

**CITY OF MONTEREY PARK
ECONOMIC DEVELOPMENT ADVISORY COMMISSION**

REGULAR MEETING

WEDNESDAY, JULY 13, 2016 - 7:00 PM

AGENDA

MONTEREY PARK CITY HALL - ROOM 251 – SECOND FLOOR
320 W. NEWMARK AVENUE, MONTEREY PARK, CA 91754

1. Call to Order

2. Roll Call

3. Public Comment

Members of the public are encouraged to speak on matters of concern to the Economic Development Advisory Commission. Members of the public can also speak to individual agenda items during the time of their presentation.

4. Agenda Changes, Deletions or Postponements

Commissioners may request changes relating to the order of agenda items, request postponements or deletions.

5. Approval of Minutes

Review the Minutes from the special meeting held on June 13, 2016

6. Old Business

Update on projects

7. New Business

a. Marketing Monterey Park

- Current marketing activity
 - Update on current media and various ways the City markets projects and programs to the community, brokers, and developers.
- New ideas for marketing the City.
 - External marketing
 - Media
 - Image
 - Presentation of materials at City Hall
 - Media
 - Cohesive design
 - Availability of information
 - Desirable image

7. Adjourn

Commission Members:

Henry Lo, Dominic Lombardo, Patricia Reichenberger, Reginald Shum, Philip Smith