

**BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
OF MONTEREY PARK  
AGENDA**

**SPECIAL MEETING**

**Monterey Park City Hall  
Community Room # 102  
320 W. Newmark Avenue  
Monterey Park, CA 91754**

**Tuesday  
September 19, 2023  
4:00 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.**

**LAND ACKNOWLEDGMENT**

We would like to acknowledge that the land we inhabit today was once known as Tovangaar, the home of the Gabrieleño-Tongva people. We show our respect to the Gabrieleño-Tongva people, as well as all Indigenous people, past, present, and future, and honor their labor as original caretakers of this land. We commit to uplifting the Gabrieleño-Tongva people, invite you to acknowledge the history, and join us in caring for this land.

**GENERAL INFORMATION**

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

**PUBLIC COMMENTS ON AGENDA ITEMS**

You may speak up to 5 minutes on Agenda item. You may combine up to 2 minutes of time with another person's speaking. No person may speak more than a total of 10 minutes. The Commission Chair and Commissioners may change the amount of time allowed for speakers.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call City Hall at (626) 307-1359 for reasonable accommodation at least 24 hours

**CALL TO ORDER**

**Elizabeth Yang, Chairperson**

**ROLL CALL**

**Gene Jeng, Jessy Li, Josephine Louie, Zhen Wu, and Elizabeth Yang.**

**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 Committee to act on any item not on the agenda. The Committee may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Committee'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 MPK Economic Development Strategic Plan timeline

### **[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR**

#### **2-A APPROVAL OF MINUTES**

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Approving the Minutes of the August 8, 2023, Special Meeting and the Minutes of the May 3, 2023, Special Meeting; and
- (2) Taking such additional, related action that may be desirable.

### **[3.] PUBLIC HEARING**

### **[4.] OLD BUSINESS - NONE**

### **[5.] NEW BUSINESS – None**

#### **5-A REVIEW AND APPROVE THE 2023 ANNUAL REPORT AND 2024 BUDGET FOR THE BUSINESS IMPROVEMENT DISTRICT NO. 1**

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Reviewing and approving the 2023 Annual Report for Business Improvement District (BID) No. 1. BID members will have an opportunity to review the 2023 Annual Report and make final revisions to programs or the budget at the annual Member-at-Large Meeting to be held on Tuesday, October 10, 2023.
- (3) Taking such additional, related action that may be desirable.

### **[6.] COMMITTEE COMMUNICATIONS**

### **[7.] FUTURE AGENDA ITEMS**

**ADJOURN**



## BIDAC Staff Report

**DATE:** September 19, 2023

**AGENDA ITEM NO:** 2-A

**TO:** Business Improvement District Advisory Committee  
**FROM:** Joseph Torres, Economic Development Manager  
**SUBJECT:** Approval of Minutes

### **RECOMMENDATION:**

It is recommended that the BIDAC consider:

1. Approving the minutes of the August 8, 2023, Special Meeting; and
2. Taking such additional, related, action that may be desirable.

### **EXECUTIVE SUMMARY:**

None

### **BACKGROUND:**

None

### **FISCAL IMPACT:**

None

Respectfully prepared & submitted by:

A handwritten signature in black ink, appearing to be "Joseph Torres", is written over a horizontal line.

Joseph Torres  
Economic Development Manager

### **ATTACHMENTS**

1. Minutes of August 8, 2023, Special Meeting
2. Minutes of May 3, 2023, Special Meeting
3. 2023 Annual Report (Draft)

**ATTACHMENT 1**  
**Minutes of August 8, 2023, Special Meeting**

**MINUTES  
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF  
MONTEREY PARK  
Special Meeting  
August 8, 2023**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Meeting at Monterey Park City Hall, located at 320 W. Newmark Avenue, Community Room #102, Monterey Park, CA 91754, on August 8, 2023, at 4:00 p.m.

**CALL TO ORDER:**

Chairperson Elizabeth Yang called the meeting to order at 4:10 p.m.

**ROLL CALL:**

Economic Development Specialist Janice Huang called roll:

**PRESENT:** Elizabeth Yang, Josephine Louie, and Zhen Wu

**ALSO PRESENT:** Director of Community Development Jessica Serrano, Economic Development Manager Joseph Torres, and Assistant Deputy City Clerk Helena Cho

**ABSENT:** Jessy Li and Gene Jeng

**AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:**

- **1-A.** Introduction and oath-taking of new BIDAC member Zhen Wu.  
Staff proposed the repositioning of item 1-A before the start of the meeting to ensure a quorum was met. Assistant Deputy City Clerk Helena Cho administered the Oath of Office to Zhen Wu.
- Economic Development Manager Joseph Torres introduced Community Development Director Jessica Serrano and Economic Development Specialist Janice Huang to the Committee, notifying them of the merger between the Economic Development Division and the Community Development Department.
- **ADDED: 1-D.** Economic Development Strategic Plan

**ORAL AND WRITTEN COMMUNICATIONS**

**1. PRESENTATIONS**

**A. Introduction and oath-taking of new BIDAC member Zhen Wu.**

Item was moved before the start of the meeting to ensure a quorum was met.

**B. Distribution of 2023 Commission Handbooks and Healthy Work Environment Forms.**

Economic Development Specialist Janice Huang provided BIDAC with updated 2023 Commission Handbooks and Healthy Work Environment Forms.

**C. Update on General Plan implementation.**

Community Development Director Jessica Serrano delivered a comprehensive update on the progress of the Our City Our Plan initiative. Ms. Serrano emphasized the importance of actively engaging the community in these efforts, encouraging residents and the business community to take part in shaping the future of our city through their valuable input and collaboration at the Our City Our Plan Workshop.

**D. Economic Development Strategic Plan**

Economic Development Manager Joseph Torres provided an overview of the ongoing Economic Development Strategic Plan, which is slated for completion within a nine-month timeframe. He extended an invitation to BIDAC, highlighting the pivotal role they could play in contributing their insights and ideas to the Economic Development Strategic Plan.

**2. CITY OF MONTEREY PARK - CONSENT CALENDAR**

**A. APPROVAL OF MINUTES**

Approval of the minutes from the Special Meeting of May 3, 2023, was deferred to the next meeting due to a lack of quorum. Committee Member Zhen Wu, who is a recent addition to the BIDAC, was not in attendance at the previous meeting to participate in the approval of the minutes.

**3. PUBLIC HEARING – None**

**4. OLD BUSINESS**

**A. DEVELOP INCENTIVE PROGRAMS TO PROMOTE ECONOMIC ACTIVITY WITHIN THE BID**

Chairperson Elizabeth Yang recommended an incentive program for the downtown area, which includes initiatives like window decoration contests, with a prize of \$1,000 for the winner with the most appealing window display.

However, Economic Development Manager Joseph Torres highlighted the necessity of addressing code compliance issues in the downtown area, where numerous businesses currently have violations. He expressed concerns about the feasibility of granting these incentives if businesses are not in compliance and recommended that BIDAC seek approval from the City Council for the proposed \$1,000 beautification initiative for businesses, with the suggestion to incorporate it into next year's budget. He also mentioned that staff would work with the Code Compliance team to collaborate with

downtown businesses in achieving compliance and rectifying the violations.

**5. NEW BUSINESS – None**

**6. COMMITTEE COMMUNICATIONS**

Economic Development Manager Joseph Torres goes over Committee Members' terms.

**7. FUTURE AGENDA ITEMS**

- Economic Development Manager Joseph Torres suggested scheduling a Special Meeting to discuss next year's budget.
- Economic Development Specialist Janice Huang will reach out to all Committee Members to poll availability in September.

**ADJOURNMENT**

There being no further business for consideration, the meeting was adjourned at 5:07 p.m.

**ATTACHMENT 2**  
**Minutes of May 3, 2023, Special Meeting**



**MINUTES  
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF  
MONTEREY PARK  
Special Meeting  
May 3, 2023**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Meeting at El Encanto, located at 700 El Mercado Avenue, Monterey Park, CA 91754, on May 3, 2023, at 5:00 pm.

**CALL TO ORDER:**

Chairperson Elizabeth Yang called the meeting to order at 5:06 pm.

**ROLL CALL:**

Senior Clerk Typist Megan Cheung called roll:

**PRESENT:** Elizabeth Yang, Gene Jeng, and Jessy Li

**ALSO PRESENT:** Economic Development Manager Joseph Torres

**ABSENT:** Josephine Louie

**AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:** None

**ORAL AND WRITTEN COMMUNICATIONS**

**1. PRESENTATION**

**1-A. ANNUAL COMMISSION CHAIRPERSON AND VICE-CHAIRPERSON ELECTION IN MAY 2023 FOR A ONE-YEAR TERM:** The Commission elected the current Chairperson, Elizabeth Yang, and current Vice-Chairperson, Gene Jeng, for another one-year term.

**1-B. MONTEREY PARK SIDEWALK SAFETY AND IMPROVEMENT PROGRAM TOWNHALL MEETING:** Economic Development Manager Joseph Torres discussed the townhall meeting arranged by Public Works, to be held on May 15, 2023. The meeting aims to promote the new Sidewalk Improvement and Safety Program to the community and receive feedback and opinions from the public, particularly business owners.

**2. CONSENT CALENDAR**

**2-A. APPROVAL OF MINUTES**

**Action Taken:** The Business Improvement District Advisory Committee approved the minutes from the January 31, 2023 Special Meeting.

**Motion:** Motioned by Chairperson Elizabeth Yang and seconded by Committee Member Gene Jeng, the motion was carried by the following vote:

Ayes: Committee Member: Yang, Jeng, and Li

Noes: Committee Member: None

Absent: Committee Member: Louie

Abstain: Committee Member: None

**3. PUBLIC HEARING - None**

**4. OLD BUSINESS**

**4-A. DEVELOP INCENTIVE PROGRAMS TO PROMOTE ECONOMIC ACTIVITY WITHIN THE BID**

Economic Development Manager Joseph Torres suggested increased promotion of the MPK Rewards program in the BID as a successful program to help drive circular economic activity, especially in the current economic condition. He also suggested hosting mini-events in the BID to draw residents and visitors. The increased influx of foot traffic into the BID would encourage prospective businesses to consider starting in the area. The Storefront Beautification Program is still under consideration. Committee members believe many businesses have violated codes and asked staff to look at other cities' actions to rectify the situation. In addition, the staff asked committee members to promote BIDAC to business owners to let businesses know what BIDAC is about and know that BIDAC is there to voice and advocate their best interests.

**5. NEW BUSINESS – None.**

**6. COMMITTEE COMMUNICATIONS**

Given the prolonged vacancy within the Committee, Chairperson Elizabeth Yang will be on the lookout for potential committee member candidates.

**7. FUTURE AGENDA ITEMS**

**Action Taken:** The Business Improvement District Advisory Committee requested the following agenda items for the next BIDAC meeting:

- 1) Review and discuss Athens trash pick-up procedures, particularly on recycling bins and alleyways.
- 2) Explore the possibility of installing dummies, cameras, and signs near areas prone to unregulated trash disposal.
- 3) Continue discussion on storefront and windows improvement.
- 4) Explore the possibility of angle parking in Downtown.

**ADJOURNMENT**

With no further business for consideration, the Committee adjourned the meeting at 5:55 pm.

**ATTACHMENT 3**  
**2023 Annual Report (Draft)**

## CITY OF MONTEREY PARK

### BUSINESS IMPROVEMENT DISTRICT NO. 1

# 2023 ANNUAL REPORT (Draft)



JANUARY 2023 – DECEMBER 2023

## **DOWNTOWN Garvey – Garfield**



### **VISION STATEMENT**

The Downtown Business Improvement District (BID) No. 1 was established to improve and preserve the business community in the “heart” of the City.

The Downtown area of the City is an important destination point for the business community and residents of Monterey Park. Through continued efforts in organization, beautification, promotion, and revitalization, the City leaders and its business community will work together to preserve and improve the quality of life for future generations.

#### **BID Board Members:**

Elizabeth Yang, Chairperson

Gene Jeng, Vice Chair

Josephine Louie

Jesse Li

Zhen Wu

## **OVERVIEW**

The Business Improvement District Advisory Committee (BIDAC) meets quarterly and during special meetings to discuss issues of concern to businesses located within the BID area. Programs addressing cleanliness, promotions, and marketing are all reflected in the budget for the BID. In addition to the issues discussed, the Committee also researches and plans innovative ways to promote businesses and maintain the goals and budget outlined in the Annual Report.

## **HISTORY**

Comprised of approximately 420 small businesses, the Monterey Park Business Improvement District No. 1 encompasses the area extending along Garvey Avenue from Ramona Avenue to Nicholson Avenue and on Garfield Avenue from south of Newmark Avenue to Emerson Avenue (refer to Exhibit A). The Monterey Park City Council established the BID in 1986 at the request of local businesses and the Downtown Merchants Association (DMA) under the California Streets and Highway Code Section 36500 et seq.

The primary responsibility of the BIDAC is to make recommendations to the City Council on the methods and ways by which revenues derived from the annual assessment are used for the betterment of the BID businesses and the BID area.

The BIDAC comprises five (5) members appointed by the City Council for one year and may serve for up to eight (8) years if reinstated by a Council member. Each City Council member appoints one Committee member. The BIDAC meets quarterly and as needed and hosts an annual meeting of the BID members-at-large at the end of the year, before the following year's assessments.

## **ACCOMPLISHMENTS**

This section of the Annual Report reflects the activities during 2023 to promote or enhance the BID area and its businesses.

### **Holiday Promotion**

Holiday decorations were installed and displayed along Garvey Avenue and the medians to provide a bright seasonal atmosphere for shoppers in the downtown BID.

### **Janitorial Services**

Valley Maintenance Corporation, taking over Chrysalis Corporation in December 2020, continues to perform the janitorial services in the BID area four days a week at a significantly reduced rate. In 2023, the City added the cleaning of the Downtown parking lot on Garvey and Garfield to the Valley Maintenance contract with the same significantly reduced rate.

## **BUDGET**

### **2024 Program Year**

The Annual Report contains an estimated budget for the BID for January 1, 2024, to December 31, 2024, and is tied to programs and activities scheduled during the calendar year.

The City budgeted approximately \$84,000 in revenue from the BID for the calendar year 2023. Exhibit B reflects the estimated expenditures for the calendar year 2023, and Exhibit D reflects the BID's Estimated Annual Program Budget for the calendar year 2024.

**GOALS for 2024**

This section of the Annual Report shows the programs or activities intended for 2023.

- Continue to work with the Downtown BID businesses on ways they can assist in keeping the area attractive.
- Continue janitorial services for the BID area.
- Install holiday decorations along Garvey Avenue, remove them, and place them in storage.
- Work with the City to provide resources, workshops, and other business assistance activities for businesses in the BID area.
- Support City projects that benefit the BID area, such as discussions on the need for a parking structure in the downtown, signage, and maintenance; identify ways to promote businesses in the BID.

**Exhibits:**

- A: BID Area Map
- B: 2023 Estimated Expenditures
- C: 2023 Actual Expenditures
- D: 2024 Estimated Budget
- E: 2024 Fee Schedule

**EXHIBIT A**

**BUSINESS IMPROVEMENT DISTRICT NO. 1 MAP**





**EXHIBIT B**

**Business Improvement District No. 1**

**2023 Estimated Expenditures**

Budget Item	Description	2022 Est. Expenditures
<b>Administration</b>	Postage	\$600.00
	Business Cards	\$225.00
	Translation Services	\$1,200.00
	Office Supplies	\$300.00
<b>Street Banners</b>	20 Large Banners 30" x 96"	\$3,380.00
	34 Small Banners	\$3,740.00
	1 Across the Street Banner	\$1,400.00
	Single & Double Brackets	\$6,912.00
<b>Holiday Decoration</b>	Holiday light bulb replacement	\$500.00
	Edison	\$625.00
	Holiday light storage & installation	\$5,577.00
<b>Trash Receptacles</b>	Liners & lids	\$200.00
<b>Landscaping</b>	Additional planting supplies	\$1,000.00
<b>Custodial Contract</b>	Maintenance of the BID area	\$ 21,840.00
	Pressure Washing	\$7,360
<b>TOTAL EST. EXPENDITURES:</b>		<b>\$54,859.00</b>

**EXHIBIT C**

**Business Improvement District No. 1**

**2023 Actual Expenditures as of August 2023**

Budget Item	Description	2023 Actual Expenses
<b>Administration</b>	Postage	\$400.00
	Business Cards	\$46.00
	Translation Services	\$0.00
	Office Supplies	\$0.00
<b>Holiday Decoration</b>	Holiday light bulb	\$500.00
	Holiday light storage & installation	\$5,577.00
<b>Trash Receptacles</b>	Additional liners & lids	\$200.00
<b>Landscaping</b>	Additional planting supplies	\$1,000.00
<b>Custodial Contract</b>	Maintenance of the BID area	\$16,380.00
	Pressure Washing	\$5,520.00
	Downtown Parking Lot Cleaning	\$11,790.00
	<b>TOTAL EXPENDITURES:</b>	<b>\$41,413.00</b>
<b>Revenue as of 08/2023</b>		<b>\$56,000.00</b>
<b>Reserves as of 08/2023</b>		<b>\$173,192.00</b>

## EXHIBIT D

### Business Improvement District No. 1

#### 2024 Estimated Budget

Budget Item	Description	2023 Estimated Budget
<b>Administration</b>	Postage	\$400.00
	Business Cards	\$150.00
	Translation Services	\$1,200.00
	Office Supplies	\$300.00
<b>BID Promotion</b>	Incentives, marketing, & promotions	\$5,500.00
<b>Holiday Decoration</b>	Holiday light bulb replacement	\$500.00
	Holiday light storage & installation	\$5,577.00
<b>Trash Receptacles</b>	Additional liners & lids	\$200.00
<b>Landscaping</b>	Additional planting supplies	\$1,000.00
<b>Custodial Contract</b>	Maintenance of the BID area	\$21,840.00
	Pressure Washing	\$7,360.00
	Downtown Parking Lot Cleaning	\$15,120.00
	<b>TOTAL:</b>	<b>\$59,147.00</b>

## EXHIBIT E

### 2024 BID Fee Schedule (same as last year)

<u>Business Type</u>	<u>Fee</u>	<u>Employee/Seat</u>	<u>Formula</u>
Retail	\$105.17	\$13.52	
Service (Includes Financial)	\$105.17	\$13.52	
Restaurant			
Without ABC	\$105.17	\$ 6.57	(1)
With ABC	\$105.17	\$ 7.87	(2)
Professional (inc. Insurance)	\$105.17	\$13.52	
Theater	\$105.17		
Wholesale	\$105.17		
Manufacturing	\$105.17		
Contractor	\$105.17		
Commercial Rental	\$23.00 + .006574 sq. ft.		(3)
Residential Rental	\$23.00		(4)
Hotel	\$23.00 per unit		
Laundromat	\$105.17		

(1) 20 seats or less, no seat assessment fees. Over 20 seats, \$6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$105.17 (base fee) + \$197.10 (30 seats x \$6.57) = \$302.27.

(2) 20 seats or less, no seat assessment fees. Over 20 seats, \$7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$105.17 (base fee) + \$236.10 (30 seats x \$7.87) = \$341.27.

(3) Base fee is \$23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by \$.006574. Eg. 2,500 sq. ft., total charge is \$23.00 + \$3.29 (500 sq. ft. x \$0.006574) = \$26.29 (calculations are rounded up)

(4) If you own 1-3 units, there is no charge. If you own more than 3 units, you pay \$23.00 per unit more than 3 units. Eg. You own 5 units. You pay \$23.00 x 2 (5 units – 3 units) = \$56.00