

ECONOMIC DEVELOPMENT ADVISORY COMMISSION OF MONTEREY PARK AGENDA

REGULAR MEETING
City Hall Community Room 102
320 W. Newmark Avenue
Monterey Park, CA 91754

TUESDAY
October 24, 2023
7:00 PM

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.

LAND ACKNOWLEDGMENT

We would like to acknowledge that the land we inhabit today was once known as Tovangaar, the home of the Gabrieleño-Tongva people. We show our respect to the Gabrieleño-Tongva people, as well as all Indigenous people, past, present, and future, and honor their labor as original caretakers of this land. We commit to uplifting the Gabrieleño-Tongva people, invite you to acknowledge the history, and join us in caring for this land.

GENERAL INFORMATION

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.

PUBLIC PARTICIPATION

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

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

- 1-A** Economic Development Strategic Plan update with Roger Dale, Principal, The Natelson Dale Group consulting firm.
- 1-B** Our City Our Plan campaign update with Beth Chow, Planning Manager.

[2.] CITY OF MONTEREY PARK- CONSENT CALENDAR

2-A APPROVAL OF MINUTES

It is recommended that the Economic Development Advisory Commission consider:

- (1) Approving the Minutes of the June 27, 2023, Regular Meeting; and
- (2) Taking such additional, related action that may be desirable.

[3.] PUBLIC HEARING - NONE

[4.] OLD BUSINESS

4-A ANNUAL ELECTION OF BIDAC VICE-CHAIRPERSON

It is recommended that the Economic Development Advisory Commission consider:

- (1) Conducting its annual election for a vice-chairperson from its membership for a one-year term; and
- (2) Taking such additional, related action that may be desirable.

[5.] NEW BUSINESS – NONE

[6.] COMMISSION COMMUNICATIONS

[7.] FUTURE AGENDA ITEMS

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: October 24, 2023

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 consider:

1. Approving the minutes of the June 27, 2023, Regular Meeting; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

Handwritten signature of Joseph Torres in black ink.

Joseph Torres
Economic Development Manager

Prepared by:

Handwritten signature of Janice Huang in black ink.

Janice Huang
Economic Development Specialist

ATTACHMENT

1. Minutes of June 27, 2023, Regular Meeting

ATTACHMENT 1
Minutes of June 27, 2023, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION
Regular Meeting
June 27, 2023

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Meeting of the Commission at El Encanto, located at 700 El Mercado Avenue in the City of Monterey Park, on Tuesday, June 27, 2023, at 7:00 p.m.

CALL TO ORDER:

Chairperson Alexander Fung called the meeting to order at 7:01 p.m.

ROLL CALL:

Economic Development Specialist Janice Huang called roll:

PRESENT: Alexander Fung, Dora Leung, Amy Newman, Tomas Wong, and Billy Yeung.

ALSO PRESENT: Community Development Director Jessica Serrano, Economic Development Manager Joseph Torres, and Economic Development Specialist Janice Huang.

AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS

- Economic Development Manager Joseph Torres introduced Community Development Director Jessica Serrano and Economic Development Specialist Janice Huang to the Commission, notifying them of the merger between the Economic Development Division and the Community Development Department.
- Staff shared a recap of the International Council of Shopping Centers (ICSC) conference, highlighting its outreach goals and the level of success achieved. Staff provided detailed information about the objectives set for the ICSC conference, which aimed to foster connections with potential investors, developers, and retailers to attract business and economic growth to the community.
- Staff proposed the repositioning of item 5-A at the start of the meeting.

5-A.ELECTION OF THE CHAIRPERSON AND VICE-CHAIRPERSON

It is recommended that the Economic Development Advisory Commission consider:

(1) Conducting its annual election for a chairperson and vice-chairperson from its membership for a one-year term; and

(2) Taking such additional, related action that may be desirable.

Action Taken: The Economic Development Advisory Commission to elect a new Chairperson.

Motion: Moved by Commissioner Amy Newman, and seconded by Commissioner Tomas Wong, to re-appoint Commissioner Alex Fung as Chairperson for another one-year term. A motion was carried by the following vote:

Ayes: Commissioner: Leung, Newman, Yeung, and Wong

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: Fung

Action Taken: The Economic Development Advisory Commission to elect a new Vice-Chairperson.

Motion: Moved by Commissioner Amy Newman, and seconded by Commissioner Billy Yeung, to table the Vice-Chairperson appointment for the next meeting. A motion was carried by the following vote:

Ayes: Commissioner: Fung, Leung, Newman, Yeung, and Wong

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

ORAL AND WRITTEN COMMUNICATIONS

1. PRESENTATION – None

2. CONSENT CALENDAR

2-A. APPROVAL OF MINUTES

Action Taken: The Economic Development Advisory Commission approved the minutes from the Regular Meeting of April 25, 2023.

Motion: Moved by Commissioner Tomas Wong, and seconded by Commissioner Billy Yeung, a motion was carried by the following vote:

Ayes: Commissioner: Fung, Leung, Newman, Yeung, and Wong

Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

3. PUBLIC HEARING - NONE

4. OLD BUSINESS

4-A. REVIEW AND DISCUSS THE UPDATING OF THE CITY OF MONTEREY PARK ECONOMIC DEVELOPMENT STRATEGIC PLAN

Economic Development Manager Joseph Torres provided a comprehensive overview of the Economic Development Strategic Plan Update Critical Milestones, presenting it as a roadmap to guide the plan's implementation. The Critical Milestones were visually depicted through a linear flow chart, highlighting the status of the Strategic Plan and indicating when the Commissioners would have the opportunity to participate in the discussions actively. This visual representation served as a valuable tool for understanding the plan's progression and the key milestones ahead.

Action Taken:

- (1) Staff explained the Commissioners' advisory role and highlighted the significance of their involvement in specific aspects of the Strategic Plan's review process. Staff briefed the Commissioners on their responsibilities and how their valuable input and expertise would contribute to the plan's success. Commissioners are now well-informed about the Strategic Plan's status and involvement in the review process, setting the stage for collaborative discussions and informed decision-making during its implementation.
- (2) At the Commissioners' request, staff will proceed with the Economic Development Strategic Plan presentation at an upcoming City Council Meeting in July. This presentation seeks approval for authorizing the Interim City Manager to enter into a professional services agreement with The Natelson Dale Group consulting firm. The consulting firm will help update the City's 2010 Economic Development Strategic Plan.

5. NEW BUSINESS

Item 5-A moved to the start of the meeting.

6. COMMISSION COMMUNICATIONS

Chairperson Alex Fung provided staff an informational material about the Local Immigrant Integration and Inclusion Grant (LIIG).

7. FUTURE AGENDA ITEMS

Action Taken: The Economic Development Advisory Commission requested the following agenda items for the next EDAC regular meeting:

- 1) Election of the vice-chairperson for the next one-year term.
- 2) Cancellation of the next EDAC regular meeting scheduled for July 27, 2023.
- 3) Commissioners requested a Development Projects Update. Staff informed the Commissioners that a presentation on the Development Projects Update would be delivered at an upcoming City Council Meeting and

encouraged everyone to attend or watch remotely to access the comprehensive update on the development projects in the City. Although the Development Projects Update falls outside the Commission's purview, staff acknowledged the interest in this topic and assured the Commissioners that they are welcome to contact staff anytime if they have inquiries regarding a specific project site.

- 4) Staff will refrain from regularly updating the Commission on the MPK Rewards program, as it falls outside the Commissioners' responsibilities. Similarly, City Council does not receive regular updates on this matter. If there are any updates, staff will inform the Commissioners to attend the City Council Meeting, where the update will be shared.
- 5) Chairperson Fung asked staff to explore implementing AB-817 for all Monterey Park advisory bodies and commissions. Staff reminded the Commissioners that City Council approval is required and advised them to raise the matter directly with the Council. AB-817 would allow alternative teleconferencing provisions for meetings without specific requirements imposed by the Brown Act before COVID-19, indefinitely and regardless of a state of emergency. Staff noted that this topic falls outside the scope of the Commissioners' responsibilities for discussion in future meetings.

ADJOURNMENT

With no further business for consideration, the meeting was adjourned at 8:47 p.m.

Joseph Torres
Economic Development Manager