

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

SPECIAL MEETING

**THURSDAY
JANUARY 21, 2021
4:00 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.**

EXECUTIVE ORDER NO. N-29-20

These meetings will be conducted pursuant to Section 3 of Executive Order No. N-29-20 issued by Governor Newsom on March 17, 2020.

Accordingly, the Committee Chair and Committee Members will be provided with a meeting login number and conference call number; they will not be physically present at City Hall, 2nd Floor, Room 251 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

Pursuant to the Governor's order, the public may provide public comment utilizing the methods set forth below.

Note that City Hall is currently closed to the public. You will not be admitted to City Hall.

GENERAL INFORMATION

Documents related to an Agenda item are available to the public in the **Economic Development Department** located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at <http://www.montereypark.ca.gov/AgendaCenter>.

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 is allowed in the following ways:

Via Email

Public comment will be 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 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: 915 0593 8492 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 Committee Chair and Committee 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.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting please call City Hall at Economic Development Department at (626) 307-1385 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER

Chairperson Johnny Thompson

ROLL CALL

Gene Jeng, Jessy Li, and Josephine Louie.

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 take action 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 - None.

[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 October 21, 2020 Special Meeting; and
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

[5.] NEW BUSINESS

5-A. REVIEW THE 2020 ANNUAL BUDGET AND BUDGET – BUSINESS IMPROVEMENT DISTRICT NO. 1

It is recommended that the Business Improvement District Advisory Committee:

- (1) Review and Approve the 2020 Annual report; and incorporate any necessary changes
- (2) Direct staff to take the 2020 Annual Report to the City Council; and
- (3) Take such additional, related, action that may be desirable.

5-B. DISCUSSION AND POSSIBLE ACTION ON BIDAC REGULAR MEETING TIME

It is recommended that the Business Improvement District Advisory Committee:

- (1) Discuss and take action as necessary to change the regular meeting time; and
- (2) Take such additional, related, action that may be desirable.

5-C. BID ECONOMIC RECOVERY STRATEGIC PLAN DRAFT

For discussion only

5-D. DISTRIBUTION OF CITY'S CODE OF CONDUCT AND SOCIAL MEDIA POLICY

It is recommended that the Business Improvement District Advisory Committee:

- (1) Consider receiving and filing the Code of Conduct and Social Media Policy, and
- (2) Take such additional, related, action that may be desirable.

[6.] COMMITTEE COMMUNICATIONS - None

ADJOURN



BIDAC Staff Report

DATE: January 21, 2021

AGENDA ITEM NO: 2-A, 5-A

TO: Business Improvement District Advisory Committee (BIDAC)
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Approval of Minutes; Review and Approval of the 2020 Annual Report for Business Improvement District No. 1

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve the Minutes of the October 21, 2020 Special Meeting;
2. Review and approve the 2020 Annual Report and incorporate any necessary changes;
3. Direct staff to take the 2020 Annual Report to the City Council; and
4. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

Business Improvement Districts are required to produce an annual report that addresses the expenditures for the year of the report, including program activities, the assessment fee schedule, program activities, and budget for the upcoming year. In addition, a map showing the boundaries of the assessed area is to be incorporated in the report.

BACKGROUND:

The annual report includes a summary of accomplishments for 2020 and the anticipated expenditures for the year. In addition, the 2021 budget, programs, and BID area map are included within the report.

The major expenditures for 2020 were the holiday decorations for Garvey Avenue and janitorial services for the downtown area. The cost of these two programs exceeded the BID's annual fees.

On April 28, 2020, BIDAC Chairperson Johnny Thompson forwarded a letter to City Council requesting the City discontinue The Chrysalis Center's janitorial contract. Mr. Thompson claimed the cost of janitorial services for the BID had increased more than 50% over the years, and the situation was no longer cost effective. As a way to maintain the area, Mr. Thompson proposed individual business owner sweeping in front of each business and their private parking areas.

Economic Development staff sought alternative options to provide janitorial services for the BID area and found Valley Maintenance Corporation ("Valley Maintenance"). Valley

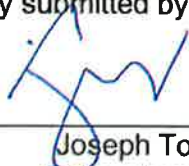
Maintenance has an existing month-to-month maintenance agreement with the City for evening janitorial services for City park restrooms and building facilities. Effective December 1, 2020, Valley Maintenance was contracted to perform the janitorial services in the BID area four days a week on a month-to-month basis at 40% the cost of The Chrysalis Center's yearly contract. Chrysalis Enterprises continued to perform janitorial services for the BID area until their contract was terminated on November 30, 2020.

The 2021 Budget reflects a significant overall reduction in expenditures by making the janitorial services change. With more discretionary funding available, the BID intends on seeking other improvements to the area, including more Christmas decoration along Garfield and artistic designs for the medians.

FISCAL IMPACT:

All costs related to the Business Improvement District No. 1 come from the BID assessments and not the general fund.

Respectfully submitted by:



Joseph Torres
Economic Development Manager

Prepared by:



Michael Encinas
Acting Economic Development
Specialist

ATTACHMENT(S):

1. 2020 Annual Report
2. Minutes of October 21, 2020 Special Meeting

ATTACHMENT 1
2020 Annual Report

Business Improvement District No. 1



2020 Annual Report

January 1, 2020 – December 31, 2020

DOWNTOWN

Garvey - Garfield



VISION STATEMENT

The Downtown Business Improvement District No. 1 (BID) was established to improve and preserve the business community in the “heart” of the city.

The Downtown area of the city is an important destination point for the business community and residents of Monterey Park. Through continued efforts in organization, beautification, promotion and revitalization, the city leaders and its business community will work together to preserve and improve the quality of life for future generations.

Board Members:
Johnny Thompson
Gene Jeng
Josephine Louie
Jesse Li
One Vacancy

OVERVIEW

The Business Improvement District Advisory Board (BIDAC) meets quarterly and during special meetings to discuss issues of concern to businesses located within the BID area. Programs addressing cleanliness, promotions, and marketing are all reflected in the budget for the BID. In addition to the issues discussed, the Board also researches and plans innovative ways of promoting businesses and endeavors to maintain the goals and budget set forth in the Annual Report.

HISTORY

The Monterey Park Business Improvement District No. 1, (BID) encompasses the area extending along Garvey Avenue from Ramona Avenue to Nicholson Avenue, and on Garfield Avenue from south of Newmark Avenue to Emerson Avenue (refer to Exhibit A). The Monterey Park City Council established the BID in 1986 at the request of local businesses in the area and the Downtown Merchants Association (DMA), pursuant to the California Streets and Highway Code Section 36500 et seq.

The primary responsibility of the BIDAC is to make recommendations to the City Council on the methods and ways by which revenues, derived from the annual assessment, may be used for the betterment of the BID businesses and the BID area.

The BIDAC is composed of five (5) members appointed by the City Council for one year and may serve for up to eight (8) years if reinstated by a Council member. Each City Council member appoints one Committee member. The BIDAC meets quarterly and as needed and hosts an annual meeting of the BID members-at-large at the end of the year; prior to the next year's assessments.

ACCOMPLISHMENTS

This section of the of the Annual Report reflects the activities during 2020 for the promotion or enhancement of the BID area and it's businesses.

Holiday Promotion

Holiday decorations were installed and displayed along Garvey Avenue and the medians to provide a bright seasonal atmosphere for shoppers in the downtown BID.

Janitorial Services

Chrysalis Enterprises continued to perform janitorial services for the BID area until their contract was terminated on November 31, 2020 to offset growing cost. Effective December 1, 2020, Valley Maintenance Corporation was contracted to perform the janitorial services four days a week at a significantly reduced rate.

BUDGET

2021 Program Year

The Annual Report contains a budget for the BID for the period of January 1, 2021 – December 31, 2021, and is tied to programs and activities scheduled during the calendar year.

The City received approximately \$44,367.38 in revenue from the BID for calendar year 2020. Exhibit "B" reflects the estimated expenditures for calendar year 2020; and Exhibit "C" reflects the BID's Annual Program Budget for calendar year 2021.

GOALS for 2021

This section of the Annual Report shows the programs or activities intended for 2021

- Continue to work with the Downtown Garvey - Garfield businesses on ways they can assist in

keeping the area attractive.

- Continue janitorial services for the BID area.
- Install holiday decorations along Garvey Avenue, then remove and place in storage.
- Work with the City to provide workshops and other business assistance activities for businesses in the BID area.
- Support city projects that benefit the BID area such as discussions on the need for a parking structure in the downtown, signage, and maintenance.

Exhibits:

A: BID Area Map

B: 2020 Expenditures

C: 2021 Budget

D: 2021 Fee Schedule

EXHIBIT "A"

BUSINESS IMPROVEMENT DISTRICT NO.1

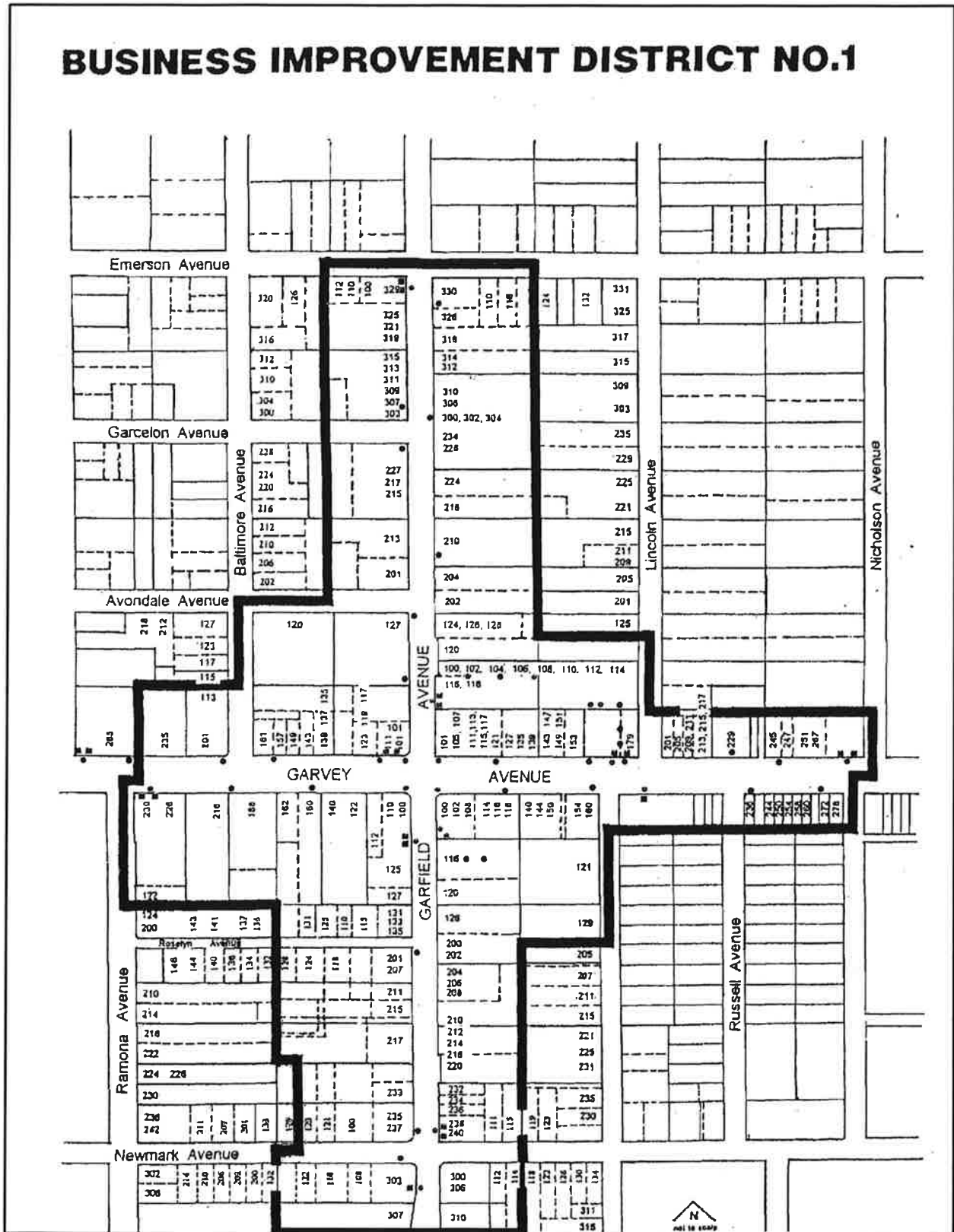


EXHIBIT "B"

Business Improvement District No. 1

2020 Expenditures

Budget Item	Description	2020 Expenditures
Administration	Postage	\$ 300.00
	Business Cards	\$120.00
	Translation Services	\$600.00
	Office Supplies	\$300.00
Holiday Decoration	Holiday lighting - electrical cost	\$600.00
	Holiday light storage & installation	\$5,577.00
Trash Receptacles	Liners	\$200.00
Landscaping	Additional planting supplies	\$1000.00
Custodial Contract	Maintenance of the BID area	\$ 73,000.00

TOTAL: \$81,697.00

Actual Revenues for 2020: \$44,367.38

Reserves as of 12/31/2020 \$127,735

EXHIBIT "C"

Business Improvement District No. 1 - 2021 Estimated Budget		
Budget Item	Description	2021 Estimated Budget
Administration	Postage	\$600.00
	Business Cards	\$60.00
	Translation Services	\$1,200.00
	Office Supplies	\$300.00
Holiday Decoration	Holiday light bulb replacement	\$500.00
	Edison	\$625.00
	Holiday light storage & installation	\$5,577.00
Trash Receptacles	Additional liners & lids	\$200.00
Landscaping	Additional planting supplies	\$1,000.00
Custodial Contract	Maintenance of the BID area	\$21,840.00
	Pressure Washing	\$7,360.00
	TOTAL:	\$39,262.00
Estimated Revenues for 2021:	\$74,000.00	
Reserves as of 12/31/2020	\$109,703	

EXHIBIT "D"

2021 New BID Fee Schedule

Business Type	Fee	Employee/Seat	Formula
Retail	\$178.79	\$22.98	
Service (Includes Financial)	\$178.79	\$22.98	
Restaurant			
Without ABC	\$178.79	\$11.17	(1)
With ABC	\$178.79	\$13.78	(2)
Professional (inc. Insurance)	\$178.79	\$39.07	
Theater	\$178.79		
Wholesale	\$178.79		
Manufacturing	\$178.79		
Contractor	\$178.79		
Commercial Rental	\$39.10 + .011176 sq. ft.		(3)
Residential Rental	\$39.10		(4)
Hotel	\$39.10 per unit		
Laundromat	\$178.79		
Street Vendors	\$178.79		

(1) 20 seats or less, no seat assessment fees. Over 20 seats, \$11.17 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$178.79 (base fee) + \$335.10 (30 seats x \$11.17) = \$513.89.

(2) 20 seats or less, no seat assessment fees. Over 20 seats, \$13.78 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$178.79 (base fee) + \$413.40 (30 seats x \$13.78) = \$582.19.

(3) Base fee is \$39.10 per unit. For every additional sq. ft. over 2,000; multiply excess by \$0.011176. Eg. 2,500 sq. ft., total charge is \$39.10 + \$5.59 (500 sq. ft. x \$0.011176) = \$44.69 (calculations are rounded up)

(4) If you own 1-3 units, there is no charge. If you own more than 3 units, you pay \$39.10 per unit in excess of 3 units. Eg. You own 5 units. You pay \$39.10 x 2 (5 units – 3 units) = \$78.20

ATTACHMENT 2

Minutes of October 21, 2020 Special Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Special Meeting
October 21, 2020

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Wednesday, October 21, 2020 at 3:00 p.m. The regular meeting was conducted pursuant to Section 3 of Executive Order No. N-29-20 issued on March 17, 2020. Accordingly, the Committee Chair and Committee Members were provided a meeting login number and conference call number and were not physically present at the 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

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CALL TO ORDER:

Committee Member Johnny Thompson called the meeting to order at 3:05 p.m.

ROLL CALL: Committee Members Present: Johnny Thompson, Gene Jeng, Jessy Li, Darren Inouye, and Josephine Louie

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

ALSO PRESENT: Economic Development Manager Joseph Torres

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

None

2. CONSENT CALENDAR

2A. BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE MINUTES

Approve the minutes from the regular meeting of January 16, 2020, cancelled meeting of April 16, 2020, cancelled regular meeting of July 16, 2020, and cancelled regular meeting of October 15, 2020.

Action Taken: The Business Improvement District Advisory Committee approved the minutes from the regular meeting of January 16, 2020, cancelled regular meeting of April 16, 2020, cancelled regular meeting of July 16, 2020, and cancelled regular meeting of October 15, 2020.

Motion: Moved by Committee Member Thomson and seconded by Committee Member Jeng motion carried by the following vote:

Ayes: Committee Member: Thompson, Jeng, Li, Inouye, Louie

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: None

3. PUBLIC HEARING

None

4. OLD BUSINESS

None

5. NEW BUSINESS

5-A. 2020 ANNUAL BUDGET

Discussion: Economic Development Department provided the BIDAC members with the estimated 2021 budget. The estimated budget included costs for a new maintenance contract with Valley Maintenance Corporation and holiday decoration installation and storage. The new maintenance contract will include clean-up four times a week and a quarterly power wash four times a year; and the estimated 2021 cost of the contract will be \$29,200.

Action Taken: The BIDAC approved the request to move forward with an estimated 2021 budget of \$39,262.

Motion: Moved by Committee Member Thomson and seconded by Committee Member Jeng motion carried by the following vote:

Ayes: Committee Member: Thompson, Jeng, Li, Inouye, Louie
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

5-B. BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE MINUTES

Discussion: The BIDAC members discussed City staff sending solicitation notices to all BID businesses requesting donations towards the City of Monterey Park Toy Drive. Available funds that were previously allocated towards the maintenance contract can now be used for the donation drive. The considerate gesture by the BID will be looked upon positively in the community

Action Taken: The BIDAC approved city staff to send solicitation notices to all BID businesses for donations towards the City of Monterey Park toy drive.

Motion: Moved by Committee Member Thomson and seconded by Committee Member Jeng motion carried by the following vote:

Ayes: Committee Member: Thompson, Jeng, Li, Inouye, Louie
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

5. COMMISSION COMMUNICATIONS AND COMMISSIONER AND AGENCY MATTERS

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 3:56 p.m.

Joseph Torres
Economic Development Manager