

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

REGULAR MEETING

**WEDNESDAY
JUNE 9, 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: 937 1219 2750 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 – None

2-A APPROVAL OF MINUTES

It is recommended that the Economic Development Advisory Commission:

- (1) Approve the Minutes of the May 12, 2021 Regular Virtual Meeting
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

4-A PROVIDE UPDATE ON THE BRANDING AND PROMOTION OF THE NEW CITY OF MONTEREY PARK SHOP LOCAL PROGRAM APP

It is recommended that the Economic Development Advisory Commission

- (1) Review 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.

4-B 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 – None

[6.] COMMISSION COMMUNICATIONS – None

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: June 9, 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 May 12, 2021 Regular Virtual Meeting; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

A blue ink signature of Joseph Torres, consisting of a stylized 'J' and 'T' with a large loop at the bottom.

Joseph Torres
Economic Development Manager

Prepared by:

A blue ink signature of Karen Ko, featuring a large, flowing 'K' and 'K' with a long horizontal stroke at the end.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of May 12, 2021 Regular Virtual Meeting

ATTACHMENT 1
Minutes of May 12, 2021 Regular Virtual Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
May 12, 2021

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, May 12, 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:

Via Email

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Via Telephone

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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 Manager Ron Bow, and Assistant City Manager Inez Alvarez

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

None

2. CONSENT CALENDAR

None

2A. OATH OF OFFICE FOR NEW COMMISSION MEMBER TOMAS WONG

Action Taken: None for discussion purpose only.

Discussion: City Clerk administered the oath of office, appointing Tomas Wong as the new commissioner to EDAC.

2B. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of April 14, 2021.

Motion: Moved by Commissioner Billy Yeung and seconded by Dora Leung (33:15) motion carried by the following vote:

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

3. PUBLIC HEARING

City Manager, Assistant City Manager, and Commissioners provided a self-introduction. City Manager Bow proceeded with praising the commissioners for their EDAC efforts.

City Manager Bow expressed his excitement for all the EDAC members and the future of Monterey Park.

- What do you want Monterey Park look like?
- How can we move Monterey Park forward?
- Monterey Park is very marketable now, not only with homes and real estate, but people that want to come to the city and start a company.

- What type of community would you like in your community?

Public comment was made by Steve Kong, of America Asia Travel Center, expressing his thoughts on how the city can reboot the economy post-pandemic.

4. OLD BUSINESS

4A. DEVELOPING AND SETTING THE GOALS OF EDAC FOR THE 2021-2022 FISCAL YEAR

Action Taken: None for discussion purpose only.

Discussion: Staff recommended to discuss item 4A at the next regular meeting, due to the importance of the subject matter. Per the recommendation, commissioners voted to table item 4A for the next regular meeting on June 9, 2021.

5. NEW BUSINESS

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

Action Taken: None for discussion purpose only.

Discussion: Staff provided an overview of the Shop Local App and asked the commissioners to brainstorm/provide thoughts, ideas, suggestions for the app name, coin/currency name, logo, tagline, and how to promote the program, during the meeting.

The commissioners asked some general questions including how the program would be funded, how the app would be tracked, etc. Promotional suggestions were then later discussed.

To further stir excitement for the app program, City Manager Bow emphasized that the City Council is very supportive of this app and what the city plans to do with it. The app is intended to provide a service to the community and the people that want to use the app. While there is a plan in place for the coming months, the app can potentially provide other services to the community.

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:18pm.



Joseph Torres
Economic Development Manager