**LDA Meeting Minutes**

**September 18, 2023**

**Meeting Via Zoom**

Board Members Attending: Alysia Gritz, Lorie Mata, Dorothy Okamoto, Kao Saelee, 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 August Minutes: Motion made to approve by Lorie; seconded by Joanne, all in favor.

1. **D4 Councilmember** –Iris Merriouns

* D4 Updates**:** 1) Devastating tragedy on Masterson in Laurel District – innocent resident shot and killed in home; working with OPD to get community information; 2) Missed Grant opportunity for State security funds. Wanted funds for technology to help OPD solve crimes. 3) City of Oakland funds to improve 911 response time.
* Upcoming issues at next City Council meeting: 1) Youth employment re-instated via Measure Z; 2) Number of security related issues; 3) Public Safety Resolution to improve response time to crime among a list of other issues.
  + Kao asked for clarification on safety and Council decision – Last budget Councilmember Ramachandran asked for a grant writer dedicated to enhance OPD, i.e. for crime lab support, amendment for this position was shot down and attacked. City wanted one grant writer across the City, however, city is short staffed so important to have an official point person on top of safety.

1. **LDA Business**

* Ambassador Program - $94K award for LDA to implement for MacArthur Corridor – Laurel District to Diamond. Revision of scope of work due this Friday. Probably another pilot program, 4-6 weeks and some overnight security presence. Working with councilmember. Dorothy asked for finished scope revision and working draft to be shared.
* CIP Streetscape – assigned planner, Charlie Reem. He hopes to begin community outreach to get things moving within DOT.
* Trash can refresh update – last three, so almost complete.
* BID Renewal – Committee to get in touch with property owners, provide testimonials of BID benefits, and to get list of BID consultants from City.
* Planters need watering.

**3. LDA Security**

* See above D4 updates: Woman hit by stray bullet after an argument by unknown folks hanging out on corner of 39th/Masterson apartment; need to address this issue that creates unsafe environment. Laurel Lounge open to hosting a neighborhood meeting.
* Commercial burglaries – Four businesses in Montclair burglarized Friday 5 AM and traveled to World Ground by 6 AM to attempt to cut the lock. OPD disrupted break-in. Sept 17th KFC – window broken and attempted theft.
* Second shooting described as a rain of bullets at 39th/Masterson on Sept. 15th – link to apartment at 3639 Masterson - OPD called but no one showed up. Also, a couple of months ago, two apartments in District, hit by stray bullets. Need to elevate investigation and surveillance to reduce gun violence.

**4. Events and Promotions**

* Laurel Business Mixer – August 23rd – about 100 showed up at event.
* ‘Live in the Laurel 2023’ - Sept 30th, 5-7 PM at Degrees Plato.
* 22nd Annual Laurel Street Fair – Saturday, August 12th. Still waiting to hear about grant award, and $21K awarded by California Arts Council for 2024 Fair. Great work Daniel!
* Trick or Treat, Sat. Oct. 28th, 12-3 PM. Jain/State Farm and ReMax parking lot to host crafts and games.
* Santa Stroll Sat., Dec. 16, 2-4 PM – Planning begun.
* Activate Oakland Grant – up to $10K for an event and $20K for a series. Application due 10/14. Fernando can do a mural tour.

**5. Business Attraction and Land Use**

* World Ground purchased by higher end pizza owner of Pizzaiolo. World Ground is in negotiation with owner of DaVita building for ground floor space.
* Kao is working on offer for 3811 MacArthur – sent LOI to owner and waiting for him to accept.
* Art Gallery artist looking for a spot.

Next meeting Monday, October 16, 2023, 6-8 PM via Zoom