



City of Sunnyvale

Meeting Minutes - Final

Human Relations Commission

Thursday, November 13, 2025

7:00 PM

Online and Redwood Conference Room,
City Hall, 456 W. Olive Ave., Sunnyvale,
CA 94086

CALL TO ORDER

Chair Zapata called the meeting to order at 7:04 p.m.

SALUTE TO THE FLAG

Chair Zapata led the salute to the United States flag.

ROLL CALL

Present: 6 - Chair Maria Paulina Zapata
Vice Chair Nenuca Syquia
Commissioner Claudia Camacho
Commissioner Aaron Terry
Commissioner Pedro Valencia Landa
Commissioner Ariana Ziolkowski

Commissioner Camacho arrived at 7:08 p.m.

Council Liaison Chang (present)

PRESENTATION

A [25-1029](#) Alzheimer's Association Organization Mission and Services Overview

Daniela Fowler, Community Outreach Specialist, provided a presentation on behalf of Alzheimer's Association. The presentation covered key facts and figures related to Alzheimer's disease in the United States, along with an overview of populations at elevated risk for developing Alzheimer's. The presentation also outlined the distinctions between dementia and Alzheimer's disease. Ten warning signs of Alzheimer's and the importance of early detection were reviewed. The presentation highlighted the Brain Health Recipe, which includes Physical Exercise, Cognitive Exercise, Nutrition, and Health Monitoring. In addition, ten healthy brain habits were discussed, with emphasis on the value of engaging in activities that can be controlled, rather than uncontrollable factors such as age, sex, or race. The

presentation concluded with an overview of available services, including the 24/7 Helpline, free education and support programs, and TrialMatch referrals. Fundraising events such as the Walk to End Alzheimer's and Do What You Love to End ALZ were also highlighted.

The Commission thanked Daniela for the presentation and for raising awareness about Alzheimer's disease and its relevance to the community. The Commission asked several follow-up questions regarding office location, services available to Sunnyvale residents, and the appropriate time to seek testing for Alzheimer's disease. Daniela explained that the home office for the Northern California and Northern Nevada region is located at 2290 N. First Street in San Jose. Additional chapters operate throughout the country, and the Commission was encouraged to use the organization's website to locate nearby offices. They also clarified that the mission of the Alzheimer's Association is to provide education and support to community members. Community members were advised to consult a medical professional if experiencing symptoms or health concerns. Testing can be conducted at any age, although certain factors such as persistent migraines or involvement in sports with frequent head trauma were highlighted as valid reasons to pursue evaluation.

Commissioner Camacho arrived at 7:08 p.m.

ORAL COMMUNICATIONS

None.

CONSENT CALENDAR

Public Comment opened at 7:45 p.m.

No speakers.

Public Comment closed at 7:45 p.m.

MOTION: Commissioner Landa moved and Commissioner Terry seconded the motion to approve agenda item 1.A as submitted.

The motion carried with the following vote:

Yes: 6 - Chair Zapata
 Vice Chair Syquia
 Commissioner Camacho
 Commissioner Terry
 Commissioner Valencia Landa
 Commissioner Ziolkowski

No: 0

1.A [25-1028](#) Approve the Human Relations Commission Meeting Minutes of October 9, 2025

Approve the Human Relations Commission Minutes of October 9, 2025 as submitted.

PUBLIC HEARINGS/GENERAL BUSINESS

2 [25-0850](#) Approve 2026 Annual Work Plan

EAI (Equity, Access, & Inclusion) Manager Fernanda Perdomo Arciniegas provided the staff report and noted that updates were made based on the discussion held at the previous meeting. The revised schedule moves the Community Presentation – Leadership Sunnyvale to July and places the NovaWorks presentation in October. In addition, a Community Presentation – Community Leaders has been added to the September 10 meeting.

Public Comment opened at 7:50 p.m.

No speakers.

Public Comment closed at 7:50 p.m.

MOTION: Commissioner Terry moved and Commissioner Landa seconded the motion to approve the Annual Work Plan.

The motion carried with the following vote:

Yes: 6 - Chair Zapata
Vice Chair Syquia
Commissioner Camacho
Commissioner Terry
Commissioner Valencia Landa
Commissioner Ziolkowski

No: 0

3 [25-1030](#) Community Needs Assessment Update

EAI Manager Perdomo Arciniegas presented the staff report and noted that meetings are occurring twice per month and that few changes have occurred since the last update. EAI Manager Perdomo Arciniegas reported that discussions regarding the survey sample size are underway, with plans to finalize the sample and provide an update in January. EVITARUS was identified as the third-party firm that will conduct the representative survey. They also stated that informational

interviews remain under consideration and that a draft list is currently being reviewed. The Commission was reminded that the contract timeline has been extended from eight months to twelve months.

Vice Chair Syquia requested clarification regarding the budget and asked whether EVITARUS will be responsible for developing a data strategy or conducting a full quantitative analysis. Vice Chair Syquia also emphasized the importance of obtaining a truly representative population, noting concerns about avoiding self-selected responses that do not reflect the broader community. Additional questions were raised about how a representative sample will be ensured and how the data will be analyzed to confirm equitable representation rather than simply maximizing the number of responses. They also asked whether a contingency plan exists in the event the survey results are determined to be non-representative, including the possibility of conducting an additional round of surveying. A request was also made to document non-responses, recognizing that non-response itself carries meaning.

EAI Manager Perdomo Arciniegas stated that the exact percentage of the budget allocated for this work is not yet confirmed but is expected to be no more than 10 percent. They noted that this component is an additional service included in the contract and is more extensive than conducting focus groups or community conversations alone. They explained that the representative survey is planned for a sample size of 400 registered voters. Consideration is being given to expanding the survey to include all Sunnyvale residents, although this option carries significantly higher costs due to the increased sample size. They also clarified that project communications have been conducted with MIG (Moore, Iacofano Goltzman Inc.), and that EVITARUS is the third-party firm working directly with MIG. Conversations with MIG have confirmed that EVITARUS has successfully completed similar surveys in larger cities, including Los Angeles. They also acknowledged and agreed with Vice Chair Syquia regarding the importance of ensuring a truly representative survey, noting that this priority has been and will continue to be incorporated into ongoing discussions with MIG and throughout the development of the representative survey.

Public Comment opened at 8:10 p.m.

No speakers.

Public Comment closed at 8:10 p.m.

4 25-1041 Discussion and Possible Recommendation of One Priority Project Idea to the City Council

EAI Manager Perdomo Arciniegas presented the staff report and reviewed the presentation on submitting one Priority Project Idea to the City Council. They stated

that the Council approved the new Council Priority Projects Process Policy 7.3.26, which establishes a more structured method for identifying, prioritizing, and implementing new Council Priority Projects. This policy replaces the former Study Issues Process. The Council also modified Policy 7.2.19 regarding Board and Commission input. They reviewed the timeline for the new Council Priority Projects Process and clarified that each Board and Commission may, by majority vote, advance only one idea for Council consideration. They further clarified that Boards and Commissions will no longer submit a form, nor will staff prepare a staff recommendation. They confirmed that consultants analyzed the former Study Issues Process and found that, although many Study Issues were submitted, very few were ultimately adopted. As a result, the process consumed significant staff and Commission time. To streamline the approach and use resources more effectively, the new process was determined to be the most strategic solution.

They noted that participation by Boards and Commissions is optional. If the Commission chooses to participate, discussion would take place in November, with this year's deadline extended to December. They also reviewed the format of the discussion and walked through the information posted on the City's website. They encouraged Commissioners to attend the Council Priority Projects Workshop in February, during which the Council identifies proposals that move forward for staff analysis. Commissioners were reminded that they may attend as members of the public to advocate for an idea. They also reviewed the email sent by City Manager, Tim Kirby to all Board and Commission members. Finally, they reminded the Commission of the two Study Issues that had previously received a majority vote before the Study Issues Process was replaced.

The Commission took a recess at 8:25 p.m. and resumed at 8:32 p.m. with all Commissioners present.

EAI Manager Perdomo Arciniegas noted that, because two ideas have already received a majority vote, the Commission could review those ideas and hold a discussion that also allows additional ideas to be presented. To give Commissioners time to consider any new proposals, they suggested placing this item on the agenda again in December.

Chair Zapata asked for clarification regarding whether Commissioners could submit ideas by email and have those ideas added to a list. Staff explained that the previous process involved maintaining a list; however, under the new process, staff will no longer create or add items to such a list. New ideas will instead be introduced and discussed during the Commission meeting.

Commissioner Ziolkowski shared an idea for establishing a rental registry in the City, noting concerns related to renter issues and suggesting that requiring landlords to register rental properties would allow the City to track rent increases over time. They indicated a preference to discuss this idea in greater detail at the December meeting. EAI Manager Perdomo Arciniegas noted that the concept may fall within Housing-related matters but acknowledged the equity considerations involved. Commissioner Ziolkowski also observed that, because the two previously identified items have already been discussed, it may be more effective to table new ideas to allow Commissioners time to prepare proposals in a more detailed format, such as a written report or presentation. EAI Manager Perdomo Arciniegas clarified that staff would not be preparing materials but could provide input or answer questions related to existing initiatives to help avoid duplication of efforts. They also stated that they would seek additional clarification regarding the new process. Commissioner Ziolkowski then withdrew the idea, noting that they would conduct further research and consider proposing it the following year.

Commissioner Camacho noted that cultural events could receive additional support from the City. They referenced last year's Ibero-American event, explaining that it was challenging for community members to organize and suggesting that increased City support could encourage more cultural events in the future. EAI Manager Perdomo Arciniegas explained that the City does provide financial support for cultural events representing Sunnyvale's diverse communities through the Community Grants program. Although the grant funds are limited, they acknowledged the value of supporting new cultural events and the potential community benefit such support could provide.

Commissioner Terry suggested using ranked-choice voting to increase efficiency. EAI Manager Perdomo Arciniegas explained that, based on their understanding of the new process, the Commission would engage in discussion on each idea and then take a final vote, with each Commissioner casting only one vote. Council Liaison Chang clarified that the goal is for the Commission to move forward one idea. The original expectation was that the Commission would choose between the two previously identified ideas; however, with new ideas now being introduced, the question is whether Commissioners feel prepared to make a decision at the next meeting when comparing newly introduced ideas to those already under consideration.

Commissioner Landa asked whether Commissioners could discuss their ideas under non-agenda items throughout the year. Staff clarified that the discussion is scheduled to take place at the November meeting, as outlined in the Work Plan.

Chair Zapata noted that the City of San Francisco allows non-citizens to vote for school board trustees and asked whether the City could explore a similar idea. EAI Manager Perdomo Arciniegas responded that the City of San José has implemented resident voting and that this idea could be an idea added for consideration.

The Commission agreed that additional time was needed to research their ideas and opted to bring the discussion back at the December meeting. Council Liaison Chang noted that the two items previously on the list were proposed by former Commissioner Rosenfeld, who is no longer serving on the Commission, and therefore would not be able to speak to the details of those proposals.

Public Comment opened at 9:01 p.m.

No speakers.

Public Comment closed at 9:01 p.m.

NON-AGENDA ITEMS AND COMMENTS

-Commissioner Comments

None.

-Staff Comments

Council Liaison Chang reminded the Commission about the upcoming Joint meeting of the City Council with Board/Commission Chairs and Vice Chairs on Tuesday, November 18 at 5:30 p.m., which will focus on analyzing and reviewing the overall effectiveness of Commission meetings. They also noted that the City Council will be making an appointment to fill the vacancy on the Human Relations Commission.

ADJOURNMENT

Chair Zapata adjourned the meeting at 9:03 p.m.