

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION
Regular Meeting
March 8, 2017

The Economic Development Advisory Commission (EDAC) of the City of Monterey Park held a regular of the Commission in the conference room 251, located at 320 W. Newmark Avenue in the City of Monterey Park, Wednesday, February 8, 2017 at 7:00 p.m.

CALL TO ORDER:

Henry Lo called the meeting to order at 7:02 p.m.

ROLL CALL: Pat Reichenberger and Reginal Shum

ALSO PRESENT: Philip Smith, Henry Lo, Dominic Lombardo, Michael Huntley, and Donna Ramirez

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

Discussion of EDAC as Ambassadors.

ORAL AND WRITTEN COMMUNICATIONS

- None

1. PRESENTATION

N/A

2. CONSENT CALENDAR

N/A

3. OLD BUSINESS

Update on Project – Michael Huntley provided members an update on the Market Place, Courtyard by Marriott, and Best Western Plus.

Marketing Monterey Park – Briefed the members on ICSC Vegas and ICSC San Diego efforts to market the city and locations for new retail.

Michael Huntley provided additional information on the brochures being designed; city and project brochures.

Mr. Huntley also provided a brief review of the commissions last assignment that would be discussed tonight. Then discussion went into some of the issues brought forth by the commission. One issue was how to address career development.

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

Henry Lo mentioned that LA Worksource had created a training program for the local hotels. A job train program for the hospitality industry because the industry was growing. He suggested we might do the same in preparation of the hotels being developed in the city. Suggested working with ELAC for onsite training at the hotels.

The commissioners stated that the Asian restaurants in the city were an asset that could be explored and marketed.

Other suggestions were to use the amphitheater more and hold more cultural events. The suggestion was made to advertise and promote the rental of amphitheater.

The question of how to capitalize on the hotels being developed was raised.

- Find out what visitors liked and wanted to see when they are in town; is it jazz, a cocktail lounge?
- Create brochures on what is in the city.
- Have the Spirit bus routed to hotels.
- Have the Chamber create a brochure of city services.
- Link travel companies to hotels.

Staff will review the suggestions.

Ambassadors could be used to promote the vision of the city and lend support at business meetings.

The EDAC members suggested a joint meeting between the EDAC and the BIDAC to discuss ways to improve downtown.

Ms. Ramirez will inform the BIDAC of the request for a joint meeting at the BIDAC's next regular meeting.

4. NEW BUSINESS

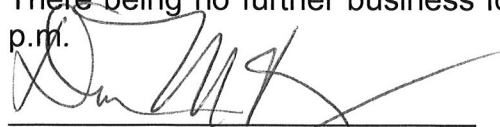
None

5. COMMISSION COMMUNICATIONS AND COMMISSIONER AND AGENCY MATTERS

None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 8:25 p.m.



Donna Ramirez
Economic Development Specialist