

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

REGULAR MEETING

**THURSDAY
JANUARY 20, 2022
4:00 P.M.**

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, 2nd Floor, Room 251 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 Department** 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: 826 2790 0161 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 Economic Development Department at (626) 307-1385 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER

Elizabeth Yang

ROLL CALL

Gene Jeng, Jessy Li, Josephine Louie, 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 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 CITY OF MONTEREY PARK SHOP LOCAL PROGRAM APP DESIGNED TO REVITALIZE THE LOCAL ECONOMY

[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR

2-A. APPROVAL OF MINUTES

It is recommended that the Business Improvement District Advisory Committee:

- (1) Approve the minutes of the April 22, 2021, Special Virtual Meeting;
- (2) Approve the Minutes of the September 30, 2021, Special Virtual Meeting;
- (3) Approve the minutes of the October 7, 2021, BID At-Large Virtual Meeting;
- (4) Approve the minutes of the October 28, 2021, Special Virtual Meeting; and
- (5) Take such additional, related action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

4-A. CONTINUATION OF DISCUSSION ON 2021 ANNUAL REPORT AND BUDGET AND 2022 ASSESSMENT FEE AND PROPOSED BUDGET APPROVAL PROCESS.

It is recommended that the Business Improvement District Advisory Committee:

- (1) Familiarize with the timelines and approval process for the 2021 Annual Report and budget and 2022 assessment fee and proposed budget approval.
- (2) Take such additional, related action that may be desirable.

[5.] NEW BUSINESS

5-A. BEGIN DISCUSSIONS ON POTENTIAL IMPROVEMENTS AND ECONOMIC RECOVERY PROGRAMS WITHIN THE BUSINESS IMPROVEMENT DISTRICT

It is recommended that the Business Improvement District Advisory Committee:

- (1) Identify potential improvements and economic recovery programs and resources needed during and post-pandemic for the Business Improvement District.
- (2) Take such additional, related action that may be desirable.

[6.] COMMISSION COMMUNICATIONS

ADJOURN



BIDAC Staff Report

DATE: January 20, 2022

AGENDA ITEM NO: 5-A

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

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve the minutes of the April 22, 2021, Special Virtual Meeting;
2. Approve the minutes of the September 30, 2021, Special Virtual Meeting;
3. Approve the minutes of the October 7, 2021, BID At-Large Virtual Meeting;
4. Approve the minutes of the October 28, 2021, Special Virtual Meeting; and
5. 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 cursive.

Joseph Torres
Economic Development Manager

Prepared by:

Handwritten signature of Karen Ko in cursive.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of April 22, 2021, Special Virtual Meeting
2. Minutes of the September 30, 2021, Special Virtual Meeting
3. Minutes of the October 7, 2021, BID At-Large Virtual Meeting
4. Minutes of the October 28, 2021, Special Virtual Meeting

ATTACHMENT 1
Minutes of April 22, 2021, Special Virtual Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Special Meeting
April 22, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Thursday, July 15, 2021, at 4:00 p.m. The special 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 Conference Room 251, located at 320 W. Newmark Avenue in the City of Monterey Park.

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

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Via Telephone

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CALL TO ORDER:

Johnny Thompson called the meeting to order at 4:07PM.

ROLL CALL: Committee Members Present: Johnny Thompson, Gene Jeng, Jessy Li, and Josephine Louie

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

ALSO PRESENT: Economic Development Manager Joseph Torres

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

None

2. CONSENT CALENDAR

2A. BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE MINUTES

Approve the minutes from the Special meeting of February 18, 2021.

Action Taken: The Business Improvement District Advisory Committee approved the minutes from the Regular Meeting of February 18, 2021.

Motion: Moved by Committee member Thompson and seconded by Committee member Jeng motion carried by the following vote:

Ayes: Committee Member: Thompson, Jeng, Li, Louie

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: None

3. PUBLIC HEARING – None

4. OLD BUSINESS

4-A. UPDATE ON MEASURE R FUNDING FOR THE CITY OF MONTEREY PARK

Discussion: Staff gave an overview of the rules and requirements of Measure R as it related to the amount of funding the City of Monterey Park would receive for local transportation and traffic improvement projects. The Business Improvement District Advisory Committee would like a portion of the City's Measure R funding to be used to build a new parking structure in the Downtown District area.

4-B. DISCUSSION ON POSSIBLE REVISION TO THE 2021 ANNUAL BUDGET TO FUND BANNERS AND ADDITIONAL CHRISTMAS DECORATIONS

Discussion: Staff provided estimated costs to purchase new Christmas decorations, installation, and new street banners. Staff presented a revised yearly estimate of \$80,345 which included \$11,154 for holiday light storage and installation, \$21,474 for purchase of new holiday decorations, and \$14, 032 for purchase of street banners. Mr. Thompson provided staff with banner design samples, including two different banners with one on each side of the pole. One

could be the BID downtown banner, while the other banner could be replaced sometime with either Lunar New Year or Christmas themes.

5. NEW BUSINESS

5A. DISCUSSION ON BIDAC TERM LIMITS FOR COMMISSIONERS JOHNNY THOMPSON AND GENE JENG WHOSE EIGHT-YEAR TERM EXPIRED ON APRIL 30, 2021.

Discussion: Staff gave notice of term limits to committee members Johnny Thompson and Gene Jeng, whose tenures were both expiring on April 30, 2021. Mr. Thompson stated the need for continued and consistent leadership during a time of crisis for the BID and would approach City Council to request extension of both his and Mr. Jeng's BIDAC membership tenure for another year.

6. COMMISSION COMMUNICATIONS - None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 5:11 PM.

Joseph Torres
Economic Development Manager

ATTACHMENT 2
Minutes of September 30, 2021, Special Virtual Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Special Meeting
September 30, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Thursday, September 30, 2021, at 4:00 p.m. The special 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 Conference Room 251, located at 320 W. Newmark Avenue in the City of Monterey Park.

PUBLIC PARTICIPATION

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CALL TO ORDER:

Interim Chairperson, Joseph Torres, called the meeting to order at 4:04PM.

ROLL CALL: Committee Members Present: Gene Jeng, Jessy Li, Josephine Louie, and Elizabeth Yang

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

ALSO PRESENT: Economic Development Manager Joseph Torres, Economic Development Specialist Karen Ko, and City Clerk Vincent Chang

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

- 1-A. Introduction of new commissioner member, Ms. Elizabeth Yang. City Clerk administered the oath of office, appointing Ms. Elizabeth Yang as the new commissioner to BIDAC.
- 1-B. Introduction of new Economic Development Specialist, Ms. Karen Ko.
- 1-C. Staff gave Introduction and overview of the new City of Monterey Park Shop Local Program app.

2. CONSENT CALENDAR – None

3. PUBLIC HEARING – None

4. OLD BUSINESS – None

5. NEW BUSINESS

5A. REVIEW THE 2021 ANNUAL REPORT AND BUDGET – BUSINESS IMPROVEMENT DISTRICT NO.1

Action Taken: None for discussion purpose only.

Discussion: Staff gave an overview of the 2021 Annual Report and estimated budget and the 2022 proposed budget and new BID Fee Schedule that will be presented to the BID At-Large Meeting held on October 7, 2021. Commissioners requested that staff provide price quotes for additional holiday decorations at the upcoming BID At-Large Meeting on October 7, 2021.

6. COMMISSION COMMUNICATIONS - None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 5:04 PM.

Joseph Torres
Economic Development Manager

ATTACHMENT 3
Minutes of October 7, 2021, BID At-Large Virtual Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
At-Large Meeting
October 7, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Thursday, October 7, 2021, at 4:00 p.m. The special 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 Conference Room 251, located at 320 W. Newmark Avenue in the City of Monterey Park.

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:

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CALL TO ORDER:

Interim Chairperson, Joseph Torres, called the meeting to order at 4:04PM.

ROLL CALL: Committee Members Present: Gene Jeng, Jessy Li, Josephine Louie, and Elizabeth Yang

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

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** – None

2. **CONSENT CALENDAR** – None

3. **PUBLIC HEARING** – None

4. **OLD BUSINESS** – None

5. **NEW BUSINESS**

5-A. ELECT THE CHAIR AND VICE-CHAIR OF THE BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BIDAC)

Action Taken: Elected Ms. Elizabeth Yang as the new chairperson and Mr. Gene Jeng as the interim vice chairperson.

Motion: Elizabeth Yang elected to be BIDAC's new chairperson was moved by Committee member Jeng and seconded by Committee member Li motion carried by the following vote:

Ayes: Committee Member: Jeng, Li, Louie, yang
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

Motion: Gene Jeng elected to be BIDAC's interim vice-chairperson was moved by Committee member Louie and seconded by Committee member Yang motion carried by the following vote:

Ayes: Committee Member: Jeng, Li, Louie, Yang
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

5-B. REVIEW THE 2021 ANNUAL REPORT AND BUDGET – BUSINESS IMPROVEMENT DISTRICT NO. 1

Action Taken: Approved the increase of the 2021 Annual Budget to include additional Christmas decoration cost.

Motion: Moved by Committee member Louie and seconded by Committee member Jeng motion carried by the following vote:

Ayes: Committee Member: Jeng, Li, Louie, Yang
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

Action Taken: Approved the 2022 BID Fee Schedule.

Motion: Moved by Committee member Yang and seconded by Committee member Jeng motion carried by the following vote:

Ayes: Committee Member: Jeng, Li, Louie, Yang
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

Discussion: Staff gave an overview of the 2021 Annual Report and 2022 New BID Fee Schedule to the BIDAC Commissioners and BID Members in attendance. Per the request of the commissioners during the September 30, 2021, special meeting, staff also presented the quotes for additional holiday decorations. Commissioners agreed on increasing the holiday decoration budget to include the maximum cost where decorations will also be provided along the north and south end of Garfield Avenue. In addition, the commissioners provided their input, including considering potential improvements and economic recovery programs within the Business Improvement District. Staff advised the commissioners the aforementioned improvements and economic recovery programs will be tabled for the next special meeting, on October 21, 2021.

6. COMMISSION COMMUNICATIONS - None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 4:58 PM.

Joseph Torres
Economic Development Manager

ATTACHMENT 4
Minutes of October 28, 2021, Special Virtual Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Special Meeting
October 28, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Thursday, October 28, 2021, at 4:00 p.m. The special 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 Conference Room 251, located at 320 W. Newmark Avenue in the City of Monterey Park.

PUBLIC PARTICIPATION

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CALL TO ORDER:

Interim Chairperson, Joseph Torres, called the meeting to order at 4:04PM.

ROLL CALL: Committee Members Present: Gene Jeng, Jessy Li, and Elizabeth Yang

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

ABSENT: Josephine Louie

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.** Update on the City of Monterey Park shop local program app designed to revitalize the local economy.

Staff invited commissioners to the invitation-only hard launch event of the Monterey Park Rewards program at El Encanto, scheduled for November 15, 2021.

- 1B.** Update on the City of Monterey Park major development projects including the new transformative downtown Celadon center project.

2. CONSENT CALENDAR – None

3. PUBLIC HEARING – None

4. OLD BUSINESS – None

4A. CONTINUATION OF DISCUSSION ON 2021 ANNUAL REPORT AND BUDGET AND 2022 ASSESSMENT FEE AND PROPOSED BUDGET APPROVAL PROCESS.

Action Taken: None for discussion purpose only.

Discussion: Commissioners requested staff to table item 4A to the next regular meeting.

5. NEW BUSINESS

5A. BEGIN DISCUSSIONS ON POTENTIAL IMPROVEMENTS AND ECONOMIC RECOVERY PROGRAMS WITHIN THE BUSINESS IMPROVEMENT DISTRICT

Action Taken: None for discussion purpose only.

Discussion: Commissioners requested staff to table item 4A to the next regular meeting.

6. COMMISSION COMMUNICATIONS - None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 5:10 PM.

Joseph Torres
Economic Development Manager