

Sunnyvale Downtown Association Minutes of the Monthly Board Meeting January 8, 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 January 8, 2025 at 10:00 am. Leigh Odum took minutes.
2. Attendance:
 1. Maria Rodriguez, Tiffany Orsburn, Gary Gold, Justin Breining, Leigh Odum, Kim Kilpatrick, Lily - Teazzi, Michael Strem, Heather Stuart, Vice Mayor Linda Sell, Anthony from Alma Dessert, Mike Johnson, Kristina Kawczynski, Lt. Karin Jenks, and Amit Rajgarhia
3. Gary made a motion to approve the December 10, 2024 SDA minutes. Justin seconded the motion. Motion approved unanimously.
4. Public Comment
5. City Report with Vice-Mayor Linda Sell
 1. Linda has been on council for 2 years and was appointed as Vice Mayor last night. In September council approved the use of a \$4 million in a state grant for a shuttle (matching funds from the city). She appreciated the letter and encouragement from the SDA on this project.
 2. Anytime we need to talk to her she's available.
 3. Upcoming at the next council meeting
 1. Ceremony for outgoing and incoming vice mayors.
 2. Annual meeting to rank proposed study issues. Council holds a public hearing on proposed study issues/budget proposals. It is the last chance for a council member to submit a study item.
 4. What is a study issue: A topic of concern that may result in new or revised city policy. Council and staff use a formal study issue process to identify and prioritize issues.
 1. You propose a study issue by contacting a city official to bring a study issue to council.
 2. Budget proposals are requests for services.
 3. For example: The recent Safe Parking ordinance creates a place where unhoused can get services or support. To assist organizations to develop a Safe Parking program, someone proposed the city offer grant money as seed money to help execute these programs. This is considered an effective way to break the the cycle of homelessness.
6. Safety update with Lt. Karen Jenkes
 1. If you have any questions or concerns please contact Lt. Jenkes
 2. Welcomed Vice Mayor Linda Sell.
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. Mike commented that times can be slow during the winter. This is a great way to purchase gift cards in bulk at a discount. These can be a great to promote our businesses.

2. This is a reminder that the new minimum wage for 2025, started January 1st, at \$19.00 an hour.
3. New labor laws went into effect January 1st, make sure you are prepared and up to date: <https://www.dir.ca.gov/dlse/Garment/New-Labor-Laws-in-California.html>
4. Katie Voong has submitted a letter of resignation for the SDA Board as her business has grown. She sent out a letter to thank everyone. As a board, we will miss her.
5. We have 2 or 4 businesses that are on the cusp of opening. We should have a vital downtown as these businesses open. It's important to welcome them to the downtown.
6. The SDA did a walkthrough with city staff regarding the street closure. Council approved the plan and the final drawing is being finalized.
7. Mike inquired about the Plaza Sol Phase II schedule. Maria will follow up. Mike also inquired about the 6 ft. Pedestrian clearance centerline down Murphy Ave. Maria said she will get back to us regarding a timeline for this.
8. New Business
 1. Cityline, along with the Asian Diaspora Community, will be hosting a Boba, Snacks, and Chats pop-up at The Martin Luxury Apartments on January 11th from 2-4:30 PM. Register today: Boba, Snacks + Chats
 2. The SDA, in partnership with the City of Sunnyvale, Google, Small Business Development Center and the San Jose Hispanic Chamber of Commerce, will host a Grow with Google Webinar (Get your Local Business on Google Search and Maps). This will be part three of a three-webinar series we will partner on for our SDA businesses. Next Grow with Google webinar will be on January 29th at 9 AM. Register here today: Webinar Registration - Zoom
 3. The SDA will be hosting the ribbon cutting of Delhi to Kathmandu restaurant on January 15, 2025, at 2:30 PM. Their restaurant is located at 155 S. Murphy Avenue.
 4. O.M.G. Entertainment, in partnership with Cityline, will be hosting the Lantern Festival on February 15-16, 2025 on McKinley Avenue.
 5. Momo grill just put up their sign and are working on building out to complete their remodel.
 6. Eileen's Hot Pot on Washington Ave are also working on opening.
 7. We are gearing up for upcoming events. The first event coming up is the Taste of the World Wine Stroll.
 8. Shake Shack will be opening in June. There is also a mediterranean and sushi restaurants opening in the next six months.
9. Meeting adjourned at 10:42.
10. Executive session
 1. In closed session we approved Heather as a SDA board member.
 2. The board approved the Employee Handbook unanimously.
11. Next meeting will be held on Wednesday February 12, 2025, 10:00 am.

