

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

**SPECIAL MEETING  
El Encanto  
700 El Mercado  
Monterey Park, CA 91754**

**Wednesday  
May 3, 2023  
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.**

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/AgendaCenter](http://www.montereypark.ca.gov/AgendaCenter)

**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, Chairperson**

**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 Committee to act 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**

- 1-A. Annual commission chairperson and vice-chairperson election in May 2023 for a one-year term.
- 1-B. Monterey Park sidewalk safety and improvement program and townhall meeting.

**[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR**

**2-A APPROVAL OF MINUTES**

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Approving the Minutes of the January 31, 2023, Special Meeting; and
- (2) Taking such additional, related action that may be desirable.

**[3.] PUBLIC HEARING – None**

**[4.] OLD BUSINESS**

**4-A DEVELOP INCENTIVE PROGRAMS TO PROMOTE ECONOMIC ACTIVITY WITHIN THE BID**

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Continuing discussions on identifying ways to develop incentives for BID businesses to help encourage increased economic activity and BID engagement.
- (2) Taking such additional, related action that may be desirable.

**[5.] NEW BUSINESS – None**

**[6.] COMMITTEE COMMUNICATIONS**

**[7.] FUTURE AGENDA ITEMS**

**ADJOURN**



## BIDAC Staff Report

**DATE:** May 3, 2023

**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 31, 2023, Special Meeting; and
2. Take such additional, related, action that may be desirable.

### **EXECUTIVE SUMMARY:**

None

### **BACKGROUND:**

None

### **FISCAL IMPACT:**

None

Respectfully prepared & submitted by:

A handwritten signature in black ink, appearing to be "J. Torres", is written over a horizontal line.

Joseph Torres  
Economic Development Manager

### **ATTACHMENT**

1. Minutes of October 20, 2022, Regular Meeting

**MINUTES**  
**BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF**  
**MONTEREY PARK**  
**Special Meeting**  
**January 31, 2023**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Meeting at City Hall, Conference Room #102, located at 320 W. Newmark Avenue, Monterey Park, CA 91754, on January 31, 2023, at 4:00 pm.

**CALL TO ORDER:**

Chairperson Chair Elizabeth Yang called the meeting to order at 4:06 pm.

**ROLL CALL:**

Interim Economic Development Specialist Sharlene Choy called roll:

**PRESENT:** Elizabeth Yang, Gene Jeng, and Jessy Li

**ALSO PRESENT:** Economic Development Manager Joseph Torres, Interim Economic Development Specialist Sharlene Choy, Elaine Pang, and Shaovo Guo

**ABSENT:** Josephine Louie

**AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:** None

**ORAL AND WRITTEN COMMUNICATIONS**

1. **PRESENTATION** – Economic Development Manager Joseph Torres advised the Commissioners to complete the Annual Residency Verification form as required to serve in BIDAC.

2. **CONSENT CALENDAR**

2-A. **APPROVAL OF MINUTES**

**Action Taken:** The Business Improvement District Advisory Committee approved the minutes from the Regular Meeting of October 20, 2022.

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

Ayes: Commissioner: Yang, Jeng, and Li

Noes: Commissioner: None

Absent: Commissioner: Louie

Abstain: Commissioner: None

3. **PUBLIC HEARING** – In response to the tragic event of January 21, 2023, Elaine Pang representing Pacific Asian Consortium in Employment (PACE), engaged the surrounding business owners last week and surveyed to find out what was most concerning to these businesses. Her general findings were 1) Public Safety and 2) Homeless Issues: shoplifting, car destruction, trash, etc.

She also shared that the County of Los Angeles just announced a new Economic Opportunity Grant (EOG), Phase 1, for microbusinesses with under \$50K in

revenue and will be rewarded \$2,500 per grant. In February 2023, Phase 2 will award \$15,000 or \$20,000 per grant for small businesses and \$20,000 or \$25,000 per grant for non-profits. The program will run through May 2023 or when the funds are expended.

Elaine and her team plan to conduct another survey walk next week to further engage the business owners and assess how best to support their businesses.

**Action Taken:**

- (1) Based on the findings from PACE's outreach, BIDAC will discuss below possible assistance:
  - a) Offer Public Safety Workshops
  - b) Allocate funds to hire 3<sup>rd</sup> party patrol in the BID area.
  - c) Allocate funds to get security cameras in the BID area.
  - d) Address CODE Enforcement for trash dumping and abandoned cars.
- (2) Staff requested that Elaine Pang get clarification on the County of Los Angeles grant if the assistance is to aid small businesses in general or if it's to target those businesses affected by the shooting incident of January 21, 2023.
- (3) Elaine Pang requested the assistance of Staff and Commissioners to share the news of the grant with the small businesses in Monterey Park.

**4. OLD BUSINESS**

**4-A. DEVELOP INCENTIVE PROGRAMS TO PROMOTE ECONOMIC ACTIVITY WITHIN THE BID**

The Commissioners plan several beautification programs to promote economic activity with the BID businesses. One program is funding for BID businesses to beautify and clean up their storefront. Another is funding for students to create mural wall art. Lastly, the Commissioners requested more Municipal Code Enforcement in the BID area.

**Action Taken:**

- (1) The Commissioners requested that staff drafts a baseline for the specification needed for BID business to receive funding for their storefront beautification project by the next meeting.
- (2) The Commissioners requested that staff find out the cost of mural permit fees.
- (3) Commissioner Jessy Li requested that staff provide her with the contact for the CODE enforcement department.

**5. NEW BUSINESS**

**5-A. SUPPORT FOR DOWNTOWN BID BUSINESSES IMPACTED BY THE TRAGIC EVENT OF JANUARY 21, 2023**

Based on the findings from PACE's BID business outreach, the Commission will

further discuss how best to support BID businesses impacted by the tragic event of January 21, 2023.

**ADJOURNMENT**

There being no further business for consideration, the meeting was adjourned at 4:56 pm.