

Minutes for LDA Meeting
October 19, 2015
4173 MacArthur Blvd, Oakland, CA

Attending: Joanna Gritz, Dorothy Okamoto, Kevin Rath, Joanne Wong-Lam (Board Members), Daniel Swafford (Exec. Director)

Absent: Jain Williams

Call to Order: Dorothy Okamoto

- Welcome and Introductions
- Review of Agenda

1. CUP Application: 76 Gas Station (4276 MacArthur) – Raj
 - Plans presented which have been submitted to City for approval
 - LDA Board indicated that we will support CUP application
 - Motion Kevin Rath; Second Dorothy Okamoto; All in favor
2. District 4 City Council Update – Adam
 - Corner of High and MacArthur – Alex Hahn’s lot – received around 200 emails from concerned citizens/residents not to approve of any drive thru retail use. Adam confirmed that Starbucks and McDonald’s have not submitted any plans.
 - Outreach by Annie Campbell Washington’s office to Sprouts, a natural grocery market retailer. Adam indicated that residents cited grocery use as a need in the business district.
 - Request made by Kevin to reach out to Grocery Outlet, a grocery retailer which would fit a niche not met by Farmer Joe’s and Safeway.
3. Merchant Watch and Security Update – Che
 - Still working on coordinating merchants – Looking to fill (2) more Block Captain positions
 - Armed robbery at O’Reilly’s at 8:30 PM two weeks ago, Tuesday, followed by a Wed AM robbery at Walgreen’s at High.
 - Discussion with Che about sharing information with other merchants so can spot a trend or a hotspot. O’Reilly’s did not notice Urban Shield or LDA about the robbery
4. Grow Laurel Urban Farming/Garden Update
 - Presentation by Mandisa on the 100th Seeds Program and 17 businesses which have indicated interest/participation.
 - Need to secure funding sources, including an ask for support from LDA. She will come up with a proposal by the end of the year. Hopes to launch planting effort by spring of 2016.

5. Michele La Prong, owner Communitate Table, 4171 MacArthur, submitted revision to CUP to allow for sale of bottles of beer or wine to be sold with to-go meals.
6. Mills College and Laurel Façade Program – concept plan
 - Presentation by Mills students in areas of the façade Improvement program (see handout)
 - Ideas where LDA can help in the process:
 1. Kevin’s feedback: “Crib sheet” - to explain process, including explaining signage levels that necessitate a permit.
 2. LDA can aid as a liaison, group permit submission or master encroachment permit per building group(s).
 3. Daniel’s feedback: prioritize areas/businesses of greatest need; low hanging fruit, i.e. fresh coat of paint, new awnings, basic things that don’t need a permit.
 4. Dorothy to forward latest signage info packet to Mills professor
7. Executive Director Report - Daniel
 - Merchants association formation update – Next meeting Monday Nov 2, 1PM @ Anasa Yoga
 - District Marketing
 1. Nov. 1st new LDA website will be launched. Basic info of every business.
 2. No Halloween Trick or Treating. Discussion to move this event to be a Laurel Merchant responsibility. Joanna mentioned the amount of work she and Tommy have put into the event in the past.
 3. Candi will do website and put together a marketing campaign
 4. Strategic Planning with Marco’s reference – invite PR company to Board meeting either in November or beginning of 2016 in a pre-Board meeting, 6-6:30 PM.
 5. Holiday Decorations:
 - Confirmed Holiday banners for the Laurel – No brown banner, put candy canes on red banner, and if possible poinsettia on green banner.
 - Holiday lights purchased and will feature two snowflake designs on 16 poles along the Laurel BID.
 - Lighting on archway, either wreaths or garland.

Submitted by Joanne Wong-Lam