**LDA Meeting Minutes**

**August 21, 2023**

**Meeting Via Zoom**

Board Members Attending: Alysia Gritz, Lorie Mata, Dorothy Okamoto, Jain Williams, and Joanne Wong-Lam

Executive Director: Daniel Swafford

**Call to Order**: President Jain Williams

Welcome and Introductions

Review of Agenda

Approve July Minutes: Motion made to approve by Dorothy; seconded by Joanne, all in favor.

1. **D4 Councilmember** – Daniel for Constituent Liaison Iris Merriouns – See items below in LDA Business
2. **LDA Business**

* Ambassador Program - $94K award for LDA to implement for MacArthur Corridor – Laurel District to Diamond. Award came from Daniel’s application requesting $300K for year. TBD by Councilmember Ramachandran whether shorter hours or shorter duration with lower amount of funding; in any case, to be in place by holiday season. Daniel to explore whether we can take the program to the County to match funds.
* Traffic Calming – Plan received acknowledgement by DOT to budget study with CIP MacArthur to focus on Laurel section. Will fund community engagement process and part of engineering for project. Hope to steer funding to short term features, i.e. striping and other temporary ideas to speed the process.
* Trash can refresh update – wrapped up with last few cans waiting for custom artwork with two extra cans to be placed.
* BID Renewal – Economic Development office needs to give us a timeline and a list of consultants.
* LPR Camera tampered with and repaired

**3. LDA Security**

* Attempted robbery at La Franci’s
* Overnight security patrol and Alarm Response Pilot ($900 for 2 week coverage) – No incidence. Eight nights over 2 weeks. Tim at Donut Shop contacted company when burglarized – security company waited until owners arrived. Company still available and possible to set up for holiday season.

**4. Events and Promotions**

* Laurel Business Mixer – Wednesday, August 23rd, 9:30-10:30 AM, Sequoia Diner. Includes other business managers, Black and Chinatown Chamber of Commerce, Economic Development Members, followed with a Walk Thru with Councilmember Ramachandran et al and OPD.
* ‘Live in the Laurel 2023’ - good turnout at Communite Table. Next one, August 26, 5-7 PM at Degrees Plato.
* 22nd Annual Laurel Street Fair – Saturday, August 12th. Lots of people and good vendor turnout. Will know at end of August if received funds from Cultural Arts Grant. Will have the numbers from the Fair later but believe that vendor, beverage sales back closer to 2019 numbers.
* Trick or Treat, Sat. Oct. 28th, 12-3 PM and Santa Stroll Sat., Dec. 16, 2-4 PM – Planning begun.

**5. Business Attraction and Land Use**

* Still looking for tenants at High/MacArthur (Subway/Razzo’s Pizza)
* Alexis’s development using modular construction – 5 stories and with modular, will go up faster.

**6. Open Forum**

* Resource Officer – confirming they are still on boulevard?
* Any crime stats? Taco Truck robbed on Wednesday, Aug 16th at 11:30, near Planet Fitness – car with 4 guys who later broke into a rental car in Bank of America parking lot.

Next meeting Monday, September 18, 2023, 6-8 PM via Zoom