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MINUTES OF THE SUNNYVALE DOWNTOWN
ASSOCIATION MONTHLY BOARD MEETING

Date: April 1, 2015

Time: 10:00

Location: Location: Broadcom, 190 Mathilda Pl., Sunnyvale, CA 94086

AGENDA

1. Attendance Joe Antuzzi, Maria Rodriguez, Donna Lang, Joel Wyrick, Johnny Sevey, Chris Richardson, Jackie Davison, Seema Shah, Ava Phillips, Gary Gold.

2. Acceptance of Minutes

Motion: To approve minutes from March 4, 2015

Vote: Motion carried

Resolved: Minutes from the meeting on March 4, 2015 approved without modification

3. Public Comment

Gary Gold is still working on getting a bike rack on Sunnyvale Ave.

Gary Gold suggested striped parking for workers in Carroll Lot with additional employee parking in the Plaza lot. Currently, the parking in the alleyway off of Sunnyvale Ave (adjacent Gary Gold and Associates) is not

available to employee parking but the rest of the lot is. He is suggesting that permit parking be restricted to a portion of the Carol St parking lot. Learning center vans are parked there all day. Can we find a better way to store business vehicles?

4. Police Report (Officer Phillips), BRE/Essex Solstice Report (Camron Shelton), Carmel Partners/Loft House (Heather Payne)

Police Report: There is no activity to report.

Solstice is fully leased.

Loft House: The residences are fully leased but three retail spaces remain available.

Loft is not going to sponsor the wine stroll.

5. New Business

a. Jackie Davison of Environmental Services (City of Sunnyvale) and Greg Pensinger from the Downtown Streets Team spoke about garbage and debris found during the bi-monthly downtown clean up.

About 800 lbs of litter was found in the downtown area in one month. Out of this debris the team counted 1500 littered cigarette butts in the downtown area with the highest count near the bus stops on Francis St.

They are asking for a partnership with the SDA to help reduce cigarette butt litter, asking businesses to help by providing cigarette receptacles in the downtown area, particularly in the parking lot areas. They are offering rewards for participants in the program in the form of local gift cards.

Chris of Downtown Streets Team discussed their partnership with the City of Sunnyvale. The objective is to get panhandlers cleaning streets and employed. They have been cleaning in the area twice a month. They are asking downtown businesses for access to designated bathrooms and storage for tools.

6. Old Business

a. BID Requests

b. BID Policies (Directory) It was recommended we send a letter to all bid members stating the July 1 due date for BID fees and also highlighting the benefits of being a member in good standing: a listing on the visitors guide and website.

Joel will send Maria a letter authorizing collections.

Action Items for Delinquent BID Fee:

1. Get list of unpaid members.
2. Notify the new businesses about the SDA.
3. All newly delinquent business will be contacted within the next 10 days. Then we will inform Maria which of these need to go to collections.
4. Delinquent businesses will go to collections on May 7th if not paid or excused.
5. We will review all the delinquencies at the next meeting.

(The late fee for Tangerine is waived because it was paid.)

April 28th is the BID protest hearing for the reauthorization hearing for the BID. A resolution adoption gives the city approval to levy fees.

7. ED/Staff Report

a. Magic of Sunnyvale

Ideas for Advertising: 1. We can request help promote the event. 2. Wolfe Rd banner 3. Facebook 4. Sunnyvale Sun 5. KGO is free for nonprofits 6. Events.com,

There will be a stage in the middle of the street this year like the Jazz event.

Attendees will start at Dr. Gary Gold.

8. Standing Committees: No standing committees at this time

9. Executive Session (closed session

10. Adjourn

Next meeting will be held on May 6, 2015 at 10:00 at Broadcom