

Minutes for LDA Meeting
January 18, 2016
4173 MacArthur Blvd, Oakland, CA

Attending: Jain Williams, 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

1. District 4 City Council Update – Adam
 - Meeting conflict – Daniel gave update – Office is still in discussion with possible retailers but nothing definitive.
2. Merchant Watch and Security Update – Che gave Merchant Watch update
 - 4 PM – 9 PM – extended hours during holiday. Passed out cards with contact info.
 - Jan and Feb – will try different strategies with Block captains. Start process with local security app.
 - Orientation Packet for Block Captains training – 90 min Orientation
 - Get them into routine of using app to document security incidents and maintenance issues/litter. To be linked with Peralta to remove graffiti tags
 - Eddie Simlin of OPD evaluated and looked at half of buildings to ensure no vulnerability by businesses (i.e. overgrown bushes limiting visibility); façade improvements to deter crime.
 - Regular check in with businesses by Che, esp. regarding shoplifting incidents
 - Che to give name of Planet Fitness Security Co. so we can make complaints
 - Need 5 block captains for 5 sections but only have 3 so far. Che to cover other two areas. Missing 35th to Domino's (Sect 1) and Laurel Lounge area (Sect 3)
2. Mills College – Laurel Façade Improvement Grant Program plan
 - Scott – Team roles – outreach and application/permit – going out to district and finding out needs

Phase 1: Painting and power washing awning, signs, and windows

- Push projects that are lower cost w/o permits
- Blanket permit project – district wide – District can apply for a continuous district wide permit to cover all permits.
- Window transparency issue – a problem to address - will make business more inviting and better for crime prevention. Educating merchants – maybe from OPD?

Phase 2: Bigger projects

Next steps:

- Daniel to finalize packet content, timeline with Mills Façade team and correlate with strategic planning and Board priority plan.
- Outreach to businesses
- Kevin requesting Top 10 building/facades needing work ASAP

5. Executive Director Report - Daniel

- Strategic Planning Preparation - Amy Barr, A2B Strategy
- Board requested to survey other BIDS for ideas in Oakland and other areas for ideas
- Property Owners call list divided between Board members
- Confirming the Questionnaire for Board and for the Stakeholders
- Dates in March/April for Strategic Planning to be confirmed with Board.

Submitted by Joanne Wong-Lam