

Minutes for LDA Meeting
September 21, 2015
4173 MacArthur Blvd, Oakland, CA

Attending: Jain Williams, Dorothy Okamoto, Joanne Wong-Lam (Board Members), Daniel Swafford (Exec. Director)

Absent: Joanna Gritz and Kevin Rath

Call to Order: Jain Williams

- Welcome and Introductions
- Review of Agenda

1. District 4 City Council Update

2. Merchant Watch and Security Update – Che

- Oct 1st – Date to get everything up and running
- Block captains - 4 so far
- Building binder for merchant watch
- Peralta BID sweeper Louie can be daily eyes on the street
- Google set up: LDAMerchantwatch@gmail.com,
- Urban Shield on street phone # (510)575-2314 – report suspicious person or escort to car. If altercation, serious crime – call 911

3. Laurel Merchant Meeting Highlights – First round of parklet reimbursement

4. Executive Director Report

- General Review of the Laurel Street Fair – All positive and Daniel to confirm the amount, if any, that the LDA made from this Fair.
- Mural Funds for Gateway at High and Mac (Action) – Approve \$2,000 LDA contribution; Motion Jain Williams, Second Joanne Wong-Lam, All in favor
- Annie Campbell Washington has a Green Fund of \$2K to help with this
- Façade Improvement with Mills College meeting next week to go over program for BID merchants
- LDA to be a part of a matching grant – set up to \$20K to match merchant or property owner investment

5. Holiday Décor

- Light Pole Decorations – Daniel presented a few suggestions from which the Board selected a couple of snowflake designs.
- Holiday Banner Discussion – Tommy Wong to design for Board’s review at October Meeting

6. LDA/City of Oakland Disbursement Agreement (Action)

- Review of Disbursement Agreement, including confirming insurance requirement.
- Vote to authorize Daniel Swafford, Executive Director of the Laurel District Association (LDA) to sign on behalf of LDA, the Disbursement Agreement between the City of Oakland and LDA on September 21, 2015.
- Motion Dorothy Okamoto; Second Joanne Wong-Lam; All in favor
- Daniel Swafford signs three unique copies of Disbursement Agreement.

7. Business Development and Land Use

Taco Bell under major remodel at 3535 MacArthur

Submitted by Joanne Wong-Lam