

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF MONTEREY PARK AGENDA

REGULAR MEETING
El Encanto
700 El Mercado Avenue, Monterey Park, CA 91754

WEDNESDAY
April 13, 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.

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.

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

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 February 9, 2022, Regular Meeting
- (2) Approve the Minutes of the March 9, 2022, Regular Meeting
- (3) Approve the Minutes of the March 30, 2022, Joint Commission, Committees, & Boards Special 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 discussion on the commissioners' desire to recommend to City Council and City Manager to begin updating the City of Monterey Park 2010 Economic Development Strategic Plan.
- (2) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS -

[6.] COMMISSION COMMUNICATIONS - None.

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: April 13, 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 February 9, 2022, Regular Meeting; and
2. Approve the minutes of the March 9, 2022, Regular Meeting
3. Approve the minutes of the March 30, 2022, Joint Commission, Committees, & Boards Special Meeting
4. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

Prepared by:

Handwritten signature of Joseph Torres in blue ink.

Joseph Torres
Economic Development Manager

Handwritten signature of Karen Ko in blue ink.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of February 9, 2022, Regular Meeting
2. Minutes of March 9, 2022, Regular Meeting
3. Minutes of the March 30, 2022, Joint Commission, Committees, & Boards Special Meeting

ATTACHMENT 1
Minutes of February 9, 2022, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
February 9, 2022

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, February 9, 2022, at 5:00 P.M. The regular meeting was conducted pursuant to Government Code § 54953(e) as implemented by City Council Resolution. 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: [865 7746 2429](tel:86577462429) 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.

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.

CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:07 P.M.

ROLL CALL:

Economic Development Specialist Karen Ko called roll:

Commission Members Present: Alexander Fung, Dora Leung, and Billy Yeung

ABSENT: Amy Newman and 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.

Staff provided updates on the partnership with Chinatown Service Center. Commissioners also provided some additional recommendation on how to further promote the program.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of January 12, 2022.

Motion: Moved by Commissioner Billy Yeung and seconded by Dora Leung, motion carried by the following vote:

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

3. PUBLIC HEARING – None

4. OLD BUSINESS –

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

Action Taken: The Commissioners requested staff to consult with City Management on the feasibility of updating the 2010 Economic Development Strategic Plan in the next 2022-2023 fiscal year and report the results back to the Commissioners in the next regular meeting on March 9, 2022.

Motion: Moved by Commissioner Alexander Fung and seconded by Billy Yeung motion carried by the following vote:

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

Discussion: Staff informed the commissioners while it has been proposed to implement a façade and beautification program, where the program aims to encourage private investment by enhancing the physical "curb appeal" and increasing economic vitality within Monterey Park's commercial business shopping areas, City Management expressed some concerns. The primary concern of implementing the program is coming across businesses that may have code violations. For the city to even consider a program like this, the city would like to first address any potential code violations.

While this concern becomes a hurdle with moving the program along, the Commissioners inquired how they can go about getting the program approved. Staff informed the Commissioners that the City would need to first address the code violation issue and work with the other City departments to identify the buildings that may be in code violation. As a result, the goal can potentially be pushed to a later timeframe. The discussion transitioned to the Commissioners bringing up the Economic Development Strategic Plan. The Commissioners suggested the following:

- Staff and Commissioners to guide dialogue and potential policy
- City to hire a consultant to assist in updating the strategic plan
- Request staff to do an RFP to hire a consultant
- Budget funds to pay for the strategic plan update
- Identify how the Commissioners can get involved in the process
- Prioritize the Economic Development Strategic Plan update, which will further facilitate moving the Façade and Beautification Improvement goals forward

The Commissioners requested to table further discussion of the Economic Development Strategic Plan and requested staff to consult with City management on the feasibility of updating the plan for the upcoming 2022-2023 fiscal year and report the results back to the Commissioners in the next regular meeting on March 9, 2022.

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

Action Taken: None for discussion purpose only.

Discussion: Staff provided clarification on how EDAC Commissioners may promote the app program. Commissioners were given the option to either promote the program as Commissioners or volunteers.

5. **New Business** –

5-A. **REVIEW AND DISCUSS ECONOMIC DEVELOPMENT DIVISION’S GOAL OF DEVELOPING AND MAINTAINING AN INVENTORY OF ALL AVAILABLE VACANT COMMERCIAL AND INDUSTRIAL SPACE IN MONTEREY PARK**

Action Taken: None for discussion purpose only.

Discussion: Item to be tabled for next regular meeting on March 9, 2022.

6. **Commission Communication** – None.

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:31 pm.

Joseph Torres
Economic Development Manager

ATTACHMENT 2
Minutes of March 9, 2022, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
March 9, 2022

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, March 9, 2022, at 5:00 P.M. The regular meeting was conducted pursuant to Government Code § 54953(e) as implemented by City Council Resolution. 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

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Via Telephone

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CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:01 P.M.

ROLL CALL:

Economic Development Manager Joseph Torres called roll:

Commission Members Present: Alexander Fung, Dora Leung, Amy Newman, Tomas Wong, and Billy Yeung

ABSENT: None

ALSO PRESENT: Economic Development Manager Joseph Torres, Economic Development Specialist Karen Ko, and City Manager Ron Bow

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

1A. Brief update on Monterey Park Rewards app.

Staff provided updated data on the Monterey Park Rewards program, including some increase in linked card users. In addition, staff informs the Commissioners about the potential partnership with East Los Angeles College.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission did not approve the minutes from the Regular meeting of February 9, 2022. Asked staff to revise the minutes and present it during the next regular meeting.

Motion: Moved by Commission Chairperson Alexander Fung and seconded by Billy Yeung, motion carried by the following vote:

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

Action Taken: None for discussion purpose only.

Discussion: Staff informed the Commissioners that City Management had expressed interest in revisiting the 2010 Economic Development Strategic Plan

(Plan) and that staff had reached out to the previous consultant to get a preliminary scope, process, and estimate for the Plan.

The City Manager joined the meeting to provide some perspective about updating the Plan. The City Manager started the discussion by addressing the concerns from the Commissioners regarding the Plan. The City Manager informed the Commissioners that many of the elements within the Plan are still relevant, but also tied into other plans that the City currently has. City Management was not objecting to the idea of revamping the Plan but first would like to understand the desired scope, specifically in certain districts within the City. The City Manager believes we should not start all over, since we already have the basic foundation, but to identify what needs to be done by districts. The City Manager recommended for the staff and the Commissioners to identify what needs to be incorporated within the Plan.

Some of the considerations and comments the Commission mentioned during the meeting included the following:

- Leveraging other Economic Development resources to lower the cost of consulting
- Obtaining the most current economic forecast, considering that we have been in a pandemic
- Obtaining current data to be used to update the plan
- Identifying what had actually been done since the implementation of the Economic Development Strategic Plan in 2010

The City Manager recognized that the City had been slow to evolve, where there had been plans that never moved forward. Nonetheless, City Management wanted to change that and would like City departments to move forward with their plans. While there were many different plans to consider, he understood the plans needed to be consolidated so that departments are not operating separately.

While the City Manager was not familiar with what goals the Economic Development Department had previously when the original plan was written, the department's current goal is to drive development and bring businesses to the City – and would like to move forward with that goal.

Commissioners asked if annual Plan performance reports had been produced during the implementation of the Plan. Unfortunately, the City Manager and staff were unaware or had not seen any performance reports produced by their predecessors from the time the Plan was developed.

The Commissioners asked the City Manager how they can help City Management and staff to be able to better implement any of the recommendations they provide. The City Manager informed them that the City is in the midst of updating its budget. As such, this is a great opportunity to hone-in on the scope of work the City and the Commissioners may want from a consultant and be able to set a budget for the requested project. The City Manager provided an overview of the budget process.

The Commissioner asked if they could take on the task to review the plan and

conduct a Request for Information (RFI) to solicit consultants to assist in updating the Plan and then present to Council for budget approval. The City Manager responded that if there already was a budget allocated, there would be no need for Council approval. The Commissioners and staff can then vet out a consultant based on the qualifications. However, the City still needs to prioritize the budget for other departments, in which the Commissioners understood that the implementation of the Plan did not need to happen immediately.

With the Commissioners desire to move forward with updating the Plan, the City Manager advised the Commissioners to start reaching out to their contacts and identify potential consultants for the City's consideration.

The Commissioners expressed their desire to evaluate the potential consultant applications, which the City Manager welcomed since EDAC's role is to advise staff and the City Council with matters pertaining to the Economic Development Strategic Plan.

The Chairperson suggested the Commissioners take about a month to collect ideas on updating the plan and share those ideas during the next regular meeting.

Commissioners voted to table item 4A for the next regular meeting on April 13, 2022.

5. **New Business** –

5-A. **REVIEW AND DISCUSS ECONOMIC DEVELOPMENT DIVISION'S GOAL OF DEVELOPING AND MAINTAINING AN INVENTORY OF ALL AVAILABLE VACANT COMMERCIAL AND INDUSTRIAL SPACE IN MONTEREY PARK**

Action Taken: None for discussion purpose only.

Discussion: Staff asked the Commissioners how staff can go about obtaining a list of available commercial and industrial spaces. Some recommendations the Commissioners provided including the following:

- Utilizing Co-Star
- Reaching out to title companies like First American Title
- Working with the Monterey Park Chamber of Commerce
- Obtaining a list of business license expirations, which can be a potential indication of vacancies

A Commissioner also brought up a suggestion to cross reference availability requirements with City requirements, such as permits and zoning.

6. **Commission Communication** –

- Commissioner Fung asked staff to provide details regarding the Joint Commission, Committee, and Board Special Meeting to be held on March 30, 2022. Staff shared that the intent of the meeting is to remind the commission members of their roles and limitations. Staff will be sending more details closer

to the meeting date. In addition, attendees will be presented the financial forecast of the City.

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 5:57 pm.

Joseph Torres
Economic Development Manager

ATTACHMENT 3
Minutes of March 30, 2022, Joint Commission,
Committees, & Boards Special Meeting

MINUTES
JOINT MEETING OF THE COMMISSIONS, COMMITTEES, & BOARDS
OF MONTEREY PARK
SPECIAL MEETING
MARCH 30, 2022

The Commissions, Committees, & Boards (collectively, Commissions) of the City of Monterey Park held a joint Special Hybrid (In-Person / Virtual) Meeting on Wednesday, March 30, 2022 at 6:30 p.m. This meeting was partially conducted by electronic means pursuant to Government Code § 54953(e) as implemented by City Council Resolution.

Accordingly, Commissioners/Board Members were provided with the option of either attending the meeting in person at City Hall or virtually via Zoom. However, no members of the public were allowed in City Hall. Public participation was encouraged utilizing the methods set forth below.

PUBLIC PARTICIPATION

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

Via Email

Public comment will be accepted up to 2 hours before the meeting via email to mpclerk@montereypark.ca.gov and read into the record during public comment, when feasible. We request that written communications be 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: 883 3178 8587 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 Clerk’s office will be notified, and you will be in the rotation to make a public comment. Press “*6” to unmute yourself when called upon to speak. Participants are encouraged to join the meeting 15 minutes before the start of the meeting. You may speak up to 5 minutes on Agenda items. Speakers will not be allowed to combine time. 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.

CALL TO ORDER:

City Clerk Vincent Chang called the meeting to order at 6:36 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

FLAG SALUTE:

City Clerk Chang led the flag salute.

ROLL CALL:

City Clerk Vincent Chang called the roll:

Commission on Aging	Present: Siu Fong, Paul Isozaki, Virginia Mason Greene, Ryan Sprague Absent: Alex Tang, Betty Wang, Charles Mau
Business Improvement District Advisory Committee	Absent: Gene Jeng, Jessy Li, Josephine Louie, Elizabeth Yang
Community Participation Commission	Present: Victoria Chavez, Sandra Hidalgo, Shirley Hwong, Carol Sullivan, Isabel Wu Absent: Mary Ann Garcia-Barlow, Oriana Chan, Beth Chavez, Annie Park
Design Review Board	Present: Matthew Lum, Philip Smith Absent: Dennis Lee
Economic Development Advisory Commission	Present: Alexander Fung, Dora Leung, Billy Yeung, Tomas Wong Absent: Amy Newman
Environmental Commission	Present: Danielle Sprague, Kathy Ko, Alice Chan
Library Board of Trustees	Present: Lisa Duong, Jennifer Tang, Jason Dhing, Larry Sullivan Absent: Andrew Yam
Personnel Board	Present: Gustavo Reynoso, Grace Yeh Absent: Liane Kwan
Planning Commission	Present: Tammy Sam, Ricky Choi, Peter Fung, Jack Chiang
Recreation and Parks Commission	Present: Philip Chang, Johnny Kwok, Paul Lee, Barbara Ngai, Grace Young
Traffic Commission	Present: Daisy Ma, Benkin Jong, Paul Perez Absent: Allan Shatkin, Steven Klein
Sister Cities	Present: Nachikatsuura, Japan – Francisco Alonso, David Ikeda; Morelia, Mexico – Victoria Chavez; Quanzhou, China – Pedro Chan; Yung Ho, Taiwan – Sabrina Peng

	Absent: Morelia, Mexico – Gloria Enriquez, Dolores Rillos; Quanzhou, China – David Lau, Charles Mau; Yung Ho, Taiwan – Jeremy Allred, David Lee; Yeongdeungpo-Gu, Seoul Korea – David Lee, Karen Lee, Calvin Lee
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ALSO PRESENT: City Manager Ron Bow, City Attorney Karl Berger, Assistant City Manager Inez Alvarez, Fire Chief Matt Hallock, Police Chief Kelly Gordon, City Librarian Diana Garcia, Director of Human Resources & Risk Management Christine Tomikawa, Director of Management Services Martha Garcia, Director of Recreation & Community Services Robert Aguirre, Interim Director of Community & Economic Development Steve Sizemore, Economic Development Manager Joseph Torres, Planning Manager Jessica Serrano, Principal Management Analyst Xochitl Tipan, Civil Engineering Associate Cesar Vega, Recreation Supervisor Orlando Muro, Recreation Supervisor Guillermo Chavez, Deputy City Clerk Cindy Trang, Assistant Deputy City Clerk Helena Cho

City Clerk Chang declared at 6:52 pm that the following commissions were adjourned due to a lack of a quorum: Business Improvement District Advisory Committee; Design Review Board; Sister Cities Commission.

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None.

PUBLIC COMMUNICATIONS

City Clerk Chang reported one written communication from Ming Lai for the Traffic Commission was received and filed.

1. PRESENTATION

Matters listed under presentation are for informational content and discussion only.

1A. FINANCIAL FORECAST

Consultant Robb Korinke of GrassRootsLab, gave a PowerPoint presentation on the Monterey Park’s Fiscal Outlook and Possible Revenue Measure.

Following the presentation, a Questions & Answers session ensued addressing questions from the audience regarding the financial forecast.

2. NEW BUSINESS

2A. MUNICIPAL ACADEMY - ROLES AND RESPONSIBILITIES OF COMMISSIONERS, SOCIAL MEDIA POLICIES AND OTHER EXPECTATIONS

The staff liaisons for each commissions introduced themselves and gave a brief overview of their respective commission. City Attorney Berger presented the PowerPoint presentation on general requirements for service, cored principles –

code of conduct, implementing core principles, general policies and procedures, and commissions' subject matter jurisdiction.

Following the presentation, a Questions & Answers session ensued addressing questions from the audience regarding commissions, committees, & boards.

3. CONSENT CALENDAR FOR THE PERSONNEL BOARD AND THE DESIGN REVIEW BOARD ONLY

Matters listed under consent calendar are considered to be routine, ongoing business and are enacted by one motion unless specified.

3A. MINUTES FOR THE PERSONNEL BOARD

Approving the minutes from the regular meeting of October 13, 2021.

Action Taken: The Board approved the minutes from the regular meeting of October 13, 2021 on Consent Calendar.

Motion: Moved by Board Member Yeh and seconded by Board Member Reynoso, motion carried by the following vote:

Ayes:	Board Members:	Yeh, Reynoso
Noes:	Board Members:	None
Absent:	Board Members:	Kwan
Abstain:	Board Members:	None

3B. MINUTES FOR THE DESIGN REVIEW BOARD

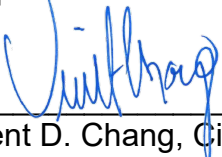
Approving the minutes from the regular meetings of January 21, 2020, and February 18, 2020.

Recommendations: It is recommended that the Board consider: (1) approving the minutes from the regular meetings of January 21, 2020, and February 18, 2020; and (2) taking such additional, related, action that may be desirable.

Action Taken: This item was not heard due to lack of a quorum for the Design Review Board.

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 8:43 p.m.



Vincent D. Chang, City Clerk