**LDA Meeting Minutes**

**May 16, 2022**

**Meeting Via Zoom**

Attending: Jonathan Evans, Dorothy Okamoto, Jain Williams, Joanne Wong-Lam, and Zinzi Zareef (Board Members)

Executive Director: Daniel Swafford; Guests: Bill and Vincent Phua – High and Mac Property owner Degrees Plato/Everett BBQ

Call to Order: Dorothy Okamoto

* Welcome and Introductions
* Review of Agenda
* Approve April Minutes – Motion made to approve by Jonathan, seconded by Jain, all in favor.

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

* Public Safety Update: 1) Increase in robberies over last 2 weeks, arrests made in 7 out of 12 robberies. Increased police presence and security along the MacArthur corridor including the Laurel. 2) CRO Johnson on this situation.
* Traffic Calming: Secured money to fund Bott dots at Mac/Coolidge, Mac/Fruitvale,which will help shut down side shows and slow down traffic. Renia to follow up on timeline to install the dots.
* General Council updates:
  + Sage Motel Transitional Housing project moving forward.
  + High/MacArthur, Alexis’s project – Brandon working with Alexis to get the project ready, pending the environmental report in addition trying to determine economics of project with rising inflation and labor costs (# of units still TBD).
    - LDA to extend invitation to Alexis, Brandon, and architect to LDA meeting.

2. LDA Business

* Ambassador Pilot: 50 businesses responded to survey. Resources offered: 1) In audit from High to Fruitvale, most no Google/Yelp listing, so passed out info ‘short cut’ sheet to encourage this easy internet presence. 2) Webinars for business challenges; 3) check list of resources to help themselves in areas of strategic growth, physical improvements, etc.
* 2022 Board Election: Application sent to Vincent Phua.
  + Other dates: June 15 Candidates Petitions due and June 20 LDA Board meeting – Ballot ratified.
* Peralta maintenance review – weeding and cleaning
* Vote on 990 2021 Exempt Org. Return – Jain made a motion to accept . Jonathan seconded. All in favor.

3. Laurel Security – Merchant Watch Update

* Robberies on outskirts of district
* Other: 1) Hammer used to hit 3 business windows, including Manos Homecare; 2) Subway had electrical fire

4. Events and Promotions

* The Laurel Mom, Dad & Grad guide
* Oakland Art Route: Beast Oakland pop-up, RBA Creative and Last Ones Gallery participated. Room for improvement to facilitate and move folks.
* Laurel Street Fair – Sat, August 13th, 11 AM – 7 PM. Will try to get cultural arts grant again.
* Parking lot of ReMax (Kathleen’s) open to hosting events.

5. Business Attraction and Land Use

* Crumble and Whisk opening August, 4104 MacArthur + Oaklandside Article
* Degree’s Plato – Vincent showed Board renderings for container concept courtyard dining. Plan is stuck in zoning. Board voiced support for project and will request Councilmember Thao’s support.
* 76 Station/Raj’s project – 76 and Chevron fighting on remediation and County sign off – slow process.
* No update on DaVita – trying to get realtor to help with tenanting retail spaces.

Next meeting Monday**,** June 20, 2022, 6-8 PM VIA Zoom