

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

REGULAR MEETING

**WEDNESDAY
MAY 12, 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: 936 7380 2176 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, Tomas Wong

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 OATH OF OFFICE FOR NEW COMMISSION MEMBER TOMAS WONG

It is recommended that the Economic Development Advisory Commission:

- (1) Have City Clerk perform an oath of office for new commission member Tomas Wong, and
- (2) Take such additional, related, action that may be desirable.

2-B APPROVAL OF MINUTES

It is recommended that the Economic Development Advisory Commission:

- (1) Approve the Minutes of the April 14, 2021 Regular Virtual Meeting
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

4-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.] NEW BUSINESS

5-A DEVELOP STRATEGY FOR BRANDING AND PROMOTION OF THE NEW CITY OF MONTEREY PARK SHOP LOCAL PROGRAM APP

It is recommended that the Economic Development Advisory Commission

- (1) Discuss and take action as necessary to develop a branding and promotion strategy for the city app designed to empower community residents to shop local and support local businesses.
- (2) Take such additional, related action that may be desirable.

[6.] COMMISSION COMMUNICATIONS - None

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: May 12, 2021

AGENDA ITEM NO: 2-B

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 April 14, 2021 Regular Virtual 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 be "J. Torres", written over a horizontal line.

Joseph Torres
Economic Development Manager

ATTACHMENT

1. Minutes of April 14, 2021 Regular Virtual Meeting

May 12, 2021
EDAC Staff Report

ATTACHMENT 1
Minutes of April 14, 2021 Regular Virtual Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
April 14, 2021

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, April 14, 2021 at 5:00 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 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:

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CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:05 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

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 March 25, 2021.

Motion: Moved by Commission Alex Fung 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

None

4. OLD BUSINESS

None

5. NEW BUSINESS

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

Action Taken: None for discussion purpose only.

Discussion: Staff recommended EDAC to develop and set goals for the fiscal year 2021-2022, providing the commissioners guidelines and sample strategies for setting goals to set specific and mutual expectations and to define standards of performance. The commissioners agreed that setting goals is critical to success and would devote time to brainstorm on what those goals would be at the next EDAC regular meeting on May 14, 2021.

5B. 2021 ECONOMIC DEPARTMENT STRATEGIC PLAN FOLLOW-UP

Action Taken: None for discussion purpose only.

Discussion: Commissioner Alex Fung requested a copy of the 2021 Economic Recovery Strategic Plan, which was not included in the previous meeting minutes, to be provided at the next EDAC regular meeting on May 14, 2021.