

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting

October 6, 2021

Meeting held via video.

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on October 6, 2021 at 10:00 am. Leigh Odum took minutes.
2. Attendance: Mike Johnson, Irene Murphy, Rahul Nair, Dawn Maher, Maria Rodriguez, Gary Gold, Amit Rajgarhia, Katie Voong and Leigh Odum.
3. Acceptance of Minutes: Gary made a motion to approve the minutes from September 1, 2021. Irene seconded the motion.
4. Public Comment
 1. Amit commented that customers drive the wrong way in the parking lot behind Goodwill. Irene agreed that this is a continuing problem and wondered if signage needs to be improved.
 2. The schedule for the EV station installation has been changed to be more business friendly. See Old Business for more details.
 3. The Pet Parade is set for the morning of Halloween. They have not set a time for the parade to go down Murphy Ave. yet. More information forthcoming.
5. City Update with Vice Mayor Glenn Hendricks: NA
6. Sunnyvale Chamber with Dawn Maher
 1. The Art and Wine Festival was a success. There were no public safety problems. They kept it just under the 10,000 visitors on Saturday, and half of that on Sunday. This event broke even financially. Overall, the artists had good sales and the downtown businesses have reported strong sales too.
 2. They know there are a couple of changes that need to be made: including the express menu and they plan to improve employee parking.
7. Public Safety with Lt. Ramirez: The connection was disrupted. Please contact him with any questions.
8. Old Business
 1. On September 4, 2021, the SDA's extra concert featuring the band Legally Blue was a huge success and it appeared that most businesses benefited from this event significantly with increased traffic and revenue.
 2. The Sunnyvale Art & Wine Festival was held last weekend, Dawn provided updates at the meeting.
 3. The EVgo project, which is currently scheduled to begin on Monday 4, October 2021. The schedule for the installation, located in the parking lot on Sunnyvale Ave and Evelyn, has been changed to be more business friendly and the footprint of the construction has been reduced. In addition, there is a cutoff date for construction of November 19. Construction may resume January 19th.
9. New Business
 1. On Monday, September 27, the Planning Commission approved the 300 S. Mathilda Avenue project 2019-7923 with a vote of six in favor and zero opposed. The architecture will be stunning.

2. The Pet Parade is scheduled for Sunday 31, October 2021. The parade is scheduled to go through Historic Murphy Avenue. Will be updating all businesses with the schedule in the coming days to ensure everyone knows what to expect. This is organized by Tony Spitaleri and the Duo Duo Project (<https://www.duoduproject.org/>)
3. The Winter Ice Rink is also in preparation, and they are planning to open on the weekend of November 21, 2021. More details are forthcoming.
4. Our team has started the preparation for the SDA's "Holiday Tree Lighting" scheduled on Saturday, December 4 2021.

10. Meeting adjourned at 11:00 am.

Next Board Meeting: Wednesday, October 6, at 10 AM