

Sunnyvale Downtown Association

Minutes of the Monthly Board Meeting

December 10, 2024

Meeting held in person and via video.
192 S Murphy Ave Suite #201, Sunnyvale, CA 94086

1. Call to Order: Mike called to order a general meeting of the Sunnyvale Downtown Association on December 10, 2024 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Lt. Karin Jenks, Amit Rajgarhia, Mike Johnson, Kristina Kawczynski, Vice Mayor Murali Srinivasan, Maria Rodriguez, Tiffany Orsburn, Gary Gold, Justin Breining, Leigh Odum
 2. Gary made a motion to approve the November 13, 2024 SDA minutes. Justin seconded the motion. Motion approved unanimously.
3. Public Comment
 1. Maria announced that the new minimum wage will go up to \$19/ hour on January 1, 2025. The city is sending out notices
 2. SDA offices will be closed from Saturday, December 21st to Thursday, January 2nd. We will resume all operations on Friday, January 3rd.
 3. We are grateful for Vice Mayor Murali's year attending the SDA
4. City Report with Vice-Mayor Murali Srinivasan
 1. Murali is grateful to see new businesses in downtown. He attributes this success to the involvement with the SDA. He is excited for our Downtown and SDA.
 2. Safe RV parking: there are families and children living in vehicles that need a stable place to park their vehicles. The City took this on as a problem that needed to be solved.
 3. Traffic calming. Our last traffic analysis was done in 2007. This traffic calming looked at different types of road volumes. They looked at reducing the speed and increasing the safety. Areas with auto traffic speeds that exceed 7 miles over the speed limit will be included in the study. Murali would like high danger zones to get temporary fixes while awaiting the permanent fix.
 4. The City is committed to making the city a safe city.
 5. Overnight warming shelters for the homeless community. If the nighttime temperature goes below a certain temperature, the city has partnered with Wehope to provide 10 rooms for 20 nights during the winter and provide meals and possibly basic medical care.
5. Safety update with Lt. Karen Jenkes
 1. Thank you to Murali for his support and involvement with the SDA
 2. Thank you to CityLine for providing the space for the Rides For Toys fundraising event and thank you to all the business that participated.
 3. Mike thanked Lt. Jenkes for her involvement.
6. Old Business
 1. 'Tis the Season for gift cards and employee recognition! 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's bottom line. Contact Kristina about how to sign up for your business.

2. The City Council Meeting that was on November 12th agenda to discuss the proposed Pedestrian Mall Conceptual Plan had been postponed to November 19th. We, as the SDA, had requested with City Planning Engineers and City Staff a physical walkthrough with the SDA to address a few areas before a final decision is made on the plan. Kristina shared a map with notes on where to put benches and bike racks so that they have the least amount of businesses that have outdoor planning. The planter pots under ADA compliance and will be removed. At this point Mike feels we have a successful solution. This is not a finalized plan, but an approved concept. The city is working on finalizing a plan.
 3. The SDA, in partnership with the City of Sunnyvale, Google, Small Business Development Center and the San Jose Hispanic Chamber of Commerce, hosted a Grow with Google Webinar (Get your Local Business on Google Search and Maps). This was part two of a three-webinar series we will partner on for our SDA businesses. Next Grow with Google webinar will be on January 29th. This is the second of 3 in a series on being more effective businesses. There is a lot of value in these tools that can help you keep your business top of mind to customers. These webinars are open to everyone and will be available to watch online.
 4. Sunnyvale Department of Public Safety hosted their annual Rides for Toys benefitting Cops for Cares and Sunnyvale Community Services, right in Redwood Square on Saturday, November 23rd. Thank you to all the support from the community and other departments! SCS raised \$15,000 in toy donations and \$1200 in cash donations.
 5. SouthBay Makers x Cityline hosted the 1st Annual Urban Night Market at Off the Rails on November 23rd. The event was a great success, and we cannot wait to see more from these artists! Congratulations!
 6. The 25th Holiday Tree Lighting Celebration was held on December 7th, thank you to all who participated and contributed to our event! A special thank you to our sponsors Cityline and The Martin for their continuous support!
 7. Congratulations to Cityline Sunnyvale on their amazing Creative Communal Market hosted on December 8th!
 8. Sunnyvale Community Services hosted their annual Giving Tuesday event, and the SDA donated baskets to their cause. Thank you to the Downtown businesses that donated to these baskets, they were able to raise over \$100,000!
 9. We want to welcome Keke's Breakfast Cafe to the Downtown! If you haven't checked them out yet, they are located on 311 S. Mathilda Ave, under the Maxwell Apartments.
 10. Delhi to Kathmandu have officially opened at 155 S. Murphy Ave, next to MetroCity! This Indian Nepalese-Indo Chinese fusion restaurant has taken over the old RiverRock Taproom.
7. New Business
1. New labor laws are going into effect come January 1st, make sure you are prepared and up to date: <https://www.dir.ca.gov/dlse/Garment/New-Labor-Laws-in-California.html>

2. This is a reminder that the new minimum wage for 2025, starting January 1st, will be \$19.00 an hour.
3. Don't forget to book your holiday parties before it's too late! Check out our website under Promotions and plan your event today!
4. Have you made your New Year's Eve plans yet? We are weeks away from ringing in the new year, and you can too at Topsy Putt, Fuego's, Pure and more! Call for reservations and/or guest lists!
5. Cityline's construction throughout Downtown Sunnyvale is ongoing, street closures and construction work may affect your business. Way finding signs and a new Welcome sign are being installed from now until Q1 2025. For the most up-to-date information and construction schedule, please visit citylinesunnyvale.com.
8. Meeting adjourned at 11:05.
9. Next meeting will be held on Wednesday January 8, 2025, 10:00 am.