

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

**SPECIAL MEETING  
El Encanto  
700 El Mercado Avenue, Monterey Park, CA 91754**

**THURSDAY  
August 25, 2022  
7:00 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.**

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](http://www.montereypark.ca.gov).

**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 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 – NONE**

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

**2-A APPROVAL OF MINUTES**

It is recommended that the Economic Development Advisory Commission:

- (1) Approve the Minutes of the July 13, 2022, Special Meeting.
- (2) Receive and file the Minutes of the August 2, 2022, Joint Commissions Special Meeting.
- (3) Approve the Minutes of the August 10, 2022, Regular Meeting.
- (4) Take such additional, related, action that may be desirable.

**[3.] PUBLIC HEARING – NONE**

**[4.] OLD BUSINESS**

**4-A. REVIEW AND DISCUSS THE UPDATING OF THE CITY OF MONTEREY PARK 2010 ECONOMIC DEVELOPMENT STRATEGIC PLAN**

It is recommended that the Economic Development Advisory Commission:

- (1) Resume discussions on updating the City of Monterey Park 2010 Economic Development Strategic Plan.
- (2) Take such additional, related, action that may be desirable.

**[5.] NEW BUSINESS**

**5-A REVIEW AND DISCUSS THE CHANGING OF EDAC'S REGULAR MEETING DATES AND TIMES**

It is recommended that the Economic Development Advisory Commission:

- (1) Review and approve new meeting dates and times for EDAC's monthly regular meeting schedule.
- (2) Take such additional, related, action that may be desirable.

**[6.] COMMISSION COMMUNICATIONS**

**ADJOURNMENT**



## Economic Development Advisory Commission Staff Report

**DATE:** August 25, 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 July 13, 2022, Special Meeting.
2. Receive and file the minutes of the August 2, 2022, Joint Commissions Special Meeting.
3. Approve the minutes of the August 10, 2022, Regular Meeting.
4. 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.

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Joseph Torres  
Economic Development Manager

Prepared by:

Handwritten signature of Sharlene Choy.

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Sharlene Choy  
Interim Economic Development Specialist

**ATTACHMENT**

1. Minutes of July 13, 2022
2. Minutes of August 2, 2022
3. Minutes of August 10, 2022

**ATTACHMENT 1**  
**Minutes of July 13, 2022, Special Meeting**

**MINUTES  
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)  
Special Meeting  
July 13, 2022**

The Economic Development Advisory Commission of the City of Monterey Park held a Special Meeting of the commission at El Encanto, located at 700 El Mercado Avenue, Monterey Park, CA 91754, on July 13, 2022.

**CALL TO ORDER:**

Chairperson Chair Alexander Fung called the meeting to order at 5:13 P.M.

**ROLL CALL:**

Economic Development Manager Joseph Torres called roll:

**PRESENT:** Alexander Fung, Amy Newman, and Dora Leung

**ABSENT:** Billy Yeung and Tomas Wong

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

**AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS – NONE**

**ORAL AND WRITTEN COMMUNICATIONS**

**PUBLIC COMMUNICATIONS – NONE**

**1. PRESENTATION**

**1-A** Update on the City’s Spirit Bus Survey and Outreach Program to the business community to assess the efficiency of the system.

**Discussion:** The commissioners and staff discussed the importance of having an efficient bus service relative to the business community, what bus riders want, why the Spirit Bus need to be as useful to as many people as possible, and broader issues, such as the role of new mobility modes.

**Action Taken:** The commission agreed to participate in a future Joint Commission Special Meeting conducted by consulting firm IBI Group to evaluate the Spirit Bus service and the future of transit in our community.

**2. CONSENT CALENDAR**

**2A. APPROVAL OF MINUTES**

**Action Taken:** The Economic Development Commission approved the minutes from the Special meeting of July 5, 2022.

**Motion:** Moved by Commissioner Amy Newman and seconded by Commissioner Dora Leung, motion carried by the following vote:

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

**3. PUBLIC HEARING – NONE**

**4. OLD BUSINESS**

**4-A. REVIEW AND DISCUSS THE UPDATING OF THE CITY OF MONTEREY PARK 2010 ECONOMIC DEVELOPMENT STRATEGIC PLAN**

**Discussion:** The commissioners and staff began discussions on setting a vision for economic development for the City to help determine the scope of work for the consulting firm that would assist EDAC and the City in developing the new economic development strategic plan for the next three to five years. The commissioners agreed to adopt the existing economic development strategic plan’s vision, with a slight modification. The EDAC’s vision of the new economic development strategic plan is to “Establish Monterey Park as a place to live, work, play, do business, visit, and innovate.” With the new vision in place, the commissioners agreed that the next step was to set the goals and objectives for each element of the vision, i.e., live, work, play, do business, visit, and innovate. The commissioners agreed to devote the next two to three EDAC meetings exclusively to this effort.

**Action Taken:** With a new economic development vision in place for the new economic development strategic plan, the commissioners agreed to devote the next two to three EDAC meetings exclusively to setting the goals and objectives for each of the elements of the new vision.

**5. New Business – NONE**

**6. Commission Communication**

**6-A** Chairperson Alexander Fung requested staff to include the changing of the meeting dates and times for EDAC’s regular meeting schedule in the next meeting’s agenda.

**ADJOURNMENT**

There being no further business for consideration, meeting was adjourned at 6:09 pm.

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Joseph Torres  
Economic Development Manager

**ATTACHMENT 2**  
**Minutes of August 2, 2022, Special Joint Commissions**  
**Meeting**

**MINUTES**  
**MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)**  
**MONTEREY PARK BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**Joint Special Meeting**  
**August 2, 2022**

The Economic Development Advisory Commission and the Business Improvement District Advisory Committee of the City of Monterey Park held a Joint Special Meeting at El Encanto, located at 700 El Mercado Avenue, Monterey Park, CA 91754, on August 2, 2022.

**CALL TO ORDER:**

BIDAC Chairperson Elizabeth Yang called the meeting to order at 6:13 pm. EDAC did not have a quorum with only one commissioner in attendance.

**ROLL CALL:**

Economic Development Manager Joseph Torres called roll:

BIDAC

**PRESENT:** Gene Jeng, Josephine Louie, Elizabeth Yang

**ABSENT:** Jessy Li

EDAC

**PRESENT:** Dora Leung (lack of quorum)

**ABSENT:** Alexander Fung, Amy Newman, Tomas Wong, Billy Yeung

**ALSO PRESENT:** Economic Development Manager Joseph Torres, Interim Economic Development Specialist Sharlene Choy, Principal Management Analyst Xochitl Tipan, and IBI Group Associate Steve Wilks.

**AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS - NONE**

**ORAL AND WRITTEN COMMUNICATIONS**

[1.] **PRESENTATIONS - NONE**

[2.] **CITY OF MONTEREY PARK- CONSENT CALENDAR – NONE**

[3.] **PUBLIC HEARING – NONE**

[4.] **OLD BUSINESS – NONE**

[5.] **NEW BUSINESS**

**5-A Review and discuss the future of transit in the City of Monterey Park with a comprehensive assessment of the Spirit Bus Service.**



**Discussion:** IBI Group Associate Steve Wilks presented on the project work plan for the Spirit Bus Service. Still in its initial stages of evaluation, IBI Group plans to engage the City’s business community through setting up discussion group meetings. Economic Development Manager Joseph Torres suggested to target group meetings by industry sectors such as restaurants, retail, and healthcare.

**Action Taken:** IBI Group to conduct business community outreach and meetings in September/October to collect more data for their analysis and evaluation of the Spirit Bus. IBI Group will then set up another joint commissions special meeting in early November with more data and analysis and solicit suggestions and next steps.

**[6.] COMMISSION COMMUNICATIONS – NONE**

**ADJOURNMENT**

There being no further business for consideration, the meeting was adjourned at 7:05 pm.

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Joseph Torres  
Economic Development Manager

**ATTACHMENT 3**  
**Minutes of August 10, 2022, Regular Meeting**

**MINUTES  
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)  
REGULAR MEETING  
AUGUST 10, 2022**

The City of Monterey Park Economic Development Advisory Commission held a Regular Meeting of the Economic Development Advisory Commission at El Encanto, located at 700 El Mercado Avenue in the City of Monterey Park, on Wednesday, August 10, 2022, at 5:00pm.

**NOTICE OF MEETING CANCELLATION**

A Notice of meeting cancellation was announced at the Economic Development Advisory Commission Regular Meeting on August 10, 2022.

NOTICE WAS HEREBY GIVEN that the regularly scheduled Economic Development Advisory Commission Regular Meeting on August 10, 2022, has been cancelled. The next Economic Development Advisory Commission meeting will be held on Thursday, August 25, 2022, at 7:00pm at El Encanto located at 700 El Mercado Avenue in the City of Monterey Park.

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Joseph Torres  
Economic Development Manager