

MINUTES OF THE SUNNYVALE DOWNTOWN ASSOCIATION MONTHLY BOARD MEETING

Date: Wed, May 6, 2015 Time: 10:30

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

AGENDA

1. Attendance Leigh Odum, Seema Shah, Gary Gold, Don Eagleston, Neil Ramarapu, Jow Antuzzi, Maria Rodriguez, Donna Lang, Joel Wyrick, Doug Cookerly, Richard Honka, Kathy Johnson, NRO Amy Pistor, NRO Eric Fujii

2. Acceptance of April 1 Minutes

Motion: To approve minutes from April 1, 2015

Vote: Motion carried

Resolved: Minutes from the meeting on April 1, 2015 approved without modification.

3. Public Comment

a. Aloft Update (Richard and Doug): There are 80 rooms open with 5 in progress. Aloft is a member of Starwood Hotels, serving their highest-level guests. They are requesting to extend their ABC license to allow alcohol sales from 11:00 pm to 2:00 am. It is restricted because it is a new business and the license is based on the previous business in their location. They are requesting support from the SDA.

b. Donna: Recycling containers have been added but people are filling them with garbage and they are overflowing. She has photographs of the overflowing bins.

c. Maria Budget supplement is now available for viewing. Maria will send the link and recommends we reach out to council.

d. Gary asked about new building code plans in the city. The city is still in study mode about this matter. Maria will get back to us regarding this matter and will let us know when it's open to public comment.

e. Parking: Aloft says 90% of visitors have cars and require parking. Parking is a problem for their customers and they are planning to hire valets to remedy this problem. The Carroll lot is full most of the time. One concern is the commercial permit parking in the lot. Kims Karate has

delivery permits for multiple vans that allow them to park all day. They have to move the vans once a day, but can park in the lot all day, every day. There was a discussion regarding modifying the conditions of the permits to help improve the parking availability in the Carroll Street Lot.

f. Gary brought up the Crosswalk crossing the middle of Sunnyvale Ave. Public works said in the past that this was not a safe place to have a crosswalk, but now that traffic patterns in downtown have changed with Aloft it might want to be reviewed.

Bike racks: Gary heard back from the bike coalition that they can not help with installing the bike racks.

4. Police Report (Lt. Eric Fujii, Amy Pistor), BRE/Solstice Report (Camron Shelton), Carmel Loft House (Heather Payne)

a. Police report: There have been some complaints at the Mozart Building 100 with delivery trucks and there was a conflict between movers and the building owner at Altair Way this past week. There is an ongoing issue with parking in this area. There were complaints that the movers were being disruptive and were very confrontational with the owner of the building and SDPS. SDPS has been checking on the area and. They encouraged us to call SDPS to report any problems.

b. Gary: There is a ring of thieves that case optometry offices in the Bay Area. Gary asked that the SDPS increase patrol in the area.

c. Loft House still has 3 retail spaces available.

d. Solstice parking: They would like look into changing the parking restrictions on Washington Ave. Currently, there is no parking on Washington from 2:30 am to 7:45 am. Solstice has asked that this be changed to 2:30 am to 6:00 am. There are new businesses moving in that have early morning customers.

5. New Business

a. Sunnyvale Art & Wine (Don Eagleston) will be held on June 6 & 7: same footprint as it's been for the last years. They've had problems with the recycling bins in the past so they will be patrolling this. Merchant parking: Macy's has allowed business employees to park there. The hotel will have extra permits. Macy's gets 125 permits for the event. They accommodate the residents in the downtown area. All Art vendors park in parking lot D by Target. The beverage booth on Murphy Ave. is the lowest revenue booth because of all the restaurants on Murphy Ave. They have extra security this year to make sure all the vendors can set up and break down. Any cars left on the street or in the lots during set up time will be towed. The open Macy's parking lot will be open at night to the public.

During the event the outdoor lot will be for businesses.

6. Old Business

a. Bid Requests no changes

b. BID Policies (Directory) Directory will be ready in time for the Magic of Sunnyvale.

7. ED/Staff Report

a. Magic of Sunnyvale Update Joel: Everything is all set up. The videos received 2,000 views on Facebook. We hired a company to distribute posters outside of Sunnyvale, there is a banner on Wolfe and posters in downtown businesses. The check in will be located at Gary's office. Wineries will be arriving at 1:30 and the event starts at 2:30.

Gary asked that we have banners up.

We would like to form a marketing sub committee. Agenda item for June Marketing committee.

8. Standing Committees

a. no standing committees at this time b.

9. Executive Session (closed session)

a.

10. Adjourn

Next meeting will be held on

Minutes submitted by Leigh Odum