**LDA Meeting Minutes**

**March 21, 2022**

**Meeting Via Zoom**

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

Board Members Absent Emmily Bright, Jonathan Evans, Richard Santana

Executive Director: Daniel Swafford ; Guest: Renia Webb, Chief of Staff for Councilmember Sheng Thao

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: Working on High/MacArthur development – currently working on planning process. 120 Studios, 60% set aside for AMI (area median income). Details TBC, ground floor retail with 5 parking spaces due to SB 50 with no parking minimums because development on bus lines. Brandon Hiromi is the contact person for this project. Renia to find out if it’s workforce housing.
* Transition to Renia Webb as our new council representative from Matthew. Renia will also run for Councilmember District 4. Wishing Matthew all the best in future endeavors—thank you for all your great work with the LDA!
* Traffic Calming – Daniel walked through with Chris Hwang of “Walk Oakland” to come up with a strategic approach to work collaboratively with other organizations.
* Also in discussion with Sage Motel to convert to transitional housing. Using the model of Homekey. Renia to get more updates from Brandon.

2. LDA Business

* Ambassador Pilot: Finalizing ‘Needs Assessment’ Phase of the Pilot. Areas of support to businesses to be identified.
* 2022 Board Election
	+ March-April Formation of Nominations Committee: Jain, Alex, and Joanne
		- Vote on Nominating Committee: Dorothy made a motion to approve committee slate, Zinzi seconded the motion, all in favor.
	+ May Call for Nominations – Term expiring for Jain, Joanne, Dorothy, and Alex. A number of possible property owners/business owners identified, to be followed up in the next 4-6 weeks.
* Upzoning – around MacArthur – Citywide discussion on updating ‘Housing Element’ in General Plan. Last updated in 2015. Need 26,000 more units in next 8 years along transit rich corridor. Mixed income housing a possibility.

3. Laurel Security – Merchant Watch Update

* Need to continue to be watchful as weather improves. No incident recently.

4. Events and Promotions

* High Street Coalition gateway beautification – community clean up on onramp but having to pause to deal with bureaucracy of CalTran.
* Small Events – sponsor live music, pop up to increase activity on the Laurel like last summer. Free advertising in Oaklandside.
* Laurel Street Fair – Saturday, Aug. 13th, 11 AM – 7 PM. It’s moving forward.
* Promotion – Newsletter to feature businesses, most recently Mischief, Laurel Cyclery, High Street Pharmacy.

5. Business Attraction and Land Use

* ReMax – Kathleen moved in.
* Therapy closing – might have other business in space like a pop up vendor/café.
* Daniel contacted broker to work on DaVita’s vacancies. Also can City pressure Harlan to do something with property, along with Dollar Plaza. Daniel to make sure Vacancy Tax being assessed.
* Bank of America remodeling but not opened.
* Scooter’s lot – new owner after Louis not doing anything. Project potential?
* Everett and Jones is expanding into podiatrist space.
* 76 Station mini market project stalled due to site environmental issue with County.

Next meeting Monday**,** April 18, 2022, 6-8 PM VIA Zoom