

LDA Minutes
January 23, 2017
4173 MacArthur Blvd, Oakland, CA

Attending: Jain William, Dorothy Okamoto, Kevin Rath, 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

- November Minutes approved – Joanne motioned to approve, Jain seconded, all in favor
1. District 4 City Council Update – Daniel gave report from Office of Campbell Washington
 - a. Local Heroes Ceremony – Feb. 18th, Laurel Elementary
 - Nominations due by 2/4/17
 - b. Green Wall Dollars - \$4K funding for public artwork
 - Daniel to talk with Jamila to secure funds for:
 - \$2K Laurel Mural – in process
 - \$4K for planter artwork
 2. Laurel Security
 - Problematic customer at ACE Hardware
 3. Archway Color Palette Selection – Criteria of color to hide dirt and freshen arches
 4. Lunar New Year – Saturday, Feb 18th
 - Building social media campaign – goal of “likes” on Face book and random drawing for gift cards
 - Lion Dance returning from last year
 5. Mills MPP Class Project
 - Tie in with strategic planning
 - Greenscaping – Grant funds may be available for backyard spaces
 - Collaboration with planters
 - Look at options for greening – Daniel to work with Mills to figure out class project
 5. Review LDA Mission and Strategic Plan
 - Looked at “Board champions” for each category and priority of categories
 - Work in progress
 7. Adjourned.

Next Meeting Monday, February 20, 6-8 PM @ Laurel Office Center.