**LDA Meeting Minutes**

**March 20, 2023**

**Meeting Via Zoom**

Board Members Attending: Dorothy Okamoto, Vincent Phua, Toshia Thompson, Jain Williams, and Joanne Wong-Lam.

Board Members Absent: Jonathan Evans, Lorie Mata, Zinzi Zareef

Executive Director: Daniel Swafford

Guests: Alysia Gritz (Marquardt Property Mgmt.), Ofc. Johnson, Oakland Police

**Call to Order**: Jain Williams

 Welcome and Introductions

 Review of Agenda

 Approve February Minutes: Motion made to approve by Joanne with date correction; seconded by Jain, all in favor.

1. **D4 Councilmember Janani Ramachandram** and Constituent Liaison Iris Merriouns
* Public Safety – See below for Ambassador Program RFP
* Traffic Calming – See below to see if we can get pilot for striping
* Small business support including permitting process – See example of Degree’s Plato below #5 Business Attraction.
* Business Attraction and development of vacant spaces – See #5 Business Attraction below.

2. **LDA Business**:

* Ambassador Pilot: 1) Stop Waste - Received Q3 Reusable Foodware Grant, disbursed. Closing program out but might receive additional funds of $4K-5K to continue restaurant outreach. We’ll know in a month.
* Ambassador Program – City of Oakland RFP submitted on Friday, March 17th. To be determined if MacArthur Corridor will be included. Letters of support from LCAP, Diamond Assoc., Brett Harte, etc. show desire to make blvd. safe.
* CIP – SLOW Laurel traffic – Hope to get funds approved in 2021-23 budget cycle, got contact DOT Mgr. Hope to see if we can get pilot and striping for near term while DOT plans for permanent infrastructure. Example of 35th and Coolidge of effective traffic calming with striping.
* Trash cans – getting two more refurbished this week, with 3 more in next two weeks.
* BID Renewal – Daniel to get date from City of BID renewal and find out if any set requirements. Still TBD, BID Assessment adjustment??

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

* Resolved drug dealing in RV and prostitution behind apartment. Thank you Officer Johnson!
* RV moved after tagged. One more RV on Maybelle – Does it belong to a resident?
* Residential burglary active investigation – two reports beginning of March.
* Asian lady attacked – purse stolen and she was thrown to the ground.
* We currently have walking units on overtime which helps to deter criminal activity.
* Stolen car in front of Jain’s office. Man handcuffed and impounded car.

4**. Events and Promotions:**

* ‘Live in the Laurel 2023’ – Series to be released. So far, we have World Ground, Degrees Plato, RBA Creative/Beast, Vetiver participating. Last Saturday of the month.
* Marketing: Merchant Profiles: Women’s Month – good response from Diva Styles, Kids N Dance, Show ‘in Out Hair. Next profile: Family Owned Businesses.

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

* Used Vincent Phua’s saga of Design Review and permitting for Degrees Plato as unacceptable City processes and seeking Councilmember Ramachandran’s support.
* Long term vacancies – Apothecary, Dollar Plaza, Scooter’s lot (recently sold), DaVita – Councilmember will follow up with vacancy tax.

**6. Open forum**

Discussion:  Kathleen and Peter from the car wash and the "homeless" person who is being a nuisance. Daniel to speak to Kathleen for details

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