

**LDA Minutes**  
**March 20, 2017**  
**4173 MacArthur Blvd, Oakland, CA**

Attending: Jain William, Dorothy Okamoto, Kevin Rath, Jean Marie Moore, 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
- January and February Minutes approved –Jain motioned to approve, Kevin seconded, All in favor

1. District 4 City Council Update – Jamila English

a. Traffic calming on MacArthur and Net steps (Annie mentioned she spoke with Joe Wang)

- Bike lanes extension – Measure KK, long term plan
- Signal lights – short term
- “Road Diet” – what we can do short and long term to increase safety

Action: Jamila to follow up with Joe Wang on short term solutions. And check if old MacArthur traffic study is available for review

b. New works

- 76 Station – Annie to work with Planning Staff to find out issues before owner Raj resubmits plans.
- 4255 MacArthur – Bill Phua’s project is in the process of working with Alameda County
  - Action: Jamila will find out what the issues are with County.
- b. Office hours at Café Santana(2<sup>nd</sup> Saturday) and Montclair Farmer’s Mkt. (4<sup>th</sup> Saturday) – 10 AM – Noon
- c. DaVita Update: on hold because 1) have to resubmit plans to address slope on land; 2) need construction management plan. Demolition permits will be posted shortly
- d. No update on Glenn’s Hot Dogs or new restaurant at Giant Burger.

2. Laurel Security

- a. Wall painted over and memorial removed where shooting occurred (Giant Burger)
- b. Trailer Park – Daniel contacted security to deal with illegal dumping
- c. Business owners to alert customers/employees on increase of laptop/iPad theft.
- d. overnight campers at carwash

3. Merchant Mixer – 35 attendees

- Good showing from staff, nice interaction/presenting LDA programs (façade improvement) and events.
- Merchants encouraged to host next mixer with LDA sponsorship

4. Events

- a. Laurel Street Fair – Candi and Aurice to organize with goal to break even.
  - Good booth sign ups; expand sponsorships
- b. Movie Nights – Will be held at Ace Hardware parking lot. Rene of Movement Ink will be the point person to give dates. Idea also to make it kid friendly with face painting and related activities.

5. Project Updates

- a. Planters cleaned

- b. Greenwall program for mural – Jamila
  - Need to submit and get approved from Art Commission –
  - 2-part process: 1. Approval; 2. Complete docs. For Greenwall funds - \$4,675.00
- c. FLIP – Façade Improvement
  - Applications due April 15, 2017
  - Try to encourage properties needing most attention
- d. Archway – painting to start once rain stops - \$1,400 quote
  
- 5. Mills Class Project
  - Mapping district with update at next Board Meeting – mapping green spaces, LAAMPS interface and High St.
- 6. Strategic Plan – 2017 Priorities
  - Planters
  - Tree Dept in Public Works – tree grates – Jamila to look into this.
    - Daniel has inventory of all trees/grates
  - One-on-one with each Board member to go over our strategic plan areas
- 7. Board Development
  - Welcome Jean to Board
  - Jain to check with Joanna Gritz
- 8. Adjourned.

Next Meeting Monday, April 17, 6-8 PM @ Laurel Office Center.