

**ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC) OF
MONTEREY PARK
AGENDA**

REGULAR MEETING

**WEDNESDAY
APRIL 14, 2021
5:00 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, Commissioners/Board Members will be provided with a meeting login number and conference call number; they will not be physically present at City Hall, 1st Floor, Room 153 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: 992 5928 5027 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 Commission/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.

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

ROLL CALL

Alexander Fung, Dora Leung, Amy Newman, Billy Yeung

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 - None.

[2.] CITY OF MONTEREY PARK- CONSENT CALENDAR

2-A APPROVAL OF MINUTES

It is recommended that the Economic Development Advisory Commission:

- (1) Approve the Minutes of the March 25, 2021 Special Meeting
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

[5.] NEW BUSINESS

5-A DEVELOPING AND SETTING THE GOALS OF EDAC FOR THE 2021-2022 FISCAL YEAR

It is recommended that the Economic Development Advisory Commission

- (1) Discuss and take action as necessary to develop and set EDAC's goals for the 2021-2022 fiscal year.
- (2) Take such additional, related action that may be desirable.

5-B 2021 ECONOMIC DEPARTMENT STRATEGIC PLAN FOLLOW-UP

For Discussion only

[6.] COMMISSION COMMUNICATIONS - None

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: April 14, 2021

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 March 25, 2021 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 blue ink, appearing to read "J. Torres", is written over a horizontal line.

Joseph Torres
Economic Development Manager

ATTACHMENT

1. Minutes of March 25, 2021 Special Meeting

April 14, 2021
EDAC Staff Report

ATTACHMENT 1
Minutes of March 25, 2021 Special Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Special Meeting
March 25, 2021

The Economic Development Advisory Commission of the City of Monterey Park held a Special Teleconference Meeting via Zoom on Wednesday, March 25, 2021 at 5:00 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 City Hall, 1st Floor, Room 153 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

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 comment 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 comment 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: 910 5451 6110 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:

Chairperson Chair Alexander Fung called the meeting to order at 5:01 P.M.

ROLL CALL:

Economic Development Manager Joseph Torres called roll:

Commission Members Present: Alexander Fung, Dora Leung, Amy Newman, Billy Yeung

ALSO PRESENT: Economic Development Manager Joseph Torres, City Clerk Vincent Chang, Acting Economic Development Specialist Michael Encinas

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

None

2. CONSENT CALENDAR

None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Special meeting of January 13, 2021.

Motion: Moved by Commission Amy Newman and seconded by Dora Leung motion carried by the following vote:

Ayes: Commissioner: Leung, Fung, Newman, Yeung

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

3. PUBLIC HEARING

Mayor Yiu and the commission members introduced themselves and commission members spoke about their professional background. The mayor mentioned the City's MPK Dollar\$ Rewards Program to help the City's businesses and improve sales tax revenues. More details will be provided at the next EDAC Regular Meeting.

4. OLD BUSINESS

None

5. NEW BUSINESS

5A. OATH OF OFFICE FOR NEW COMMISSION MEMBER BILLY YEUNG

Action Taken: City Clerk Vincent Chang performed the oath of office for new Commission Member Billy Yeung. The City Clerk will help the new commissioner process the official paperwork.

5B. OVERVIEW OF THE SR710 NORTH MOBILITY IMPROVEMENT PROJECTS FUNDING AGREEMENT FOR GARVEY AVENUE CAPACITY IMPROVEMENTS, PARKING STRUCTURES CONSTRUCTION, AND ADAPTIVE TRAFFIC/TRAFFIC RESPONSIVE CONTROL SYSTEM PROJECT FUNDED BY MEASURE R

Action Taken: None for discussion purpose only.

Discussion: Staff explained the funding from Measure R which involved the Long Beach Freeway tunnel extension project. Measure R was initiated to accumulate funding based on a certain percentage of sales tax. Metro has opted to distribute the funding to local cities that were going to be impacted by the discontinuance of that project. Monterey Park will be one of the cities that will be receiving funding of about 100 million dollars. There was a proposal to City council during a recent meeting on three conceptual projects, plus an adaptive traffic control programs that were up for approval by council to be presented to Metro to receive that funding. That was perceived by the community as being a definite project, and the main concern was that the City had moved forward to design the projects without the proper public input. Because Metro wants cities to indicate where the money will be spent, we are providing conceptual plans to secure the funding. Nothing is definite at this time. Once we obtain the funding, the City would then have the capacity to come up with the programs like a parking structure or adaptive traffic control programs. It's at that time that it would be properly presented to the community for public input to determine whether we can move forward with any of the projects. The main message here is that the conceptual projects are being presented only for the purpose of obtaining the \$100 million funding. If we did not act in a timely manner, the money would have gone to other cities. It was also explained to the commissioners that the City is not tied to the current conceptual proposals at a future date.

Commission member Leung commented that we need public input from the community to decide how the money will be spent using public forums like town hall meetings, schools boards, chambers, and surveys.

Commissioner Member Yeung asked if there were any parameters on how the Measure R funding can be spent. Are there any restrictions on what the city can

undertake? Staff informed the commissioner that we are not the right people to respond to that question. Public Works would be in a better position to answer that question. Staff will follow up Public Works and get an answer with Commissioner at our next meeting. Commissioner Yeung suggested a couple of uses for the \$100 million. Firstly, the City received a quarter million in grant dollars to do transit oriented development near the 60 freeway on South Garfield. He is wondering if the City can leverage that grant money and combine it with the \$100 million for the South Garfield area. Secondly, there were a few developments that fell through the cracks on the empty parking lot on Garfield and Garvey because of underserved parking, etc. Building that parking structure there might help will help alleviate the parking limitation any future developer would face as hurdle. Staff welcomed the ideas to improve the community, but just reminded commissioners that the most important step is taking the necessary steps to secure the Measure R funding first.

5C. SELECTION OF COMMISSION CHAIR AND VICE CHAIR

Discussion: Staff informed the commission members of Dominic Lombardo's resignation from the EDAC. Because Mr. Lombardo served as Commission Chair, a new chair must be appointed. After further discussion, it is recommended the EDAC appoint Alexander Fung to the position of commission chair.

Action Taken: The Economic Development Commission appoints Alexander Fung as commission chair.

Motion: Moved by Commissioner Dora Lueng and seconded by Amy Newman motion carried by the following vote:

Ayes:	Commissioner: Leung, Newman, Yeung
Noes:	Commissioner: None
Absent:	Commissioner: None
Abstain:	Commissioner: Fung

Discussion: Commission Chair Alexander Fung requested the creation of a vice chair position to foster more collaboration and serve as backup. After further discussion, it is recommend the EDAC create a vice chair position.

Action Taken: The Economic Development Commission create a vice chair position.

Motion: Moved by Commissioner Alexander Fung and seconded by Dora Lueng motion carried by the following vote:

Ayes:	Commissioner: Fung, Leung, Newman, Yeung
Noes:	Commissioner: None
Absent:	Commissioner: None

Abstain: Commissioner: None

Discussion: After further discussion, it is recommended the EDAC appoint Dora Leung as commission vice chair.

Action Taken: The Economic Development Commission appoints Dora Leung as commission vice chair.

Motion: Moved by Commissioner Alexander Fung and seconded by Billy Yeung motion carried by the following vote:

Ayes: Commissioner: Fung, Leung, Newman, Yeung
 Noes: Commissioner: None
 Absent: Commissioner: None
 Abstain: Commissioner: None

5D. TIME AND MONTH CHANGE FOR EDAC REGULAR MEETINGS

Discussion: EDAC is considering changing the day of the month and scheduled time. After further discussion, it is recommended EDAC keep the regular meeting schedule to every second Wednesday of the month but changed the regular scheduled meeting time to 5:00PM.

Action Taken: The Economic Development Commission change the regular scheduled meeting time to 5:00PM.

Motion: Moved by Commissioner Alexander Fung and seconded by Billy Yeung motion carried by the following vote:

Ayes: Commissioner: Fung, Leung, Newman, Yeung
 Noes: Commissioner: None
 Absent: Commissioner: None
 Abstain: Commissioner: None

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

Action Taken: Staff provided commissioner members with the Commission Handbook, Social Media Policy, Code of Conduct, and Healthy Workplace Commitment (Code of Conduct Acknowledgement Form). Staff requested the commissioner members sign and forward an executed copy of Healthy Workplace Commitment Form.

Discussion: The adoption of Resolutions 12167 and 12184 established policies and procedures regarding utilizing social media and a new code of conduct for all elected and appointed officials. Staff has been instructed to distribute the new guidelines, rules, and responsibilities to individuals serving as commissioners.

5F. 2021 ECONOMIC DEVELOPMENT DEPARTMENT STRATEGIC PLAN

Action Taken: None for discussion purpose only.

Discussion: The 2021 Economic Development Strategic Plan was presented to the EDAC members for review and comment. The Strategic Plan provided is just to introduce the initiatives and should be considered a work in process.

Regarding focus area numbers 1-3 as it relates to El Encanto, Commission member Dora Leung asked to recuse herself from the meeting due to her involvement with the Monterey Chamber of Commerce. Ms. Leung perceived there may be a conflict of interest. Monterey Chamber of Commerce is currently working to revive their IRS federal tax board status.

Commission members had questions on the selection process and size for the Recovery Task Force. Staff responded that the task force will be selected by the Economic Development staff. The goal would be to get 30-50 members to get a broad collection of ideas from business owners, academia, and workforce development partners. Staff will focus on industries that need the most assistance in getting through the pandemic. Staff reiterated that the purpose of the Recovery Task Force is not to determine when and how businesses will reopen, but rather the tools and resources businesses will need in order to open.

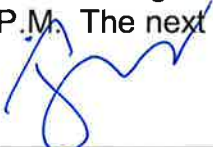
Commission member Leung said that focus area four is very important. Specifically, how Economic Development staff can assist potential buyers by directing them on what is allowable use at potential sites. This will make it speedier for potential buyers in determining strategic locations and in the planning review process.

Commission member Fung mentioned the importance of maintaining existing investments. He is also concerned with the new mandates from the state's SB743 regarding vehicles miles travelled because it may discourage developments in our community if the city levies too much of the impact fees on the proposed new developments. Hopefully Economic Development can work with Public Works and Planning Division to figure out whatever structure the City comes up with to comply with SB743 and does not drive developers away from our City.

6. COMMISSION COMMUNICATIONS None

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:40 P.M. The next regular meeting is scheduled for April 14, 2021.



Joseph Torres
Economic Development Manager