

Minutes for LDA Meeting
November 16, 2015
4173 MacArthur Blvd, Oakland, CA

Attending: Jain Williams, Dorothy Okamoto, and Joanne Wong-Lam (Board Members), Daniel Swafford (Exec. Director)

Absent: Kevin Rath and Joanna Gritz

Call to Order: President Jain Williams

- Welcome and Introductions
- Review of Agenda
- Approve Minutes – Sept and Oct 2015 – Motion Joanne; second Jain; All in favor

1. District 4 City Council Update – Adam Simons

- Farmers Market @ Fairfax **Saturdays** 11-3 PM. Hope to revive business district.
- Adam's office hours changed to **Saturdays, 10-Noon at Hive in Dimond**
- Mural update: Daniel to confirm paperwork submittal to be on Public Arts Commission Agenda for Dec 7th.

2. Mills College – Laurel Façade Improvement Grant Program plan

- Signage condition survey – Scott, Mills student, surveyed the business signage condition on MacArthur in order to prioritize the ones needing work the most. This survey, though subjective due to the number of students involved, looks at signage where our LDA matching dollars can have the most impact. Question raised was whether there's a section (building cluster) that can be improved. Scott to revisit survey to streamline signage condition criteria to be more consistent.
- Streamlining permit process – presented by Christine, Mills student.
 - Ideas include umbrella permit for a certain number of signage, help with contacting Planning point person, council member, contractors, and BID for support
- Program to proposals and suggestions to wrap up at the end of semester with one or two students who may be interested in following up with implementation phase.

3. Planning Application 3814 MacArthur – DaVita Dialysis

- Plan has addressed retail concern of LDA and included 4 spaces, 900 Sq. ft. approx. each, facing MacArthur. No ADA restrooms included and dividing walls flexible depending on tenant/retail use.
- Budgeted for 2 year permit/build process
- Have met with a few planning people, including Betty Marvin historic advisor with Planning Dept who asked for brick façade and awnings.

- Already identified local patients so ready to go, but no definitive timeline from City
 - Parking – 24 parking spots, lot to be graded 3 feet below grade. Mostly parking for staff, a third of the patients, and retail customers.
 - See attached for plans and elevation submitted to Design Review on 9/18/15. Public Posting period has expired without comment.
4. Merchant Watch and Security Update – Che absent
- General Board concern over lack of response to email/calls to Tur Ha, staff consistency and training as well as being uninformed about recent robberies and shoplifting.
 - Also questions whether Urban Shield can organize and train block captains into an effective program since Tur Ha has had one year to date to develop program without much progress.
 - Daniel shared about an App to help provide accountability for time clock when Urban Shield is on MacArthur and beginning patrol.
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5. Executive Director Report - Daniel
- Meeting with installer to give lights/banners which should be installed later this week. 44 Banners and 16 lights (photo cells)
 - Candi showed design copies of “Shop Laurel” ads to reach wider audience via website, 4 weeks of ad in Eastbay Express, Facebook ads, etc. Board loved the ad designs.
 - Allocation of about \$3K for ad budget
 - Discussion about holiday Laurel program – local bands playing in selected Laurel venues, Santa Stroll, hot cider/candy canes at participating businesses, etc. Only one response to Candi’s survey from businesses. Jain suggested just coming up with 2-3 things that businesses can simply respond yes/no to participation for this year. Daniel and Candi to determine specifics for holiday with further discussion to tie in with LDA’s larger strategic plan to be January 2016.
 - Daniel to assist to find someone who can guide Board discussion on LDA strategic plan.
 - Daniel to meet 11/17/15 with Harold of Peralta to go over maintenance concerns and accountability.
 - Mural – After much discussion, “Love the Laurel!” mural design selected from Fernando’s choices. Blue, purple, and red mosaic background. Fernando to do another mock up. Art commission funding – \$2K

Submitted by Joanne Wong-Lam