**LDA Meeting Minutes**

**December 19, 2022**

**Meeting Via Zoom**

Attending: Dorothy Okamoto, Vincent Phua, Toshia Thompson, Jain Williams, Joanne Wong-Lam, and Zinzi Zareef (Board Members)

Absent: Jonathan Evans, Alex Mountford, Richard Santana

Executive Director: Daniel Swafford;

**Call to Order**: Jain Williams

Welcome and Introductions

Review of Agenda

Approve September Minutes: Motion made to approve by Jain, seconded by Dorothy, all in favor.

1. **New Councilmember Janani Ramachandran**: District 4 Council Office Transition – No Updates

* LDA will maintain priorities of traffic calming on MacArthur corridor, small business support esp. with permitting process, events, grants, ambassador program, business attraction and development of vacant spaces. Daniel to reach out to Councilmember Ramachandran to convey these areas of priorities.

1. **LDA Business**:

* Ambassador Pilot: Stop Waste program received a surprise that Dispatch Goods will not be servicing restaurants with reusable’s anymore.
* 2022 Annual Report – work in progress
* CIP MacArthur – Need to get it ranked with DOT as we did two years ago.
* Mural Tour/public art update – Five interviews completed with 3 or 4 more artists to go. Goal to get on website to generate publicity and marketing to Laurel.
  + Found an artist to do custom artwork on a few of the refurbished trash cans
  + Giant Burger gave permission to paint art on fencingto cover tagging.
  + Cornerstone mural almost complete. Church appreciative. Colorful mural in space now.
* Trash Can refresh update – 9 completed and 7 or 8 more to be repaired.

3**. Laurel Security**:

* $10K grant applied to Ambassador Program—up and running for holiday season.
* Auto burglaries increase in Montclair and Diamond – coordinate with Urban Shield and Ambassador during holiday period.

4**. Events and Promotions:**

* ‘Live in the Laurel’ – Events went well—Santa Stroll, Toy Drive, crafts and music events. Marketing will continue into the New Year.
* Saturday, February 4th Laurel Lunar Celebration and Local Heroes Event

5. **Business Attraction and Land Use**

* High/MacArthur development – construction commenced with bulldozing on site.
* Karen Boyd – Former City of Oakland Communications Director now current Director of Customer Experience at Goodwill. Good contact for LDA.
* Corner of High/Mac – Daniel helping Thomas Kuo find a new electrician to upgrade his system.
* DaVita – ground floor remains vacant due to high rent and unfinished units.
* Bank of America still not opened, no timeline, labor challenges.

Next meeting Monday, January 23, 2023, 6-8 PM via Zoom