

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF MONTEREY PARK AGENDA

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

TUESDAY
July 5, 2022
6:00 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 City's Spirit Bus Survey and Outreach Program to the business community to assess the efficiency of the system.**

[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 May 25, 2022, 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 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 - None

[6.] COMMISSION COMMUNICATIONS

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: July 5, 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 May 25, 2022, Special Meeting; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully prepared and submitted
by:

A handwritten signature in black ink, appearing to read "Joseph Torres".

Joseph Torres
Economic Development Manager

ATTACHMENT

1. Minutes of May 25, 2022

ATTACHMENT 1
Minutes of May 25, 2022, Special Meeting

**MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Special Meeting
May 25, 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 May 25, 2022.

CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:06 P.M.

ROLL CALL:

Economic Development Manager Joseph Torres called roll:

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

ABSENT: Billy Yeung

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

None

1. PRESENTATION

1A. Brief update on Monterey Park Rewards app.

Staff provided updated data on the Monterey Park Rewards program. The Commission inquired if there were program goals, as they wanted to contribute towards achieving the goal. While staff had set a goal of 50 redeeming merchants, if there were progress, the City would reconsider extending the program beyond October 2022. The commissioners came up with various suggestions to help promote the program, such as partnering with the chamber and other City commissions, raising the visibility of the program, partnering with ELAC, CAL State, and other colleges in the surrounding area. Staff advised that the commissioners may now have EDAC business cards to help in promoting the program.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of May 11, 2022.

Motion: Moved by Commissioner Tomas Wong and seconded by Amy Newman, motion carried by the following vote:

Ayes: Commissioner: Fung, Newman, Wong, and Leung

Noes: Commissioner: None

Absent: Commissioner: 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

Action Taken: The commission agreed to schedule three consecutive EDAC special meetings dedicated solely to discussing the 2010 Economic Development Strategic Plan update. The original special meeting dates were June 14, 21, 28, 2022, which per staff request were later changed to June 21, 28, and July 5.

Discussion: The commissioners and staff discussed the following:
Staff advised the commissioners that before the City can identify and vet the consultant to assist in updating the strategic plan, the commissioners would need to provide the City with the commission's strategic plan vision and scope of work to help determine the right consultant for the job. The Chairperson was surprised that the City wanted EDAC to prepare the scope of work and asked if it made more sense to have staff prepare the scope of work instead of EDAC. Staff suggested the commission start with a vision and a list of goals, which would then determine the consultant's scope of work. Staff had offered to assist the commissioners in the vision and scope of work development process. Staff also advised the commission that the Economic Development Manager was working on an application to the Federal Economic Development Agency for a grant program that funds up to 70% of local jurisdictions' development of economic strategic plans.

5. New Business - None

6. Commission Communication

In accordance with the special meetings to discuss the Economic Development Strategic Plan update, the commission requested staff to postpone an update on the Façade and Beautification Improvement Program to a yet to be determined date.

ADJOURNMENT

There being no further business for consideration, meeting was adjourned at 6:03 pm.

Joseph Torres
Economic Development Manager