

**Minutes for LDA Meeting**  
**September 19, 2016**  
**4173 MacArthur Blvd, Oakland, CA**

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

Absent: Joanna Gritz and Dorothy Okamoto

Call to Order: President Jain Williams

Welcome and Introductions

Review of Agenda

- August Minutes approved – Jain motioned to approve, Joanne seconded
1. District 4 City Council Update – Jamila English
    - a. Update on Bill Phua’s project at High/MacArthur – New Construction will not go forward.
      - Daniel to check with Alameda County on how best to proceed
      - Jain would like to look at other possibilities to improve/beautify site in the interim
    - b. Annie Campbell Washington put legislation to form a Small Business Task Force to address concerns of small business which are not being heard when City passes ordinances. Hope to get it passed early October and in place by March 2017 after City Staff appointment.
    - c. Laurel Village Assoc. applying for grant to finish the Laurel Art Garden (near 580 West on 35<sup>th</sup> Ave.)
    - d. LAMPS – No update – still awaiting funding for last phase
  2. Laurel Security – No big issues to report other than keeping an eye on illegal dumping
  3. Façade Improvement
    - New awning soon at Beast and Elegant Hair, also bars on window down—good improvement
    - No progress on bird poop at Launderland
    - Neighbor at corner of Madeline and MacArthur does art wrap – might be a nice, affordable way to improve corner. Daniel to follow up on this.
  4. Laurel Street Fair – Daniel Swafford
    - Net income \$4,500 mostly due to beer sales, amt. not including time for Daniel and interns; overall, broke even.
    - About 130 vendors, more product sales due to increase in area, including Planet Fitness and Ace Hardware. Can see 25-30% more in beer sales next year.
    - Attendance around 10,000
    - Question for next year’s fair: Do we want to allocate Daniel’s time to a planner so that he can focus on larger projects for the LDA?
  5. Annual Report
    - Review mailing to property owners – looks good; Kevin to provide aggregate values of property values so that owners can see value of BID.
    - 2017-18 Draft of Fiscal Budget,
      - increases mostly in DISI (signage, special events/marketing) and Capital improvements
      - Budget/ Annual Report approved: Jain made motion, Kevin seconded, all in favor
  6. Oakland Mobile Food Vending Ordinance

Guest speakers: Devan Reiff, City of Oakland and Stan Dodson, mgr. of La Farine Dimond Dist.

- a. Devan Reiff – Map of permitted vending sites expanding area beyond International, Foothill, San Antonio, and Fruitvale – City allowing vending from the street to give economic opportunity and simplify current process, with priority given to food deserts.
  - Buffer distances given to schools (500') but question of legality of regulating on public rights of way so no specific buffer distance determined now.
  - LDA cannot opt out of the ordinance but can propose language of limitations, i.e. limiting hours.
- b. Stan Dodson –
  - Issues of poaching and cherry picking customers, equity issues of avoiding Oakland min. wage, surprise health inspections, amount of time to businesses to self-police, etc.
  - Inability of City to adequately enforce ordinance, incl. illegal food trucks; collecting fees
- c. Board comments: Kevin expressed EIR, economic impact, and parking concerns that food trucks will have on business district. Joanne expressed similar concerns about economic impact but open to food pod events on private property in the Laurel District.
- d. Action items by Board:
  - Motion to draft letter to Planning Commission for Oct. 5<sup>th</sup> meeting (Kevin 1<sup>st</sup>, Jain 2<sup>nd</sup>, all in favor) regarding concerns of economic impact and parking on the Laurel District restaurants.
7. Review of LDA Mission – still pending with Amy, consultant
8. Adjourned.