**LDA Meeting Minutes**

**June 26, 2023**

**Meeting Via Zoom**

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

Board Member Absent: Lorie Mata and Toshia Thompson

Guests: Alysia Gritz of Marquardt Property Management

Executive Director: Daniel Swafford

**Call to Order**: Treasurer Jain Williams

Welcome and Introductions

Review of Agenda

Approve May Minutes: Motion made to approve by Jain; seconded by Vincent, all in favor.

1. **D4 Councilmember** – Daniel on behalf of **Janani Ramachandram** and Constituent Liaison Iris Merriouns

* City is finalizing 2023-24 budget
* $1 Mil. for Small Business District Ambassador program with $200K for District 4.
* Study of MacArthur Blvd – Funds from design budget to put Laurel District as part of larger budget in the title of the project. Also, assigned a planner.
* Economic Development Dept. – Council Resolution to take funds of $400K from last budget toward ‘Visit Oakland’ for $1K-$10K events. There’s an opportunity in the ‘Activate Oakland Initiative’ to bring some funds into the Laurel.

2. **LDA Business:**

* Draft Ballot – once approved, sent to property owners.
* **ACTION**: Approve Ballot. Joanne makes a motion to ratify ballot, seconded by Jain, all in favor.
* Ambassador - $2K from Foodware – funds to help with outreach to help round out $25K grant received earlier this year.
* CIP MacArthur – SLOW Laurel Traffic – moving slowly along, hope to get dollars for a pilot program, i.e. lane configuration.
* Trash cans – Last two to be refurbished.
* BID Renewal 2025 – BID Renewal Committee: Jain, Joanne, Dorothy, and Daniel met and will reach out to Marco LiMandri and another consultant to check availability.
* LPR Camera installed at 35th on LaFranchi’s – Installed in all four directions with license plate reader.
* Also, with electricity up and running at Subway center at High/Mac, should be able to restore fully functioning security cameras.
* **ACTION**: Grant Funding bonus to Daniel. Joanne makes a motion to give a 10% bonus to Daniel for grant dollars beginning 2022. Seconded by Dorothy. Four in favor, one not in favor. Motion carried.

Note on grant dollars – Admin. fee built in the grant funds. Also, the new D4 $200K ambassador program will be received by LDA and LDA will receive a fee to administer funds to Diamond and Montclair. Daniel will also go to the County to see if any funds available.

**3.Laurel Security**

* Bank of America robbed June 21st at 2 PM; $8K stolen from teller. Also, robbery today, June 26th at 3 PM with robbery of bank customer in Ace Parking lot; $10K stolen. Daniel to reach out to Officer Johnson.

4**. Events and Promotions:**

* ‘Live in the Laurel 2023’ - Great publicity – East Bay Times and Montclarion. Each location had 15-25 people on 6/24.
* 22nd Annual Laurel Street Fair – Saturday, August 12th, 11 AM – 7 PM. Vendors coming in, outpacing last year. Hope to get Oakland cultural grant but will scale accordingly if City can’t cover costs for permits and road closure but will know more next month.

**5.Business Attraction and Land Use Updates**

* Homestead Apothecary - Owner Harlan Woo brought in a broker to help re-tenant. Owner of Joe’s Modern Thai looking for another location and is in conversation with owner.
* DaVita has a new broker, Wells & Bennett.
* Wine bar looking for a spot.
* High and MacArthur – Thomas Kuo – two units available, former Liberty Tax and dry cleaner spots.
* Degrees Plato – still stuck in planning. Approaching one year mark.

Next meeting Monday, July 17, 2023, 6-8 PM via Zoom