

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF MONTEREY PARK AGENDA

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

**WEDNESDAY
May 11, 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 April 13, 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 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 -

5-A. REVIEW AND DISCUSS FAÇADE IMPROVEMENT PROGRAM

It is recommended that the Economic Development Advisory Commission:

- (1) Revisit and discuss the City's intent to hold-off on implementing the façade improvement program due to the high level of building and storefront code violations in the City.
- (2) Take such additional, related, action that may be desirable.

[6.] COMMISSION COMMUNICATIONS

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: May 11, 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 April 13, 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:

Handwritten signature of Joseph Torres in blue ink.

Joseph Torres
Economic Development Manager

Prepared by:

Handwritten signature of Karen Ko in blue ink.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of April 13, 2022

ATTACHMENT 1
Minutes of April 13, 2022, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
April 13, 2022

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

CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:03 P.M.

ROLL CALL:

Economic Development Specialist Karen Ko called roll:

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

ABSENT: Dora Leung

ALSO PRESENT: Economic Development Manager Joseph Torres and Economic Development Specialist Karen Ko

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

PUBLIC COMMUNICATIONS

Vinh T. Ngo was present, introducing himself as a running candidate to become a Councilmember for District 5 for the City of Monterey Park.

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 as a result of the Double Incentive Program. Staff is still pending a meeting with the East Los Angeles College Vice President of Student Affairs.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of February 9, 2022, and March 9, 2022, and the Joint Commission, Committees, and Boards Special Meeting held on March 30, 2022.

Motion: Moved by Commissioner Billy Yeung and seconded by Tomas Wong, motion carried by the following vote:

Ayes: Commissioner: Fung, Newman, Wong, and Yeung
Noes: Commissioner: None
Absent: Commissioner: Leung
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 provided the commissioners updates on the following:

- Potential costs of hiring a consultant for the Economic Development Strategic Plan
- Per the recommendation of the Chairperson, staff applied for Congresswoman Judy Chu’s Community Project Funding program to fund for the Economic Development Strategic Plan

To start the process of the Economic Development Strategic Plan, the commissioners are aware they are responsible for putting together the scope of work. As such, they expressed they would like to compile the scope of work prior to receiving additional estimates for the cost of the consultant’s services.

Per the last regular meeting, the Commissioners expressed the desire to provide some feedback based on the existing Economic Development Strategic Plan. Some of the feedback and comments included:

- Data is outdated
- Analysis needs to be redone
- Conducting economic comparison with neighboring cities
- How new development will impact housing
- Type of opportunities with a new business environment (post-pandemic)

Furthermore, Commissioners asked to provide the following information during the next regular meeting:

- Anticipated timeline
- When can a Request for Proposal (RFP) be released to potential consultants?

Commissioners voted to table item 4A for the next regular meeting on May 11, 2022.

5. New Business – None.

6. Commission Communication

The Commission Chairperson requested staff to provide an update on the Façade and Beautification Improvement Program as an agenda item in the next EDAC Regular Meeting on May 11, 2022.

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:18 pm.

Joseph Torres
Economic Development Manager