

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF MONTEREY PARK
AGENDA**

REGULAR MEETING

**WEDNESDAY
January 12, 2022
5:00 PM**

MISSION STATEMENT

The mission of the City of Monterey Park is to provide excellent services to enhance the quality of life for our entire community.

ASSEMBLY BILL NO. 361

These meetings will be conducted pursuant to Government Code § 54953(e) as implemented by City Council Resolution.

Accordingly, Commissioners/Board Members will be provided with electronic meeting login information, they will not be physically present at City Hall, 1st Floor, Room 153 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

Pursuant to City Council resolution, the public may provide public comment utilizing the methods set forth below.

Note that City Hall is currently closed to the public. You will not be admitted to City Hall.

GENERAL INFORMATION

Documents related to an Agenda item are available to the public in the Economic Development Division located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at <http://www.montereypark.ca.gov/AgendaCenter>.

PUBLIC PARTICIPATION

In accordance with Government Code § 54953(e) and City Council resolution, remote public participation is allowed in the following ways:

Via Email

Public comment will be accepted up to 24 hours before the meeting via email to EconDev@montereypark.ca.gov and, when feasible, read into the record during public comment. Written communications are limited to not more than 50 words.

Via Telephone

Public comment may be submitted via telephone during the meeting, before the close of public comment, by calling (888) 788-0099 or (877) 853-5247 and entering Zoom Meeting ID: 824 2323 6667 then press pound (#). When prompted to enter participation ID number press pound (#) again. If participants would like to make a public comment they will enter “*9” then the Economic Development Division office will be notified, and you will be in the rotation to make a public comment. Participants are encouraged to join the meeting 15 minutes before the start of the meeting. You may speak up to 5 minutes on Agenda item. Speakers will not be allowed to combine time. The Chair and Commission/Board Members may change the amount of time allowed for speakers. As part of the virtual meeting protocols, anonymous persons will not be allowed to provide public comment.

Important Disclaimer

When a participant calls in to join the meeting, their name and/or phone number will be visible to all participants. Note that all public meetings will be recorded.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting please call City Hall at (626) 307-1385 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER

Chairperson

ROLL CALL

Alexander Fung, Dora Leung, Amy Newman, Billy Yeung, Tomas Wong

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

PUBLIC COMMUNICATIONS (Related to Items NOT on the Agenda). While all comments are welcome, the Brown Act does not allow the Commission to take action on any item not on the agenda. The Commission may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Commission's subject-matter jurisdiction, comment on Agenda Items at this time. If you provide public comment on a specific Agenda item at this time, however, you cannot later provide comments at the time the Agenda Item is considered.

ORAL AND WRITTEN COMMUNICATIONS

[1.] PRESENTATIONS

1-A. UPDATE ON THE NEW CITY OF MONTEREY PARK REWARDS PROGRAM

[2.] CITY OF MONTEREY PARK- CONSENT CALENDAR - None.

2-A APPROVAL OF MINUTES

It is recommended that the Economic Development Advisory Commission:

- (1) Approve the Minutes of the December 8, 2021, Regular Meeting
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING - None.

[4.] OLD BUSINESS

4-A. DISCUSS FAÇADE AND BEAUTIFICATION IMPROVEMENT GOALS FOR THE 2021-2022 FISCAL YEAR

It is recommended that the Economic Development Advisory Commission:

- (1) Discuss and take action as necessary to confirm and finalize EDAC's goals for the 2021-2022 fiscal year.
- (2) Take such additional, related, action that may be desirable.

4B. DISCUSS EDAC'S SCOPE OF WORK AS VOLUNTEERS FOR THE MONTEREY PARK REWARDS PROGRAM

It is recommended that the Economic Development Advisory Commission:

- (1) Discuss and take action as necessary to market and promote Monterey Park Rewards to local businesses and community members.
- (2) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS - None.

[6.] COMMISSION COMMUNICATIONS - None.

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: January 12, 2022

AGENDA ITEM NO: 2-A

TO: Economic Development Advisory Commission (EDAC)
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Approval of Minutes

RECOMMENDATION:

It is recommended that the EDAC:

1. Approve the minutes of the December 8, 2021, Regular Meeting; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

Handwritten signature of Joseph Torres in blue ink.

Joseph Torres
Economic Development Manager

Prepared by:

Handwritten signature of Karen Ko in blue ink.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of December 8, 2021, Regular Meeting

ATTACHMENT 1
Minutes of December 8, 2021, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
December 8, 2021

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, December 8, 2021, at 5:00 P.M. The regular meeting was conducted pursuant to Section 3 of Executive Order No. N-29-20 issued on March 17, 2020. Accordingly, Commissioners/Board Members were provided a meeting login number and conference call number and were not physically present at City Hall, 1st Floor, Room 153 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

PUBLIC PARTICIPATION

In accordance with Executive Order No. N-29-20 and guidance from the California Department of Public Health on gatherings, remote public participation was allowed in the following ways:

Via Email

Public comments were accepted up to 24 hours before the meeting via email to econdev@montereypark.ca.gov and, when feasible, read into the record during public comment. Written communications are limited to not more than 50 words.

Via Telephone

Public comments may be submitted via telephone during the meeting, before the close of public comment, by calling [\(888\) 788-0099](tel:(888)788-0099) or [\(877\) 853-5247](tel:(877)853-5247) and entering Zoom Meeting ID: [860 5283 7043](tel:86052837043) then press pound (#). When prompted to enter participation ID number press pound (#) again. If participants would like to make a public comment they will enter “*9” then the Economic Development Department office will be notified and you will be in the rotation to make a public comment. Participants are encouraged to join the meeting 15 minutes before the start of the meeting. You may speak up to 5 minutes on Agenda item. Speakers will not be allowed to combine time. The Chair and Commissioner/Board Members may change the amount of time allowed for speakers. As part of the virtual meeting protocols, anonymous persons will not be allowed to provide public comment.

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CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:03 P.M.

ROLL CALL:

Economic Development Specialist Karen Ko called roll:

Commission Members Present: Alexander Fung, Dora Leung, Amy Newman

Commission Members Absent: Billy Yeung, Tomas Wong

ALSO PRESENT: Economic Development Manager Joseph Torres and Economic Development Specialist Karen Ko

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

1A. Brief update on Monterey Park Rewards app.

Commissioners recommended staff to have the program's marketing assets translated to Chinese and Spanish and utilize additional press outlets for advertisement.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of December 8, 2021.

Motion: Moved by Commissioner Amy Newman and seconded by Alexander Fung, motion carried by the following vote:

Ayes: Commissioner: Newman, Leung, Fung
Noes: Commissioner: None
Absent: Commissioner: Billy Yeung, Tomas Wong
Abstain: Commissioner: None

3. PUBLIC HEARING – None

4. OLD BUSINESS –

4A. CONTINUATION OF EDAC GOALSETTING FOR THE 2021-2022 FISCAL YEAR

Action Taken: None for discussion purpose only.

Discussion: Commissioners requested that staff change the agenda title to reflect their goals for façade and beautification improvements.

Further discussion included:

- Commissioners requested staff to provide guidance towards achieving their goals, i.e., obtaining various stakeholder involvement (staff, council, etc.).
- Staff to conduct survey in business areas that would need façade improvements.
- Staff to research and identify available façade improvement funding sources (federal funds, low-cost loans, low-interest loans, city-funded, etc.).
- Commissioners requested staff to provide a façade improvement strategic plan of action, which is to include the timeline, overview of the goal, and a list of potential funding sources.
- Commissioners voted to table item 4A for the next regular meeting on January 12, 2022.

5. **New Business** –

5A. **DISCUSS EDAC’S SCOPE OF WORK AS VOLUNTEERS FOR THE MONTEREY PARK REWARDS PROGRAM**

Action Taken: None for discussion purpose only.

Discussion: Commissioners requested that staff provide scope of work as volunteers for the Monterey Park Rewards program. Commissioners also recommended that staff reach out to the Community Participation Commission for additional volunteers. Staff informed the commissioners that staff is working with Human Resources and Risk Management Department to provide them the appropriate documentations to become volunteers. Commissioners voted to table item 5A for the next regular meeting on January 12, 2022, to discuss next steps as volunteers.

6. **Commission Communication** –

- Commissioner Fung requested that staff provide an update of the City’s five-year Economic Development Strategic Plan at the next EDAC scheduled meeting. However, since that plan was put together before the pandemic and the resulting changes in economic conditions brought on by the pandemic, staff advised it would be more appropriate to provide the commissioners an overview of the City’s current COVID-19 Economic Recovery Strategic Plan.
- Commissioner Leung inquired about any development opportunities identified during staff’s meetings with retailers at the ICSC (Innovating Commerce Serving Communities) convention held December 6-7, 2021, in Las Vegas.

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:14 pm.

Joseph Torres
Economic Development Manager