**LDA Meeting Minutes**

**February 27, 2023**

**Meeting Via Zoom**

Board Members Attending: Jonathan Evans, Alex Mountford, Dorothy Okamoto, Vincent Phua, Jain Williams, Joanne Wong-Lam, and Zinzi Zareef

Board Members Absent: Toshia Thompson

Executive Director: Daniel Swafford

Guests: Lorie Mata (Manos Homecare), Officer Aaron Johnson (CRO), Councilmember Ramachandran and Iris Merriouns, and Alysia Gritz (Marquardt Property Mgmt.)

**Call to Order**: Jain Williams

Welcome and Introductions

Review of Agenda

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

1. **D4 Councilmember Janani Ramachandram** and Constituent Liaison Iris Merriouns

* City of Oakland computer system still hijacked.
* Business Tax License payment extended to 4/17/23.
* Safety Ambassador program – would like to continue in conjunction with CRO.
* Public safety – March 16th at 5 PM Community walk to celebrate public spaces and raise awareness on safety. Location: Diamond District.
* Working on a strategic plan to deter property crime. Meeting with DOT this week. Please send D4 any concerns to [ilmerriouns@Oaklandca.gov](mailto:ilmerriouns@Oaklandca.gov). Daniel to work with Iris on issues.

2. **LDA Business**:

* Ambassador Pilot: 1) Stop Waste - Received first disbursement, need to discuss next best steps. 2) Safety holiday program report: Dec. 14 – Jan 15 – went well. Hope to show the value of the program. Have data/feedback to use for future programs.
* 2022 Annual Report – to be submitted soon. Expenses and revenue remain the same.
* Do we want to increase assessment 0-5%? Hope to make decision next month. Jonathan makes the motion to determine increase next month, Joanne seconded the motion. All in favor.
* Board Development – Alex introduces Lori Mata, Director of Operations. Kevin Rath stepping away from Manos and Alex taking over his responsibilities. Lori, a Laurel resident, to replace Alex as Board member.
* Action: Jain makes a motion to replace Alex with Lori as LDA Board member. Joanne seconded. All in favor.
* CIP MacArthur – City budget retreat March 3rd. By end of March and April – LDA needs to coordinate with councilmember, bicycle groups, and others to advocate for traffic calming priorities in capital improvement projects.
* Mural Updates: re-do mural on Laurel Lounge and maybe Planet Fitness
* Trash can update: new artwork on trash can in front of Cornerstone.
* BID Renewal – 2025 – Need to start the process: 1) Plan outreach; 2) choose a consultant; 3) set aside funds; 4) extend boundaries; 5) form a subcommittee. 6) Consider a longer time, i.e. 15-20 years time frame which will allow borrowing for capital improvements. Confirm when BID starts – Daniel to verify dates.

3**. Laurel Security**: Officer Johnson, CRO

* Justin Martin – apprehended and is in custody for assaulting someone at Giant Burger. Mental illness a possibility.
* Ambassador Grant funding – opportunity for us to receive funding. LDA would love for councilmember to recommend LDA for funding safety services. Technical services and safety services to collaborate with Urban Shield and OPD. $350K
* Other concerns: Alan, homeless man became violent and damaged planters at Communite Table; prostitution in apt. complex and alley behind Manos and Victory Outreach for past couple of months.
* Ofc. Morgan Viss, in training and partner with Ofc. Johnson. Both will check on prostitution concern and speak with apt. owner to stop it. Will offer resources to homeless man. Will invite Ofc. Viss to LDA meeting.
* To deter prostitution, take down license plates, esp. if from out of city which confirms illegal activity. Call non-emergency number to create a paper trail and get incident # and forward to Ofc. Johnson. (510)238-2373, [agjohnson@oaklandca.gov](mailto:agjohnson@oaklandca.gov).
* RV and drug dealing on Maybelle – reports also of dumping feces/urine. Ofc. Johnson tagged it. If it’s vacant, he can have it towed. If someone is in there, he can’t tow it but can ticket them for registration.

4**. Events and Promotions:**

* Laurel Lunar New Year – Sat., Feb. 4th 11 AM - Close to 150 people attending with Councilmember Janani Ramachandram and Constituent Liaison Iris Merriouns
* ‘Live in the Laurel 2023’ – Determining a calendar with artists and businesses.
* Marketing: Merchant Profiles: Black History Month – received good response on owner profiles.

5. **Business Attraction and Land Use Updates - None**

Next meeting Monday, March 20, 2023, 6-8 PM via Zoom