

LDA Meeting Minutes - APPROVED
October 18, 2021
Meeting Via Zoom

Attending: Jonathan Evans, Alex Mountford, Dorothy Okamoto, Richard Santana, Jain Williams, and Joanne Wong-Lam (Board Members)
Absent: Emmily Bright; Zinzi Zareef
Executive Director: Daniel Swafford

Call to Order: Jain Williams

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

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

- Public Safety update: Walking officer to start Nov. or Dec.
- Traffic Calming:
 - DOT MacArthur corridor study funding Approved in FY21/22 budget Daniel asked whether the City can do something in the interim, i.e. restriping or installing speed bumps like in Fruitvale to accommodate buses and fire trucks but effectively slowing speeding cars. Need to address more urgent and immediate concern of potential injury/death.
 - Thank you to Councilmember Thao's office for initiating and securing funding for the installation of Bott's dots and yellow bollards on High and MacArthur this past weekend.
 - Matthew to bring up question of whether LDA can partner with City to lower cost of rubberized speed bumps, as Bott's Dots were funded by grants to deter sideshows.

2. LDA Business

- Ambassador Pilot – Thank you to Councilmember Thao for advocating for \$50K grant to be utilized for LDA Ambassador Program that the LDA will oversee. Trying to get ambassadors in time for the holiday season with the idea to get a model of best practices in place with hopes of getting future additional funding.
 - Jody Coley, former Editor of East Bay Express, and lead for Oakland Grown, to assist with role description of Ambassador Program with help from interns from UC Berkeley's Public Policy program.
- No December Board meeting but maybe a New Year get together or in person January meeting.
- Confirming 2022 Board meeting dates of Jan 24th and Feb. 28th.
- Public Art – 1) Challenges to progress to get artists to refresh murals; 2) Collaboration with Laurel Elementary to work on new Mural; 3) Getting good response from Mural Tour and hope for Q1 2022 launch near Lunar New Year.
- Intern Search: From Goldman Public Policy and Mills College possible interns. Second interview with Mills college potential intern and Intern for ambassador Program.

3. Laurel Security – Merchant Watch Update

- Persistent issue of petty theft at Degrees Plato from a woman in neighborhood.
- Incident issue with Anthony – vandalism suspect on L & L Nails.
- OPD came into Café Santana to access camera videos to see if any useful footage regarding homicide case on lower High St. last month.

4. Events and Promotions

- Oct. 30 Tricks or Treats – good response from businesses. Candy/bags supplied by LDA, craft locations and live music.
- Nov. 27th – Small Business Saturday
- Dec. 18th – Santa Stroll
- Shopping and Dining Guide for Nov/Dec – Electronic newsletter. Increasing sign ups.

5. Business Attraction and Land Use

- Café Santana – celebrating 6th Anniversary Oct. 31st – Congratulations Richard!!
- No pumpkin patch/Christmas tree on Alexis's lot this year on High and MacArthur. Councilmember Thao trying to activate lot for cultural market. Also, Daniel to work with Matthew to determine possible uses before approaching Alexis.
- Fall windows paintings up 10/22, then transition to Winter paintings pre Thanksgiving

Next meeting Monday, November 15, 2021, 6-8 PM VIA Zoom