

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

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

**WEDNESDAY
April 21, 2022
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.

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

Elizabeth Yang

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 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 OF MONTEREY PARK SHOP LOCAL PROGRAM APP DESIGNED TO REVITALIZE THE LOCAL ECONOMY

[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR

2-A. APPROVAL OF MINUTES

It is recommended that the Business Improvement District Advisory Committee:

- (1) Approve the minutes of the January 27, 2022, Special Virtual Meeting;
- (2) Take such additional, related action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] Old Business

4-A. CONTINUE DISCUSSIONS ON POTENTIAL PROJECTS, IMPROVEMENTS, AND ECONOMIC RECOVERY PROGRAMS WITHIN THE BUSINESS IMPROVEMENT DISTRICT

It is recommended that the Business Improvement District Advisory Committee:

- (1) Identify and review potential projects, improvements, and economic recovery programs and resources needed during and post-pandemic for the Business Improvement District.
- (2) Take such additional, related action that may be desirable.

[5.] NEW BUSINESS

5-A. BEGIN DISCUSSIONS ON THE POSSIBLE WIDENING OF GARVEY AVENUE TO ACCOMMODATE THE POTENTIAL INCREASED TRAFFIC RESULTING FROM THE DISCONTINUANCE OF THE 710 FREEWAY TUNNEL PROJECT

It is recommended that the Business Improvement District Advisory Committee:

- (1) Review and discuss the pros and cons of the widening of Garvey Avenue to accommodate the potential increased traffic resulting from the discontinued 710 freeway tunnel project.
- (2) Take such additional, related action that may be desirable.

[6.] COMMISSION COMMUNICATIONS

ADJOURN



BIDAC Staff Report

DATE: April 21, 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 January 27, 2022, Special Virtual Meeting; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

Prepared by:

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

Joseph Torres
Economic Development Manager

A handwritten signature in blue ink, appearing to be "Karen Ko".

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of January 27, 2022, Special Virtual Meeting

ATTACHMENT 1
Minutes of January 27, 2022, Special Virtual Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Special Meeting
January 27, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Thursday, January 27, 2022, at 4:00 p.m. The special meeting was conducted pursuant to Section 3 of Executive Order No. N-29-20 issued on March 17, 2020. Accordingly, Commissioners/Board Members were provided a meeting login number and conference call number and were not physically present at Conference Room 251, located at 320 W. Newmark Avenue in the City of Monterey Park.

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:8887880099) or [\(877\) 853-5247](tel:8778535247) and entering Zoom Meeting ID: **825 2180 2510** 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:

Interim Chairperson, Joseph Torres, called the meeting to order at 4:24PM.

ROLL CALL: Committee Members Present: Gene Jeng, Jessy Li, and Elizabeth Yang

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

ABSENT: Josephine Louie

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.** Update on the City of Monterey Park shop local program app designed to revitalize the local economy.

Staff provided the commissioners an update on the Monterey Park Rewards Program, including the City's partnership with Chinatown Service Center.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Business Improvement District Advisory Commission approved the minutes from the Special Meeting on April 22, 2021, September 30, 2021, and October 28, 2021, and the BID At-Large Meeting held on October 7, 2021.

Motion: Moved by Commissioner Gene Jeng and seconded by Jessy Li, motion carried by the following vote:

For Special Meeting held on April 22, 2021, September 30, 2021:

Ayes: Commissioner: Jeng and Li

Noes: Commissioner: None

Absent: Commissioner: Louie

Abstain: Commissioner: Yang

For BID At-Large Meeting held on October 7, 2021, and Special Meeting held on October 28, 2021:

Ayes: Commissioner: Jeng, Li, and Yang

Noes: Commissioner: None

Absent: Commissioner: Louie

Abstain: Commissioner: None

3. PUBLIC HEARING – None

4. OLD BUSINESS – None

4A. CONTINUATION OF DISCUSSION ON 2021 ANNUAL REPORT AND BUDGET AND 2022 ASSESSMENT FEE AND PROPOSED BUDGET APPROVAL PROCESS.

Action Taken: None for discussion purpose only.

Discussion: Staff shared with the commission that the budget for calendar year 2022 had been approved by the City Council on December 1, 2021.

5. NEW BUSINESS

5A. REVIEW AND APPROVE THE ADDITION OF THE LINCOLN/GARVEY AVENUE DOWNTOWN PARKING LOT CLEANING FEE TO THE 2022 DOWNTOWN BID NO. 1 ANNUAL BUDGET

Action Taken: The Business Improvement District Advisory Committee approved the addition of the Lincoln/Garvey Avenue Downtown parking lot cleaning fee in an amount not to exceed \$15,120 annually to the 2022 Downtown BID No. 1 annual budget.

Motion: Moved by Commissioner Gene Jeng and seconded by Jessy Li, motion carried by the following vote:

Ayes: Commissioner: Jeng, Li, and Yang
Noes: Commissioner: None
Absent: Commissioner: Louie
Abstain: Commissioner: None

Discussion: Staff presented an overview of the scope of work and cost of cleaning fee by Valley Maintenance Corp's, providing the commission the option to either have cleaning done twice or four times a week.

5B. BEGIN DISCUSSIONS ON POTENTIAL IMPROVEMENTS AND ECONOMIC RECOVERY PROGRAMS WITHIN THE BUSINESS IMPROVEMENT DISTRICT

Action Taken: None for discussion purpose only.

Discussion: To start the topic discussion, staff provided examples of types of potential improvements and economic recovery programs within the Business Improvement District to consider. Some suggestions included workforce recruitment, business attraction programs, and facade improvements. Staff opened the discussion to solicit the commissioners' input and suggestions. Staff also asked that the commissioners visit some of the businesses within the downtown district area to ask what some of the challenges they are facing and relay the responses back to staff.

6. COMMISSION COMMUNICATIONS - None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 4:57 PM.

Joseph Torres
Economic Development Manager