**LDA Meeting Minutes**

**February 28, 2022**

**Meeting Via Zoom**

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

Board Members Absent: Emmily Bright, Alex Mountford, Richard Santana

Executive Director: Daniel Swafford

Call to Order: Jain Williams

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

1. Councilmember Sheng Thao – District 4 Council Office update – Matthew Napoli

* General Council Updates: 1) Local Heroes on 2/19 - good turnout; 2) City support and resources for EWD – call 311 (Economic Workforce Development).
* Public Safety update: Merchant Safety Meeting 2/23 - local merchants with Police Chief, Councilmembers Thao and Gallo, etc. to address property crime.
* Traffic Calming – Councilmember Thao mentioned at safety meeting with DOT transition—Richard Rousseau moving on—what we can do in the meantime. Hope that things will change with new mayor and new DOT head. Need to get ‘real world’ improvements early with Bott’s Dots, restriping, smaller streetscape and avoid a time consuming, bureaucratic analysis.

2. LDA Business

* Ambassador Pilot:
  + Survey going out, link through Newsletter;
  + Merchant safety meeting – helped facilitate. Top responses along entire MacArthur corridor, including Diamond, #1 Traffic calming, #2 Crime (actual or perceived concerns or responses), #3 Police Response, #4 Social Services (to deal with homeless/mentally ill), #5 Access to capital.
  + Survey needs more responses from folks, including Board members
  + Website – great merchant resource with the assistance requests being #1 Access to capital and #2 Digital Assistance.
* Public Art/Beautification: Chilean mural artist from Oakland, Pascal Pescador, presented pieces to Cornerstone for approval. Also, Jonathan Kufu’s nature/floral artwork. Board liked colorful, vibrant mural of nature/birds. Challenge of doors/windows in wall and managing the art with depth/features in the wall. Mention of using LDA façade funds if needed to make repairs prior to mural installation.

3. Laurel Security – Merchant Watch Update

* Random transients with Clayton trying to make connection with folks.

4. Events and Promotions

* Laurel Lunar New Year/Local Heroes – 2/19 –40 businesses participated, good engagement, great place to host with food and drink at Degrees Plato.
* Merchant Safety Meeting – 2/23—well attended with Laurel business owners, including Diamond businesses. Chief of Police, AG Bonta, Councilmembers Thao and Gallo all reassuring to merchants. Link to meeting recording to be included in newsletter. Forward to tenants.
* High Street Coalition Gateway Beautification—2/26. Weeded ramp to 580 and gateway beautification. LDA helped them gain 501 c(3) status so they can receive donations.

5. Business Attraction and Land Use

* Jain raised question of when a parklet becomes an eyesore? Daniel to send letter to Jason to ask about repair timeline or removal and Board’s concern of potential blight/liability.

Next meeting Monday**,** March 21, 2022, 6-8 PM VIA Zoom