

Minutes LDA Meeting
July 18, 2016
4173 MacArthur Blvd, Oakland, CA

Board Members: Joanna Gritz, Dorothy Okamoto, Jain Williams
Absent: Joanne Wong-Lam, Kevin Rath
Executive Director: Daniel Swafford
Staff: Candi Martinez- Carthen

6:06PM Call to order- Daniel Swafford

Welcome and introductions

Review of Agenda

Change in order of presentation. LSF report to add LDA holiday strategy, Approval of minutes moved until quorum established, Review of Mission Statement to be discussed in a Google document, August Board Meetings

1. August, September and October LDA meetings: to be moved to 3714 MacArthur Blvd. (Laurel Optometry) until renovations are complete at 4173 MacArthur.
2. Land Use: Daniel Swafford
 - Scooter's lot: for sale with a new broker
 - Glenn's: not much is known about potential changes. Daniel to follow up about the possible façade funds available.
 - La Franchi: City communicated with the owner on possible recycling requirements. Daniel to read over the paperwork to see if the LDA needs to become involved.
3. Minutes approved with the edits of moving #5 to #2. Approved Jain and Joanna 2nd All in Favor
4. LSF-Candi Martinez
 - Ready for the fair!
 - Resources: Liason with library, PSA with KPFA and KBLX, Clear Channel Bus shelters Bill boards, East Bay Express and Oakland Magazine and Councilperson Campbell Washington's office newsletter.
 - MC Preston Justice with Jain Williams, Daniel Swafford and Mayors office to be guest announcers
 - Next project is the holiday bag. No vote taken until the material, artwork. A possible trial limited edition to be released at LSF, price or free promotional options are discussed.
5. Security Update-Daniel Swafford
 - Peter's Kettle robbed at gunpoint, 4:45 pm on weekday. No one hurt.
 - Merchant watch still not seeing active merchants.
6. Façade improvement-Daniel Swafford
 - Funds approved for cameras at the Car wash.
 - Finding one power washing company to do power wash of awnings is being considered
 - More requests are moving ahead
7. District 4 update- none
8. New Business-Daniel Swafford
 - RFP for planters for a pilot program for 20 pots considered. Details of timeline, sample of work, payment for each discussed.
 - Plans to recolor the arch.
9. Adjourned.