

**LDA Minutes**  
**November 21, 2016**  
**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

- October Minutes approved – Joanne motioned to approve, Kevin seconded, all in favor
1. District 4 City Council Update – Jamila English
    - a. Ballots passed so funds coming in but votes still have to be certified.
      - Soda tax – will give update on implementation
      - Measure K – may have funding for LAAMPS project
    - b. Immigration concerns: Oakland to be confirmed as Sanctuary City on Nov. 29<sup>th</sup>
      - OUSD: reassuring students and Annie Campbell Washington to meet with community groups to address issue.
    - c. Top 3 Priorities for LDA: Daniel will confirm our priorities in time for fiscal budget June 2017.
    - d. Small Business Task Force Committee: Daniel will join committee and be our LDA business voice.
  2. Laurel Security
    - Che monitoring loitering at La Franchi and asking them to move.
    - Increase of shoplifting at Goodwill
    - Increase of dumping on streets off MacArthur
  3. Planter Art Proposal Review
    - Center for Biological Diversity partnering with Laurel Village to paint mural on High St. Pharmacy wall or 3 smaller walls (TBD). Mural cost will be \$25K-\$40K.
    - LDA to have 4 artists with 4 distinct art styles to paint artwork on planters. Cluster of art styles at strategic planter areas on MacArthur.
  5. Review LDA Mission and Strategic Plan  
Revised Mission statement: The Laurel District Association's mission is to enhance the business district's physical and information infrastructure in order to facilitate commerce and community in the neighborhood.
  6. Holiday Plan
    - Wreaths up and looks great
    - Santa Stroll: Start at Café Santana Dec. 3<sup>rd</sup> at 3 PM. Launch "Shop Laurel" campaign.
  7. Adjourned.

Next Meeting at Community Table – December 19<sup>th</sup>.