

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

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

**TUESDAY  
January 31, 2023  
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.**

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 before a meeting. Council Chambers are wheelchair accessible.

**CALL TO ORDER**

**Elizabeth Yang, Chairperson**

**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 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 – None**

**[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 October 20, 2022, Regular Meeting; and
- (2) Taking such additional, related action that may be desirable.

**[3.] PUBLIC HEARING – None**

**[4.] OLD BUSINESS**

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

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

- (1) Continuing discussions on using funds from the 2023 annual budget to develop incentives for BID businesses to help encourage increased economic activity.
- (2) Taking such additional, related action that may be desirable.

**[5.] NEW BUSINESS**

**5-B SUPPORT FOR DOWNTOWN BID BUSINESSES IMPACTED BY THE TRAGIC EVENT OF JANUARY 21, 2023**

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

- (1) Discussing how BIDAC can support businesses affected by the tragic event of January 21, 2023.
- (2) Taking such additional, related action that may be desirable.

**[6.] FUTURE AGENDA ITEMS**

**ADJOURN**



## BIDAC Staff Report

**DATE:** January 19, 2022

**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:

1. Approve the minutes of the October 20, 2022, Regular Meeting; and
2. Take such additional, related, action that may be desirable.

### **EXECUTIVE SUMMARY:**

None

### **BACKGROUND:**

None

### **FISCAL IMPACT:**

None

Respectfully submitted by:

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

Joseph Torres  
Economic Development Manager

Prepared by:

A handwritten signature in black ink, appearing to be "Sharlene Choy", written over a horizontal line.

Sharlene Choy  
Interim Economic Development Specialist

### **ATTACHMENT**

1. Minutes of October 20, 2022, Regular Meeting

**MINUTES  
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF  
MONTEREY PARK  
Regular Meeting  
October 20, 2022**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Regular Meeting at El Encanto, located at 700 El Mercado Avenue, Monterey Park, CA 91754, on October 20, 2022, at 4:00pm.

**CALL TO ORDER:**

Chairperson Chair Elizabeth Yang called the meeting to order at 4:05pm.

**ROLL CALL:**

Economic Development Manager Joseph Torres called roll:

**PRESENT:** Elizabeth Yang, Gene Jeng, Jessy Li, and Josephine Louie.

**ALSO PRESENT:** Economic Development Manager Joseph Torres and Interim Economic Development Specialist Sharlene Choy.

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

**ORAL AND WRITTEN COMMUNICATIONS**

**1. PRESENTATION – None**

**2. CONSENT CALENDAR**

**2-A. APPROVAL OF MINUTES**

**Action Taken:** The Business Improvement District Advisory Committee approved the minutes from the Joint Committees Meeting of August 2, 2022.

**Motion:** Moved by Chairperson Chair Elizabeth Yang and seconded by Commissioner Gene Jeng, motioned carried by the following vote:

Ayes: Commissioner: Yang, Jeng, Li, and Louie

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

**3. PUBLIC HEARING – None**

**4. OLD BUSINESS – None**

**5. NEW BUSINESS**

**5-A. REVIEW THE 2022 ANNUAL REPORT AND 2023 BUDGET – BUSINESS IMPROVEMENT DISTRICT NO. 1**

Economic Development Manager Joseph Torres presented the 2022 Annual

Report and the 2023 Budget for the Business Improvement District Advisory Committee to review and approve. The Assessment Fee from the previous year remains unchanged going into 2023 Budget. Any final revisions to programs or the budget must be made by the annual Member-At-Large Meeting to be held on November 1, 2022, followed by a presentation to Council for approval of the Assessment Fees.

**Action Taken:**

- (1) The Business Improvement District Advisory Committee reviewed and approved the 2022 Annual Report.
- (2) The Business Improvement District Advisory Committee reviewed and approved the 2023 Budget with the addition of below 2 changes:
  - (1) Add \$5,000 budget towards a Store Beautification Program. This will be a reimbursement program to incentivize store business owners to beautify their storefronts.
  - (2) Add \$1,000 budget towards reimbursement of permit fees for mural paintings by local students to beautify the downtown building walls.

**Motion:** Moved by Commissioner Josephine Louie and seconded by Commissioner Gene Jeng, motion carried by the following vote:

Ayes: Commissioner: Yang, Jeng, Li, and Louie.

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

**5-B. DISCUSS BID PREPARATIONS FOR THE 2023 LUNAR NEW YEAR FESTIVAL.**

**Action Taken:**

- (1) Chairperson Chair Elizabeth Yang will reach out to World Journal to set up a meeting and discuss further how best to collaborate on the festival with the local business community.
- (2) Based on the outcome of the meeting, a Special Meeting will be scheduled to further discuss and prepare for the 2023 Lunar New Year Festival.

**ADJOURNMENT**

There being no further business for consideration, the meeting was adjourned at 5:17p.m.