

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

SPECIAL MEETING

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

**Tuesday
August 8, 2023
4:00 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.

LAND ACKNOWLEDGMENT

We would like to acknowledge that the land we inhabit today was once known as Tovangaar, the home of the Gabrieleño-Tongva people. We show our respect to the Gabrieleño-Tongva people, as well as all Indigenous people, past, present, and future, and honor their labor as original caretakers of this land. We commit to uplifting the Gabrieleño-Tongva people, invite you to acknowledge the history, and join us in caring for this land.

GENERAL INFORMATION

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

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

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

- 1-A.** Introduction and oath-taking of new BIDAC commissioner Zhen Wu.
- 1-B.** Distribution of 2023 Commission Handbooks and Healthy Work Environment Forms.
- 1-C.** Update on General Plan implementation.

[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 May 3, 2023, Special 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 identifying ways to develop incentives for BID businesses to help encourage increased economic activity and BID engagement.
- (2) Taking such additional, related action that may be desirable.

[5.] NEW BUSINESS – None

[6.] COMMITTEE COMMUNICATIONS

[7.] FUTURE AGENDA ITEMS

ADJOURN



BIDAC Staff Report

DATE: August 8, 2023

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 consider:

1. Approving the minutes of the May 3, 2023, Special Meeting; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully prepared & submitted by:

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

Joseph Torres
Economic Development Manager

ATTACHMENT

1. Minutes of May 3, 2023, Special Meeting

**MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF
MONTEREY PARK
Special Meeting
May 3, 2023**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Meeting at El Encanto, located at 700 El Mercado Avenue, Monterey Park, CA 91754, on May 3, 2023, at 5:00 pm.

CALL TO ORDER:

Chairperson Elizabeth Yang called the meeting to order at 5:06 pm.

ROLL CALL:

Senior Clerk Typist Megan Cheung called roll:

PRESENT: Elizabeth Yang, Gene Jeng, and Jessy Li

ALSO PRESENT: Economic Development Manager Joseph Torres

ABSENT: Josephine Louie

AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS: None

ORAL AND WRITTEN COMMUNICATIONS

1. PRESENTATION

1-A. ANNUAL COMMISSION CHAIRPERSON AND VICE-CHAIRPERSON ELECTION IN MAY 2023 FOR A ONE-YEAR TERM: The Commission elected the current Chairperson, Elizabeth Yang, and current Vice-Chairperson, Gene Jeng, for another one-year term.

1-B. MONTEREY PARK SIDEWALK SAFETY AND IMPROVEMENT PROGRAM TOWNHALL MEETING: Economic Development Manager Joseph Torres discussed the townhall meeting arranged by Public Works, to be held on May 15, 2023. The meeting aims to promote the new Sidewalk Improvement and Safety Program to the community and receive feedback and opinions from the public, particularly business owners.

2. CONSENT CALENDAR

2-A. APPROVAL OF MINUTES

Action Taken: The Business Improvement District Advisory Committee approved the minutes from the January 31, 2023 Special Meeting.

Motion: Motioned by Chairperson Elizabeth Yang and seconded by Committee

Member Gene Jeng, the motion was carried by the following vote:

Ayes: Committee Member: Yang, Jeng, and Li

Noes: Committee Member: None

Absent: Committee Member: Louie

Abstain: Committee Member: None

3. PUBLIC HEARING - None

4. OLD BUSINESS

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

Economic Development Manager Joseph Torres suggested increased promotion of the MPK Rewards program in the BID as a successful program to help drive circular economic activity, especially in the current economic condition. He also suggested hosting mini-events in the BID to draw residents and visitors. The increased influx of foot traffic into the BID would encourage prospective businesses to consider starting in the area. The Storefront Beautification Program is still under consideration. Committee members believe many businesses have violated codes and asked staff to look at other cities' actions to rectify the situation. In addition, the staff asked committee members to promote BIDAC to business owners to let businesses know what BIDAC is about and know that BIDAC is there to voice and advocate their best interests.

5. NEW BUSINESS – None.

6. COMMITTEE COMMUNICATIONS

Given the prolonged vacancy within the Committee, Chairperson Elizabeth Yang will be on the lookout for potential committee member candidates.

7. FUTURE AGENDA ITEMS

Action Taken: The Business Improvement District Advisory Committee requested the following agenda items for the next BIDAC meeting:

- 1) Review and discuss Athens trash pick-up procedures, particularly on recycling bins and alleyways.
- 2) Explore the possibility of installing dummies, cameras, and signs near areas prone to unregulated trash disposal.
- 3) Continue discussion on storefront and windows improvement.
- 4) Explore the possibility of angle parking in Downtown.

ADJOURNMENT

With no further business for consideration, the Committee adjourned the meeting at 5:55 pm.