

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting July 7, 2021**

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on July 7, 2021 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Dawn Maher, Maria Rodriguez, Gary Gold, Glenn Hendricks, Katie Voong, Lena, Amit Rajgarhia and Leigh Odum.
3. Acceptance of Minutes: Gary made a motion to approve the minutes from June 2, 2021. Amit seconded the motion.
4. Public Comment
  1. Leigh asked about Comcast availability. She is still having inconsistent internet service.
  2. Dawn brought up an idea to market the parking in downtown by including the number of parking spots available in an area on the map used on the SDA website.
5. City Update with Vice Mayor Glenn Hendricks:
  1. The VTA is planning a semi-private memorial for the victims and families of the San Jose VTA shooting.
  2. Update with Council: June approved the city's budget. It was a 4-3 approval of the budget. There is still a hole in the budget.
  3. Caltrain has problems with the train electrification project. This project is over budget by \$2 million and delayed by 2 years. The project is still in the works.
  4. Grade Separation: The VTA is still figuring out the funding.
6. Sunnyvale Chamber with Dawn Maher
  1. They Chamber had their first in-person event.
  2. The Murphy Awards ceremony is in the planning stages.
  3. The Business Roundtable is a chance for businesses to discuss their priorities with the city. More information under "New Business" in minutes.
  4. The "I love Sunnyvale" campaign is underway. They are finalizing the designs.
7. Public Safety with Lt. Ramirez: na
8. Old Business
  1. Our Stronger together campaign kicked off July 1, 2021. We have received some positive responses so far on social media and hope it will be a huge success. If anyone needs additional copies of the marketing material, please let us know.
  2. Framework for the website is being put together as we speak. We hope to have an outline later in the month. We still have many other parts to work on while that's happening, so we will keep you updated as we progress.
  3. The Macy's building has officially left Sunnyvale. This change has impacted many of our Sunnyvale residents and those that have lived here over the years memories. While we can appreciate the many different emotional bonds and

perspectives. The time has come to move forward with our next chapter in Sunnyvale's downtown.

4. All Summer Series, Jazz & Beyond, and Stronger Together promotional material has been distributed throughout the downtown.
  5. Summer Series and Jazz & Beyond will begin the first week of August.
  6. Ice Rink update: They are still working on it, but have agreed to put the Ince rink in the back of the parking lot. The parking lot will be open during the winter, so we may not have the space concern that we were expecting.
9. New Business
1. The Chamber and SDA will be hosting a Citywide "Business Roundtable" on July 21, via Zoom. The Chamber has invited the mayor, and hoping to invite two additional council members to join in on this discussion. Mike will be providing more information and a link to the Zoom meeting as soon as we complete the outline for this event.
  2. The lights will be installed by next week throughout Historic Murphy Avenue.
  3. The Board of Directors has approved the new compensation for the Executive Director, for performance in 2020/21 and fiscal 2021/22 with a 6-0 vote in favor.
  4. City Staff has scheduled an agenda item for an upcoming City Council Meeting on July 21, 2021, to review the "Continuation to Temporarily allow outdoor dining and keep the 100 block of South Murphy Avenue closed until 12/31/21". We need all businesses interested in supporting this agenda if able to attend, please sign on via Zoom. If you're unable to attend and want, your thoughts heard – email me and I will forward them to the city for you.
10. Meeting adjourned at 11:00 am.  
Next Board Meeting: Wednesday, August 4, at 10 AM