

**LDA Meeting Minutes - APPROVED**  
**November 15, 2021**  
**Meeting Via Zoom**

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

Call to Order: Jain Williams

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

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

- General Council Updates: Wrapping up redistricting maps, which is done every 10 years with census count. Received public comment **“hill only” district stemming from concerns that some residents have too much power over representatives’ attention. Flats only district is thought to encourage dedicated councilmember representation.**
  - Councilmember Thao announced mayoral candidacy.
- Traffic Calming:
  - DOT plan coming to Council. \$1.4 Mil. paving funds. Making the list for paving in District 4 based on Paving Index.
  - Met with AC Transit (AC, City DOT, and LDA).– to discuss and consider restriping for ‘Road Diet’, diagonal parking, and narrowing MacArthur to slow traffic.
  - Public safety issue on pothole area near former Anasa Yoga/High St. Pharmacy. Public Works needs to do a more comprehensive fix. Jain suggests writing a letter to City Attorney to draw attention to liability/injury potential. Matt can direct note to Public Works; Daniel can request repair to Public Works.

2. LDA Business

- Ambassador Pilot: Going back and forth on insurance coverage from Violence Prevention Program for grant, but should be resolved soon. \$50K grant should be forthcoming. Enable small business community to connect with neighbors.
- Confirming Jan 24, 2022 and Feb. 28, 2022 Board meeting dates.
- Public Art/Beautification
  - Cornerstone – They approved façade improvement and will allow LDA to beautify. Board members shown conceptual mural from new art gallery collective in Laurel District. Discussion on branding Laurel vs. celebrating diversity. Use Cornerstone to be more art than branding (Emmily).
  - Fist of Flour mural – James, the owner, on board with mural and also upcoming signage.
  - Other possible mural sites: Maybelle wall, another mural on Joanne’s Building (3525 Mac)
  - Manos Building mural – Alex showed Board ‘Joaquin Miller Redwoods & Poppies’, mural to be done by end of year.

3. Laurel Security – Merchant Watch Update – No major issue but some illegal dumping on MacArthur.

4. Events and Promotions

- Good response from Oct. 30 event: passed out 300 donated bags
- Nov. 27<sup>th</sup> – Small business Saturday and Dec. 18<sup>th</sup> – Santa Stroll
- Business promotions – shopping guide
- Laurel Newsletter – 600 subscribers, hope to increase to over 1,000.
- Laurel New Year/Local Heroes – Preferred date TBD

5. Business Attraction and Land Use

- Former Anasa Yoga – space rented by ReMax real estate office. CUP needed from City.
- No update on other vacant spaces.

Next meeting Monday, January 24, 2022, 6-8 PM VIA Zoom