

# **Sunnyvale Downtown Association Minutes of the Monthly Board Meeting February 12, 2025**

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 February 12, 2025 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
  1. Maria Rodriguez, Tiffany Orsburn, Jaqueline Huerta (in for Kim Kilpatrick), Justin Breining, Leigh Odum, Lily - Teazzi, Molly McClendon, Francis Santos, Amal Allan, Karin Jenkes, Vice Mayor Linda Sell, Anthony from Alma Desserts, Mike Johnson, Kristina Kawczynski, Lt. Karin Jenks, and Amit Rajgarhia
3. Amit made a motion to approve the January 8, 2025 SDA minutes. Justin seconded the motion. Motion approved unanimously.
4. Public Comment
  1. Leigh reported theft in her shop. A customer stole a backpack full of books.
  2. Amit reported that the unhoused lady that lives downtown and screams has been standing in the entrance at Dish Dash for a while today. Justin has had many problems with this person too. Linda Sell suggested that We Hope reach out to her.
  3. Mike commented that it's not against the law to be unhoused but we do contact DPS or We Hope for assistance.
  4. Maria updated the SDA on the Murphy Ave. street closure project. The City will be looking at bids this spring and might be able to start construction in September. The Plaza Del Sol construction may start in September also.
  5. Mike asked about holding an event in the Plaza on a Sunday in September. It would be a crafts fair on the first Sundays between 10-4. Maria will get back to us regarding availability of the Plaza during construction.
5. City Report with Vice-Mayor Linda Sell
  1. Linda presented on the City's Annual Strategic Priorities Process. This process helps guide decision making for all projects in the city.
  2. Annual process:
    1. January: Boards & commissions rank proposed study issues.
    2. February: Council attends a workshop on study issues and budget proposals.
    3. March: City Manager presents which ranked study issue can move forward.
    4. June: Budget workshop to review study issues requiring funding.
    5. July - December: New study issues are introduced for next year.
  3. Strategic Priorities: Staff recommends that council prioritize issues that align with existing policies. Council will review and update Council Strategic Priorities during the workshop on March 13th.
  4. Council Strategic Priorities for 2025: (1) Civic Center Modernization, (2) Infrastructure supporting development and traffic, (3) accelerating climate action,

- the Active Transportation Plan, and Vision Zero plan. (4) Support the unhoused community. (5) Downtown Sunnyvale. (6) Equity, Access, and Inclusion
5. Study issue example: evaluate addition of paramedic services to supplement the county provided series for Sunnyvale services. For many years Sunnyvale has been in the top 10 for safest city. This would secure that even more.
  6. Study issue example 2: The city is looking at the Safe Parking plan for the unhoused.
6. Safety update with Lt. Karin Jenks
1. Lt. Jenks commented on the theft at Leigh's Favorite Books, reminding us that cameras or photos help officers find suspects.
  2. Recommended we share videos of thieves with each other.
  3. Karin recommended we contact DPS if we need help from Public Safety.
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's bottom line. Contact Kristina about how to sign up for your business.
  2. 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 three-webinar series is available via video, if interested in the webinar, please contact Kristina at [Kristina@sunnyvaledowntown.com](mailto:Kristina@sunnyvaledowntown.com).
  3. Katie Voong from Mayan Kitchen and KTea Cafe has stepped down as SDA Board member. We thank Katie for all of her work and service as a board member for almost 5 years!
8. New Business
1. Welcome our new board member, Heather Stuart, from YogaSix!
  2. Businesses that are no longer with us: PokiBowl, The Don's Deli, and possibly BoberTea.
  3. Naan N' Masala has officially opened! Visit them today at 161 S. Sunnyvale Avenue, the former House of Kabobs next to Fibbar MaGee's.
  4. The SDA is officially hosting the annual Halloween Pet Parade on October 26th, 2025! We have started transferring information, website access and partnerships from previous years to make this event a howlin' good time!
  5. We have replaced the Dining & Dancing series with a new line of events called "First Sunday Artisan Festival". These events will be held on the first Sunday of each month from May to October from 10 AM - 4 PM.
  6. O.M.G. Entertainment, in partnership with Cityline, will be hosting the Lantern Festival on February 15-16 on McKinley Avenue. McKinley Avenue will be closed off from Sunnyvale Avenue to Aries Way.
  7. BigBang Artwork will be hosting the annual Lunar New Year festival at Plaza Del Sol on March 1st and 2nd from 10 AM - 4 PM.
  8. Congratulations to Justin and his team at WholeFoods Market for winning the Large Business of the Year Award from the Celebrate Sunnyvale Awards, hosted by the Sunnyvale Chamber of Commerce! Well deserved and we appreciate everything WholeFoods has done for the community!

9. Congratulations to Mike for winning the Murphy Award, equivalent to a lifetime achievement award, from the Celebrate Sunnyvale Awards! Mike has been with the SDA for 20 years and a Sunnyvale community member since 1978, congratulations on your achievements throughout the years!
9. Meeting adjourned at 10:45.
10. Executive session
  1. Closed session was held to review the budget.
  2. Gary made a motion to approve the 2025/2026 budget. Amit seconded the motion. Motion approved unanimously.
  3. Board approved by email the board's decision to support city staff's recommendations not to proceed with the study session regarding the Service Worker Retention Ordinance.
11. Next meeting will be held on Wednesday, March 12, 2025, 10:00 am.