Justin Breining, Amal Allan, Gary Gold, Amit Rajgahira, and Vice Mayor Murali Srinivasan.
3. Gary made a motion to approve the June 12, 2024 SDA minutes. Amit seconded the motion. Motion approved unanimously.
4. Public Comment -
 1. Tim Kirby, Interim City Manager with the City of Sunnyvale, introduced himself.
 2. The presentation slides for the HR Essentials Training for Small Businesses is up on the SDA website. The information on this is important, including information for new laws for 2025. There is information specific to restaurants and small businesses. Link: https://mallmaverick.imgix.net/web/property_managers/60/properties/791/all/20240701210123/PowerPoint_SBDC-2024-HRessen-For-Small-Businesses_Sunnyvale.v2.pdf
 3. Mike attended the Developer meeting with CityLine. Here are some new developments: The arch going above McKinley will list some key businesses and the Washington Sign will say "History Sunnyvale". They mentions 8-9 new businesses coming to CityLine.
 4. Leigh commented that The Flats CityLine is hosting the book club at Leigh's Favorite Books on the first Friday of each month from 12:00-1:00. She thanked them for providing the meeting space and said the meeting room is beautiful.
 5. Mike said that the city power washed Murphy Ave. last night and it looks great.
5. City Report with Vice Mayor Murali Srinivasan
 1. Council approved to place a measure on the November 5, 2024 ballot for a \$290 million bond to fund the library. The \$290 million bond (over 25 years) for the Library project was approved unanimously by council. They will need a 2/3 majority vote from voters in support for it to pass.
 2. The city is actively looking for new City Manager. They will be interviewing applicants later this month. They have received a lot of interest. There will be 4 panels reviewing for this including: residents, direct reports panel, bargaining units, and city council panel.
 3. The 4th of July event was well attended. It was a wonderful show. There were about 7,000 people in attendance.
6. Public Safety - Lt. Normas O'Connell with DPS Crime Prevention Unit and Randy Lewis

1. National Night Out is scheduled for August. It's a community event organized by DPS and partnering businesses. 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. There is a form businesses can complete to apply to participate.
 2. For outreach, DPS will have a fire truck at the Wednesday Night Summer Series tonight for kids.
 3. Rides for donations will be happening in November this year.
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. Our event season has already begun! Mark your calendars for the following SDA events for the rest of 2024: 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. The City of Sunnyvale Tech Expo will be coming in October 2024.
 3. Emelina's Peruvian Restaurant opened at the end of June and is located at 100 S. Murphy Avenue, across from Off the Rails.
 4. Fibbar Magee's has officially re-opened their doors as of Tuesday June 4th! Make sure to stop in and see their amazing renovations!
 5. Jazz and Beyond began this past Saturday, July 6th on Historic Murphy, right in the breezeway! This 9-week event series will continue until August 31st!
 6. Summer Series Music and Market will be kicking off Wednesday, July 10th on Historic Murphy Avenue at 6PM! 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.
 7. The Martin apartments have officially opened, right in the middle of Downtown Sunnyvale! You can visit their leasing offices at 240 S. Taaffe St., across from Murphy Pet Hospital. You can always visit their website at liveatthemartin.com
 8. The Melt opened their doors at the beginning of June! This burger and sandwich spot will be at 301 W. McKinley Ave., Suite 120, in between RoadRunner and AT&T.
8. New Business
1. If your business is along Historic Murphy Avenue with outdoor dining permits, the City of Sunnyvale and the SDA are requesting that all of your on-street dining furniture be removed before 2 p.m. on the following dates: Wednesdays, July 10, 17, 24, 31 and August 7, 14, 21, and 28. Saturdays, July 6, 13, 20, 27 and August 3, 10, 17, 24 and 31. Please contact Kristina Kawczynski for more information at kristina@sunnyvaledowntown.com.
 2. The SDA has purchased a brand new stage that is up to date for the events.
 3. This is the 25th year anniversary of the Music and Market.
 4. This is Mike's last year running the Jazz & Beyond and Summer Series.

5. BID fee notices have been sent out from the City as of the end of June. For more information, contact Conor McKenna at conor@sunnyvaledowntown.com.
 6. Moods Wine Bar will be opening in Q3, at the old Hardy's Bavaria across from Coffee and More! Look out for their opening at 111 W Evelyn Ave Ste 108!
 7. Cityline is ongoing with their construction throughout Downtown Sunnyvale. For the most up to date information and construction schedule, please visit citylinesunnyvale.com. The Redwood Square is slated to open in September.
 8. Mike and Kristina did a walkthrough with the city to look at trimming the trees. We still need to set up a time to schedule this.
 9. The public garbage bins are dirty and need cleaning. Maria commented that Specialty Services has been contacted about this.
 10. The garbage area in the parking lot on the curb behind the businesses on Murphy Ave is dirty and we need to look into this area getting cleaned by public works.
 11. The position for event coordinator is still open.
9. Parking
1. The City of Sunnyvale will be resurfacing the Frances and Carroll parking lots in Fall 2024. The scope of work includes minor asphalt repairs, crack sealing, resurfacing each parking lot with a thin mixture of oil and sand, and re-striping parking stalls. The SDA is working with City departments to make this as simplified and smooth as possible for businesses and community members alike.
 1. The SDA did a walk thought with the city. They will work on the Francis lot on a Monday, to be completed in one day, including filling in of cracks, resurfacing, and re-striping. This will all be communicated to the business to share to their staff, deliveries and customers. They are working diligently to make this as minimally impactful as possible. They will also provide traffic controllers to direct automobile and deliveries.
 2. The Carrol lot will be a two day process. They will work on the first half of the parking lot, including the entry on Sunnyvale Ave. on one day, and the second half on another day. Half of the lot will be available at a time. They will be coming out prior to the resurfacing to do some spot repairs to speed up the resurfacing project.
 3. Leigh made a motion to ask to bring Sean with the City to give a presentation on the resurfacing of the Carol and Francis lots. Gary seconded the motion. Motion passed unanimously.
10. Meeting adjourned at 10:49.
11. Next meeting will be held on Wednesday August 14, 2024, 10:00 am.
12. There will not be a closed session following the board meeting with the executive board members.