

Minutes for LDA Meeting
August 15, 2016
4173 MacArthur Blvd, Oakland, CA

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

Absent: Joanna Gritz

Call to Order: President Jain Williams

Welcome and Introductions

Review of Agenda

- July Minutes approved – Jain motioned to approve, Joanne seconded, all in favor
1. District 4 City Council Update – Jamila English
 - a. Review of Bill Phua’s project at High/MacArthur
 - 3000 sq. ft. retail, 3 floors of 10-11 market rate apartment units
 - Public comment period passed
 - Question to Jamila/Planning: LDA wants sidewalk and driveway cutouts repaired upon project completion. Confirm that will be a requirement for plan approval.
 - b. Food Truck Ordinance (Mobile Vending Ordinance)
 - Devon Reiff, from Planning, dreiff@oakland.net, and Stan of La Farine invited to come to Sept 19th meeting to discuss concerns raised by merchants in Dimond
 - Merchants represented by Stan, owner of La Farine – opposed to proximity to brick and mortar businesses, city understaffed to regulate, and timing of truck business.
 - Latest legislation will be sent to Daniel and forwarded to Board
 - Mid November – CED
 2. Laurel Security – Daniel Swafford
 - A homeless male sleeping in doorway old theater
 - 9 cameras installed at carwash, 2 facing street
 3. Façade Improvement
 - 4 awnings power washed
 - New awning at Beast and Elegant Hair
 - Launderland needs to clean up bird poop in front of store. Report complaint to Public Works.
 4. Beautification/Public Art – Daniel Swafford
 - RFP – for murals on planters – to go out by end of week
 - \$3K-\$4K available from Annie Campbell Washington’s art fund
 - Art sculpture to be installed on pad at AutoZone/Goodwill site – within the next couple of weeks by Scott.
 5. Land Use updates – Daniel Swafford
 - No update on DaVita
 6. Laurel Street Fair – Daniel Swafford
 - Final Numbers still in process but beverage revenue up 50% at \$17K, vendors up 30% at \$26K
 - Board thanked Daniel for a great job on the Fair
 7. Review LDA Mission - To be reviewed at September meeting
 8. September Board Meeting - Food Truck Ordinance and notice of BID increase for 2016-17
 9. Adjourned.