**LDA Meeting Minutes**

**October 16, 2023**

**Meeting Via Zoom**

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

Executive Director: Daniel Swafford

**Call to Order**: President Jain Williams

Welcome and Introductions

Review of Agenda

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

1. **D4 Councilmember** –Iris Merriouns

* D4 Updates**:** Tomorrow’s Council Meeting – Public safety has become a citywide issue and will be main discussion. D4 is asking for ambassadors and walking officers. Laurel wasn’t included in the last ambassador funding—the $97K came from community funds that were allocated to ambassador program.
* Asking for grant writer for OPD mid-cycle. Administration has been shortsighted and uneven in funding/allocation and not supporting business corridors. Resolution written for three areas by EWD. Jain suggested a grassroots campaign.
* November 7th meeting- 911 response times to be brought up and recommendations noted to correct long response times. OPD responded but not HR; bottleneck is with HR because Director retired and search underway for new one.
* Oct. 18th: CEPTED Walk (Community Policing Through Environmental Design). New community resource officer and others will come.
* Activate Oakland grant **–** Daniel applied for grant which helps with funding mural art tour, public events, and link to public arts.
* Still working with PG & E to underground lines – Berkeley reached out to Oakland. Brought question: How was Alameda County left out of plan given that part of D4 was the site of the 1991 Oakland fires.
* Traffic calming: Charlie Reem, planner, City of Oakland, assigned to MacArthur Corridor. Also assigned to High Street streetscape construction underway. Will re-send email outreach to Charlie.
* Small Business support: Spoke with Bill Phua – site situation is complicated with Water Board involved and soil testing. Also, design is outside proposed use of infill zoning.

1. **LDA Business**

* Ambassador – See discussion above. Trying to get additional ambassadors by December 1st.
* CIP: See above discussion on Charlie Reem
* BID Renewal: Progress on consultant selection.
* BID Board: Toshia Thompson respectfully resigned from Board due to scheduling conflict.

**3. LDA Security**

* Overnight security patrol and alarm response pilot - 6 nights this month, 12 AM – 5 AM, able to use ambassador fund, with a tighter time frame to have more comprehensive security and use data to prove effectiveness.
* Beat officers out more, but still sporadic schedule.
* NCPC – Can have neighborhood walks if can get additional funds and with a number of residents reaching out to Daniel, hopefully residents will get more active.

**4. Events and Promotions**

* D4 and Mayor Thao and OPD – 11/6 or 11/7 Business Roundtable via Zoom
* ‘Live in the Laurel 2023’ - October 28th at Vetiver.
* Trick or Treat, Sat. Oct. 28th, 12-3 PM. 30 merchants participating with arts and crafts in parking lot between State Farm and ReMax.
* Santa Stroll – Saturday, December 16, 12-4 PM
* Activate Oakland Grant – End of October notification as well as grant for Fair.

**5. Business Attraction and Land Use**

* L & L Nail location – Received façade improvement grant for new awnings, etc.
* Kelly’s Corner – Received funds to repair broken window when storefront vandalized earlier this year.

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