

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

SPECIAL MEETING

**THURSDAY
FEBRUARY 18, 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: 925 2329 6590 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 January 21, 2021 Special Meeting; and
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

4-A. SECOND REVIEW OF BID ECONOMIC RECOVERY STRATEGIC PLAN DRAFT

For discussion only

4-B. DISCUSSION ON POSSIBLE REVISION TO THE 2021 ANNUAL BUDGET TO FUND BANNERS AND ADDITIONAL CHRISTMAS DECORATIONS

- (1) Staff will provide cost estimates to fund banners and additional Christmas decorations; and
- (2) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS

5-A. DISCUSSION ON BIDAC \$950,000 FUND AND PROPOSED DOWNTOWN PARKING LOT

For discussion only

5-B. DISCUSSION ON POTENTIAL TRAFFIC INCREASE ON GARVEY/GARFIELD DUE TO TERMINATION OF THE 710 FWY TUNNEL EXTENSION PROJECT

For discussion only

[6.] COMMITTEE COMMUNICATIONS - None

ADJOURN



BIDAC Staff Report

DATE: February 18, 2021

AGENDA ITEM NO: 2-A

TO: Business Improvement District Advisory Committee (BIDAC)
FROM: Michael Encinas, Acting Economic Development Specialist
SUBJECT: Approval of Minutes

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve the Minutes of the January 21, 2021 Special Meeting;
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:



Joseph Torres
Economic Development Manager

Prepared by:



Michael Encinas
Acting Economic Development
Specialist

ATTACHMENT(S):

1. Minutes of January 21, 2021 Special Meeting

ATTACHMENT 2
Minutes of January 21, 2021 Special Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Special Meeting
January 21, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Wednesday, January 21, 2021 at 4:00 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 4:19 p.m.

ROLL CALL: Committee Members Present: Johnny Thompson, Gene Jeng, Jessy Li, 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; Acting Economic Development Specialist Michael Encinas

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 special meeting of October 21, 2020.

Action Taken: The Business Improvement District Advisory Committee approved the minutes from the special meeting of October 21, 2020.

Motion: Moved by Committee member Thompson and seconded by Committee member Jeng motion carried by the following vote:

Ayes: Committee Member: Thompson, Jeng, Li, 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. REVIEW THE 2020 ANNUAL REPORT – BUSINESS IMPROVEMENT DISTRICT NO. 1

Discussion: Staff presented the 2020 Annual Report, including the BID's 2020 accomplishments, upcoming goals for 2021, and estimated budget for 2021.

Committee member Thompson expects to have enough money left over so they can begin beautifying the downtown BID. Mr. Thompson suggested starting off with banners which the BID has been talking about for almost ten years. The installation of banners is a big goal for the future of the BID. Mr. Thompson directed staff to

look into the previous banner cost estimates, which he believed to be around \$10,000.

Committee member Josephine stated that in 2019 the BID was thinking about purchasing new Christmas decorations due to wear and tear. Josephine asked if the BID should reserve some money in 2021 for new holiday decorations.

Committee member Thompson explained the timeline for the decorations. The holiday decorations was a two year plan dependent on available funding. Due to budgetary concerns, Mr. Thompson mentioned the plan was to start on Garvey Avenue one year, and then add more decorations on south and north Garfield Avenue the following year. He said the expenditure for Garfield Avenue decorations would be similar to what was spent before on Garvey. The decorations may have to be different for Garfield, so there may be savings. BIDAC directed staff to determine the cost involved for adding Christmas lights along Garfield. BIDAC and City staff would usually meet to discuss what will be needed just like the planning involved with the Garvey Avenue decorations. Committee member Thompson mentioned the decorations on Garvey Avenue are the best he has seen in more than 50 years. The BID would like decorations that are striking and reflects well on downtown, including welcoming for people that visit.

Mr. Thompson said that Darren is currently working on artwork for the banners and is excited to present the new design to the City when complete.

Action Taken: The BIDAC approved the estimated 2021 budget with a possible revision to fund banners and additional Christmas decorations.

Motion: Moved by Committee member Thompson and seconded by Committee member Louie motion carried by the following vote:

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

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

Discussion: The BIDAC members discussed the option to change the regular meeting time from 3:00 PM to 4:00 PM.

Action Taken: The BIDAC approved to change the regular meeting time from 3:00 PM to 4:00 PM.

Motion: Moved by Committee member Thompson and seconded by Committee member Jeng motion carried by the following vote:

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

Abstain: Committee Member: None

5-C. BID ECONOMIC RECOVERY STRATEGIC PLAN DRAFT

Discussion: The BID Economic Recovery Strategic Plan was presented to the BIDAC members for review and comments. The Strategic Plan provided is just to introduce the initiatives and should be considered a work in process.

Committee member Thompson commented on the parking lot structure and parking lot behind it. He said that Council Member Peter Chan has been working to beautify the downtown area. At the time the funding was obtained, the funds were for three parking structures, including one in the downtown BID area. The BID would like to show their cooperation in this beautification project. According to Mr. Thompson, \$950,000 of funding is available in the bank which belongs to downtown for rebuilding and beautifying the parking lot area. Mr. Thompson would like all the proceeds used for the cause.

Darren asked if staff is requesting for BIDAC members to mull over the strategic plan. Staff confirmed that Economic Development Department is only providing the framework for the strategic plan and should act as a foundation to build upon. The plan is for BIDAC members to take ownership of the plan and make it their own by modifying, editing, or deleting any of the initiatives mentioned. Staff requested BIDAC members to spend time reviewing the plan and to be prepared to discuss at the next meeting

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

Discussion: Staff directed BIDAC members to review the Code of Conduct and Media policies that were distributed to them, specifically Commission Handbook, Social Media Policy, Code of Conduct and Health Workplace Commitment (Code of Conduct Acknowledgement Form). BIDAC Members confirmed receipt of the policies and will forward a signed copy of Code of Conduct Acknowledgement Form.

6. COMMISSION COMMUNICATIONS AND COMMISSIONER AND AGENCY MATTERS

Mayor Yvonne Yiu introduced herself to the BIDAC members, and spoke of her professional background in finance. She wanted to bring attention to the recently passed Measure JJ that has a major impact on Garvey. Mayor Yiu mentioned the FAR ratios jumped from 0.5 to 1.5 which means that property owners or developers on Garvey can now rebuild their property three times more within the same land. Mayor Yiu wanted to promote Measure JJ which will hopefully change the face of Garvey. She also wanted to announce to the committee members of the City's new AA rating on the SNP for our municipal bond and credit rating. This is the first time our City was rated and the result is very good. The AA rating makes the City trustworthy for borrowers.

All the BIDAC members in the meeting introduced themselves to the Mayor and spoke of their businesses.

Committee member Thompson asked if it would be possible to renew a mail out called The Pulse. The City previously assisted with that mail out. The details can be discussed at a later meeting. The publication helped keep the members informed about BID matters.

Staff requested to meet soon as possible for a special meeting a month from today to further discuss the BID Economic Recovery Strategic Plan. BIDAC members confirmed the next special meeting will be scheduled for February 18, 2021.

ADJOURNMENT

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

Joseph Torres
Economic Development Manager