

LAKESHORE AVENUE BUSINESS IMPROVEMENT DISTRICT

Board Meeting January 12, 2025 10 AM

Location: The LAKESHORE BAPTIST CHURCH 3534 Lakeshore Avenue

Zoom: Link as listed. Contact: racheal@lakeshoreavenue.com

<https://zoom.us/postattendee?mn=bR6J-zExlrAeviHXbn-XKdsq1Bbhe3jGSShl.OUkfxjipwrR47oWK>

General Public Information: contact racheal@lakeshoreavenue.com

American with Disabilities Act: In compliance with the ADA act, if you need assistance, please give early notice to ensure reasonable arrangements.

Public records: Upon request, any records or documents pertaining to BID will be available.

In Attendance: Kelsey Heath, Carol Knight, Anthony Bennett, Terri Ellis, Joe Hawkins, James Breeden, Abebe Lemma, James Breeden, Marissa Betts, Talat Aleem, Walter Chui, Michael Winesatt, Kanchan Armstrong (AIM Farmers Market), Elaine Gilbert, Barry Gilbert, Brad Banker, Racheal Knight Scott, Ilana Friedkin

Minutes in Red

1. *CALL TO ORDER:* Kelsey Heath, President 10:02 am
2. *PUBLIC COMMENTS:* Persons may address the Board on items not on this agenda. Limit is 2 minutes for each speaker. Thank you to Barry for donating his referral fee for the rental of the former Foot Locker. Barry would like to earmark that donation towards the updated lighting.
Anthony mentioned a message from Jeff about a Lakeshore Ave cleanup. We are planning on doing quarterly clean ups. Februray 21 is the tenative date- Carol is going to reach out to Jeff to be the rep from the BID.
3. *DISTRICT 2 REPORT: Michael Winesatt-* Dist 2 has been prioritizing public safety and FLOCK has been approved to remain in operation but is not operational yet. Lighting- OPW would be interested in partnering with the BID to work on lighting updates and we would like to meet to discuss ideas on how to move forward. They are aware of the encampment that is in our corridor and are working to have it removed.
Barry asked if we could do a prototype and see if that works before we go full steam ahead moving forward. Michael thinks that this is a great idea and thinks that OPW would be happy with that. Joe mentioned doing a Lakeshore Lighting sponsorship- essentially Light Up The District or something. We would need to find out from the city to remove 1 lightbulb and replace it to be able to move forward. Anthony suggested working with the Lake Merritt Breakfast Club.
Terri requested an update on the bike rack removal.
Joe requested information on the bus stops and the removal of certain bus stops. Michael reported that is something that they are working on with AICo. Anthony mentioned that there was some conversation being had about bus stops in the street update that is happening on Grand.
4. *APPROVAL OF MINUTES:* November, 2025- Unanimously approved
 1. https://drive.google.com/file/d/1EGypnLG03D-1FSweB2ZkQJH17d_yn60c/view?usp=sharing

5. **Graffiti Wesley Upstair Parking Lot:** Phing - Is noticing there is a lot of graffiti happening on the buildings. Colonial Donuts has installed a lot of barbed wire but they think that they are hopping from one building to another along that start of the street starting from Petco over across cheesesteak and so on. Phing is thinking they are jumping from the parking structure/scaling the fence. Carol will meet with Ilana to try and determine what measures can be taken to prevent this. The concern is that someone will get hurt and someone will get sued.
6. **TREASURER'S REPORT:** T. Ellis - See attached report sent via email by Terri
 1. Terri proposes that we continue our weekend cleaning last year we had budgeted 50k and we came in under budget at 47k. Barry made a motion and Terri seconded, unanimously approved to continue the weekend cleaning through 2026.
7. **LAKESHORE LOVE:** R. Scott Racheal is requesting a \$300 - Terri upped it to \$500 to create 2 banners & have them printed. Marissa motioned, Jeff second unanimously approved.
8. **BIGBELLY TRASH CANS:** C. Dru & B. Gilbert Barry stated that this ended up costing more than they had intended and moving forward it will be easier to remake. It was installed around Christmas and is working well. Abebe mentioned that none seem to need extensive repair but they do need batteries.
9. **SIDEWALK POWERWASHING:**
 1. *Update from T. Ellis C. Dru* Terri District Works will be completing the remaining cleaning a gratis. Terri is meeting with them Wednesday to discuss moving forward.
10. **2026 STREET FESTIVAL:** T. Ellis & K. Heath - They are looking at May (Date TBD, no 5/16) Music, Vendors, Food, Drinks, Kids Activities. Will be in partnership with Grand Ave but we will only be closing Lakeshore.
11. **AVENUE ACTIVITIES**
 1. **Security Report:** Capt. Abebe Thank you to Jeff and Joe for doing the clean up around TMobile. Homeless is our biggest issue they are sleeping and pooping nightly. We are also having issues with vendors coming and setting up booths and it is impacting businesses. Shoplifting is again a big problem- there is an organized group that comes in and steals tips.
 2. Carol
12. **COMMUNICATIONS & MARKETING:** R. Scott
13. **AGENDA BUILDING: BOARD**
14. **ADJOURNMENT 11:44**
15. **Next Meeting 2/9 as 2/16 is a holiday**

Action Items:

- Carol to reach out to Jeff to help coordinate February 21 clean up event
- Michael to follow up with Terri re bike rack removal, Dist 2 office has not made much progress
- Kelsey has been reaching out to Jamie with no response, Michael is going to start a new thread with the director of OPW, Kelsey, Carol & Dist 2 re: lighting partnership
 - Kelsey will find out cost to replace 1 bulb in existing street lamp or 1 strand light, considering how to tie cost in to sponsorship for Lakeshore Festival

- Marissa will reach out to Lakeshore Breakfast Club re: Lights
- Marissa is working with Carla Betts for contacts for Oakland Rotary, Children's Fairyland, Lake Merritt Breakfast Club, potentially Oakland Zoo, Oakland SPCA for possible partnerships for Lakeshore Festival.
- Carol will reach out to Ilana, Walter, Phing, New Owner at 3270 Lakeshore to arrange a time for in person meeting to walk parking area and discuss safety strategies/deterrents to help deter walking on rooftops.
- Abebe will get information for the new owners at 3270 Lakeshore Ave.
- Terri to meet with District Work to negotiate partnership for 2026
- Racheal is requesting a w9 from Higbee
- Dana to work on getting keys and new batteries for big belly trash cans w/Abebe
- Racheal/Kelsey to create a calendar to be put out dates for quarterly clean up for 2026.
- To work with City Council, OPD, County, LGBTQ and GABA potentially others once dates are solidified. February, May, August/September, November potential dates within those months to look at.