

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting

November 3, 2021

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on November 3, 2021 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Irene Murphy, Maria Rodriguez, Gary Gold, Amit Rajgarhia, Lena, Maxwell Flower, Salvatore Foresta, Rob Zirkle, Manuel Tinkoff, Will Birdsey, Katie Voong, Lt Ramirez, Saurabh Dwivedi and Leigh Odum.
3. Acceptance of Minutes: Irene made a motion to approve the minutes from October 6, 2021. Amit seconded the motion. Motion passed unanimously.
4. Public Comment -
 1. The Pet Parade was a success.
 2. Amit commented on the problem of customers driving the wrong way in the parking lot, again.
5. City Report – NA
6. Public Safety - Lt Ramirez Nothing new. The Pet Parade was a success. Gary Gold had an attempted break in at 4:00 am a few Sundays ago.
7. Dawn Maher – CEO, Sunnyvale Chamber - NA
8. Old Business
 1. On Sunday 31, October 2021, the Halloween Costume Pet Parade was held in downtown Sunnyvale.
 2. The Winter Ice Rink is scheduled for its “Grand Opening” on November 19, in the old Macy’s Parking lot. It will run from the weekend before Thanksgiving through the end of the year.
 3. The EVgo electric vehicle parking installation project is currently underway and should be on track to shut down the week before Thanksgiving. They will resume work after the first of the year.
9. New Business
 1. The Minkoff Group presented one of their new development projects in the downtown Sunnyvale area: The development project is located at 490 S Mathilda. They look forward to sharing their exciting new project with the Sunnyvale Downtown Association. Located on the corner of Olive and Mathilda, formerly Eddie’s Quilting Bee. This is an office space that is close to residential land. They believe this can be a good influence on the neighborhood. It is walking distance to the CityLine development and within close proximity to the new Civic Center development. The developers plan to be mindful and respectful of the neighborhood, including the scale and height of the project and setbacks. The building will promote clean electricity, reduced carbon footprint, will be close to transportation and will use sourced lumber with a design inspired by nature, expressing natural timber used in the construction. They are mindful of Sunnyvale’s design guidelines. It will have an exposed heavy timber frame, warm and inviting material palette, and a lush and shaded rooftop,

2. The SDA board has approved the lease of office space for the Sunnyvale Downtown (BID) Business Improvement District, which will be located at 192 S. Murphy, Suite 201 on Historic Murphy Avenue.
 3. Our Holiday Tree Lighting flyers have been printed and distributed for our upcoming holiday event. We will have performances by Dance Attack, and holiday songs provided by various schools in the Sunnyvale School District.
 4. We have secured a photographer to take photos throughout the downtown for the upcoming website. They have been taking photos throughout the downtown. We will still need to have them return to capture businesses that weren't open.
 5. It has been requested by city staff that the SDA submit a letter requesting to extend the closure of Historic Murphy Avenue until the end of September 2022. We have also been informed that the city will work on the "Feasibility Study" during that time for permanent closure consideration. Saurabh inquired about the plan to keep Murphy street closed after this time. Mike reminded everyone that if we close the street then businesses will have to pay for street cleaning. If they approve the feasibility study then there will be outreach meetings with all the businesses on Murphy Ave. Saurabh inquired about Sunnyvale's requirement to bring in out-door furniture every night. Irene, for example, had asked the city if they could be allowed to keep their tents in place if they promised to clean the area under those tents. She clarified that Fibars does not actually use any street space.
 6. Meeting adjourned at 11:00 am.
10. Next Board Meeting will be held on Wednesday 1, December at 10:00 am