

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

SPECIAL MEETING

**THURSDAY
APRIL 22, 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: 918 1331 1485 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 February 18, 2021 Special Meeting; and
- (2) Take such additional, related, action that may be desirable.

[3.] **PUBLIC HEARING – None**

[4.] **OLD BUSINESS**

4-A. UPDATE ON MEASURE R FUNDING FOR THE CITY OF MONTEREY PARK

For discussion only

4-B. DISCUSSION ON POSSIBLE REVISION TO THE 2021 ANNUAL BUDGET TO FUND STREET BANNERS

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

[5.] **NEW BUSINESS**

5-A. DISCUSSION ON BIDAC TERM LIMITS FOR COMMISSIONERS JOHNNY THOMPSON AND GENE JENG WHOSE 8-YEAR TERM EXPIRES ON APRIL 30, 2021

For discussion only

[6.] **COMMITTEE COMMUNICATIONS - None**

ADJOURN



BIDAC Staff Report

DATE: April 22, 2021

AGENDA ITEM NO: 2-A

TO: Business Improvement District Advisory Committee (BIDAC)
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Approval of Minutes

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve the Minutes of the February 18, 2021 Special Meeting;
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 "Joseph Torres", written over a horizontal line.

Joseph Torres
Economic Development Manager

ATTACHMENTS:

1. Minutes of February 18, 2021 Special Meeting
2. MegaPrint Inc. Banner Pricing Sheet

ATTACHMENT 1

Minutes of February 18, 2021 Special Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT
DISTRICT ADVISORY COMMITTEE
Regular Meeting
February 18, 2021

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Regular Meeting Teleconference Meeting via Zoom on Thursday, February 18, 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, 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 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:(888)788-0099) or [\(877\) 853-5247](tel:(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 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:

Johnny Thompson called the meeting to order at 4:18PM.

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 January 21, 2021.

Action Taken: The Business Improvement District Advisory Committee approved the minutes from the Special Meeting of January 21, 2021.

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

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

Discussion: BIDAC Member Thompson said the strategic plan is fine and would like to take a vote on approving the BID Recovery Strategic Plan.

Action Taken: The Business Improvement District Advisory Committee approved the BIDAC Recovery Strategic Plan.

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

Ayes: Commissioner: Thompson, Jeng, Li, Louie

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

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

Discussion: Staff provided estimated budgets to purchase new Christmas decorations, decoration installation, and new banners. The original estimated 2021 budget was provided which totaled \$39,262. Staff presented a revised yearly estimate of \$80,345 which included \$11,154 for holiday light storage and installation, \$21,474 for purchase of new holiday decorations, and \$14,032 for purchase of banners. Staff also presented two more budget scenarios: 1) a budget that only includes the purchase and installation of Christmas decorations totaling \$66,313 and 2) a budget that only includes the purchase of banners totaling \$53,294.

Mr. Thompson stated the BID will not come to a conclusion today on the Christmas decorations because there is not enough information on what they are getting into. The decorations on the Garvey light poles might be different than the Garfield poles because they are not the same poles – Garfield are large Edison poles that are twice as high. Mr. Thomson would like staff to email the BID with samples of the decorations to review and find out if the same decorations would work. He also stated that part of the purchase can be done this year and the rest next year. Mr. Thompson would like to try to get both banners and Christmas decorations in the budget at least partially.

Mr. Thompson mentioned providing staff with samples of the banners. The idea mentioned before included two different banners with one on each side of the pole. One could be the BID downtown banner, while the other banner can be replaced sometime with either Lunar New Year or Christmas themes.

5. NEW BUSINESS

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

Discussion: Committee member Thompson stated he wanted to make sure the \$950,000 funding stays in downtown. He wanted to ask if we can get something from the City council that would essentially make it very difficult for someone to get the money and move it around to some other area. What we are planning to do with that money is have a parking lot behind the parking structure that LA County has already promised the money will be there. Staff mentioned there were three parking structures that were approved for funding and two of them are in the downtown BID area. Staff mentioned that 2nd parking structure will be located at 127 North Garfield in addition to the other proposed structure on 109 North Lincoln.

Mr. Thompson mentioned another issue that came up in a discussion with Peter Chan, including if the City is planning for a strict parking structure or something different like a park which would take away some parking spaces. Staff stated

there will be a traffic study conducted before anything any decision is made. Members of the BID will be given the opportunity to review what is proposed. Staff said nothing will be built without any public input. Mr. Thompson said that public input is what he wants. He would like everyone to get together and voice their opinion. The City can then figure out what would be the best decision.

Staff said Measure R funding is coming from the state not Los Angeles County, therefore the parking structure will be a city and not a county project. Mr. Thompson hopes the money remains available to the BID area because the City may decide not to have the money anymore. Although this topic that has been discussed about for many years, you do not feel secure that the money you feel belongs to the BID will be allocated to the BID. If the BIDAC need some assurances from the City Council, staff stated the BIDAC should ask for assurance from council in writing. Mr. Thompson agreed and said he already notified council, but will consider another more official letter signed by all the BID Committee Members. For the first time in many years, Mr. Thompson feels good support for downtown from the current Council members.

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

Discussion: Mr. Thompson said staff mentioned funds are the coming from the state, but asked if money is also coming from Metro, for example the Metro Rail going along the 60 freeway. Is there anything going on with that?

Staff mentioned there is nothing definite yet. Staff can do some research to find out and share that information to the BIDAC members. Staff is more concerned with the issue of that was raised by the BIDAC in terms of the potential traffic increase on Garfield/Garvey due to the termination of the 710 freeway extension project. Staff consulted with the Director of Public Works to see if he has heard anything about the potential for such traffic. According to the Director, he has not been informed about anything like that. If there is any increase it would be a natural progression of traffic by an influx of more people or out flux of people. As far as a traffic increase as a result the 710 tunnel extension project's termination, the Public Works in preparing for that possibility. There is funding for projects to address that issue and to mitigate any traffic that might be a result of not having the tunnel built. However, although we have available funding to mitigate the increase traffic, it will be a 3-5 year long project. So you will not see any immediate activity to address that because Public Works does not think there will be an immediate increase in traffic flow. For one thing, the pandemic has changed a lot of things in terms of commuter traffic and a lot of people are working from home right now. A lot of them will still remain working from home. That will impact the projected traffic increase on a positive note.

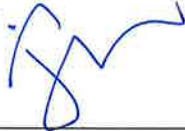
Staff also mentioned other mitigation plans, including additional lanes on some of the thoroughfares and installation of additional synchronized traffic signals that will be programmed to manage additional traffic flow. The Public Works Department is doing a lot of studies on the potential impact.

5A. COMMISSION COMMUNICATIONS

Committee members mentioned some maintenance issues regarding trash not being picked up in certain areas of the downtown BID. Staff will contact committee members to discuss for more details.

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 5:07 PM.



Joseph Torres
Economic Development Manager

April 22, 2021
BIDAC Staff Report

ATTACHMENT 2

MegaPrint Inc. Banner Pricing Sheet

MegaPrint Inc.

800.590.7850 Customer Support

Large Format Printing Pricing and Sizing

Standard Sizes	Paper Only	Gloss Laminate	Matte Laminate	Crystal Laminate	Foamcore	Gator Board
					<i>Not available with Crystal Laminate</i>	
22" x 28"	\$37	\$48	\$53	\$71	+ \$15	+ \$30
24" x 36"	\$47	\$60	\$67	\$87	+ \$21	+ \$42
30" x 40"	\$60	\$78	\$87	\$108	+ \$29	+ \$58
36" x 48"	\$81	\$105	\$117	\$142	+ \$42	+ \$84

- Quantity large format printing pricing is available.
- [Click here for Materials Descriptions](#)
- Maximum width for Gloss and Matte Laminate: **56"**. Maximum width for Crystal Laminate: **48"**.
- We can mount on foamcore and Gator Board up to **36" x 48"**. Direct print to board **5' x 10'**.
- Shipping of flat pieces larger than **36" x 48"** will result in FedEx oversize fees. Call for pricing.

Sizes	Vinyl		
	Matte	Across the Street	Fabric
36" x 72"	\$97	\$107	\$155
36" x 96"	\$130	\$143	\$206
48" x 72"	\$130	\$143	\$206
48" x 96"	\$173	\$190	\$275

Sizes	Paper Only	Gloss Laminate	Matte Laminate	Crystal Laminate
36" x 72"	\$119	\$148	\$154	\$223
36" x 96"	\$154	\$192	\$198	\$291
48" x 72"	\$179	\$269	\$269	\$348
48" x 96"	\$239	\$359	\$359	\$464

- Outdoor vinyl is 15oz. nylon re-enforced vinyl with a matte finish, and Across the Street Vinyl is 18oz. nylon re-enforced vinyl with a semi-gloss finish. All vinyl substrates are printed on at 720 dpi with UV inks, and are hemmed at the edges for added strength with grommets every two feet.
- Call for quantity large format printing pricing! These are single piece prices.

Pricing for Shipping and Handling

- For large format prints rolled in a tube sent via 2nd day FedEx = approximately \$25-35.
- For prints on board, shipped flat between cardboard sheets = approximately \$30-\$50. Overnight shipments will be upwards of \$100.
- Shipping costs vary based on package weight and your location. The order form will calculate pricing for you. We ship from zip code **03245**.
- Fedex *will not* accept packages with a combined length + girth over 160".

Lead Time

- Lead time is about 3-5 business days for most orders.
- Larger orders will be subject to longer turnaround times.
- A 25% rush fee is added to orders that must ship within 24 hours. Please contact us to discuss your project.

Prices are subject to change without notice.