

LDA Meeting Minutes - APPROVED
April 18, 2022
Meeting Via Zoom

Board Members Attending: Jonathan Evans, Alex Mountford, Dorothy Okamoto, Joanne Wong-Lam, and Zinzi Zareef
Board Members Absent: **Emmily Bright, Richard Santana, Jain Williams**

Executive Director: Daniel Swafford

Call to Order: Dorothy Okamoto

- Welcome and Introductions
- Review of Agenda
- Approve February and March Minutes – Motion made to approve both months by Jonathan, seconded by Dorothy, all in favor.

1. Councilmember Sheng Thao – District 4 Council Office update – Reina Webb

- Public Safety Update: 1) With CRO Johnson and Capt. Bassett, beefing up patrols because of increase in armed robberies, incl. Joaquin Miller area. 2) Macro program – roll out pilot program in Fall/Winter for Fire Dept to take some calls from OPD.
- Traffic Calming: Brandon of Councilmember Thao's office had meeting with DOT to discuss sideshows and slowing traffic along MacArthur corridor. Councilmember Thao wants Bott's Dots, etc. and DOT to give update next week. Daniel requesting timeline of funds to address traffic on MacArthur to position our district for part of allocated \$100K funds (CIP funds). Renia to email request for compiling a budget mid-cycle. Daniel's request: Could a restriping pilot be done for traffic calming?
- General Council updates: 1) Street paving – 3 year paving plan ending soon. 2) Earth Day – in two weeks with a flurry of events coming up, posted on website. District 4 hosting activities.
- Homeless Coalition in negotiation phase to purchase Sage Motel for 24 SRO Unit transitional housing for LGBTQ community. Brandon working with Councilmember Rebecca Kaplan's office on this project.
- High/MacArthur, Alexis's project – Slated for 194 Units for 60% AMI, so confirming workforce housing. Beginning process.
- Renia to look into whether Fairs and Festival funds, which are in jeopardy, can be subsidized with other sources.
- Councilmember Thao's office on boarding two new staff. Brandon transitioning to more policy areas but will continue to work with DOT and homeless coalition issues.

2. LDA Business

- Ambassador Pilot: 2nd of 3 disbursements – brought in new intern from Laney College and conducting needs assessment with businesses with close to 50 responses. Will help steer resources in certain directions, i.e. digital support.
- 2022 Board Election: Bill Phua indicated interest in joining board. BID renewal coming up in 3 years.

3. Laurel Security – Merchant Watch Update

- More patrols and visibility needed.

4. Events and Promotions

- Earth Day – "Laurel Re-Set" – NCPC this Saturday, April 23rd, Planet Fitness, 9-11 AM to re-engage folks for litter pick-up along MacArthur and residential streets.
- Oakland Small Business Week, May 1 – 7. LDA will highlight workshops and resources which will be recorded.
- Laurel Street Fair – call out to vendors, sponsorships. Jain got State Farm funds for fair. Reach out to past and new supporters. Daniel to check on City funds, possibly mid-cycle budget, to cover permits, OPD, and staff (\$11K).

5. Business Attraction and Land Use

- Digital Kiosk – Going to Council tomorrow for Franchise Agreement approval. Company to give share of revenue.
- Flower pot freshening – Maintenance company said they weeded and trimmed.
- Jason to remove damaged parklet in 30 days. Received \$1,500 from LDA for removal.
- Bank of America – Remodeled but trouble getting enough workers to open.
- Everett and Jones – Mixed messages about the use for additional space.
- Re-Max – May 5th opening
- Therapy – still liquidating inventory from other stores.

6. Open Forum: New trash cans soon to be returned, first 3 coming soon.

Next meeting Monday, May16, 2022, 6-8 PM VIA Zoom