

ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)

AGENDA REGULAR MEETING

**City of Monterey Park
320 West Newmark Avenue
Monterey Park, CA 91754 - Room 251**

**WEDNESDAY
December 13, 2017 - 7:00 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.**

Documents related to an Agenda item are available to the public in the Community & Economic Development Department located at 320 W. Newmark Avenue, Monterey Park, CA 91754, during normal business hours and on the City's website at www.montereypark.ca.gov.

PUBLIC COMMENTS ON AGENDA ITEMS

You may speak up to 5 minutes on an 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

ROLL CALL

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

[3.] PUBLIC HEARING – None

[4.] NEW BUSINESS

4A. Approval of Minutes

Approval of Minutes from the regular meeting of: November 8, 2017

[5.] OLD BUSINESS

5A. Update on development projects.

5B. Review of Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Report

[6.] COMMISSION COMMUNICATIONS AND COMMISSIONER MATTERS.

[7.] ADJOURN



EDAC Staff Report

DATE: December 13, 2017

AGENDA ITEM NO: 4A

TO: Economic Development Advisory Commission (EDAC)
FROM: Donna Ramirez, Economic Development Specialist
SUBJECT: Approval of Minutes: Minutes of the November 8, 2017 meeting.

RECOMMENDATION:

It is recommended that the EDAC:

1. Approve the Minutes of November 8, 2017.
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

Approval of minutes from the November 8, 2017 regular meeting.

BACKGROUND:

Minutes of November 8, 2017 meeting is attached for review and approval by the EDAC.

FISCAL IMPACT:

N/A

Respectfully submitted by:



Michael Huntley
Director of Community &
Economic Development

Prepared by:



Donna Ramirez
Economic Development
Specialist

ATTACHMENT(S):

1. Minutes November 8, 2017

ATTACHMENT 1
Minutes of November 8, 2017

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION
REGULAR MEETING
Wednesday, November 8, 2017

The Economic Development Advisory Commission of the City of Monterey Park held a regular meeting of the Commission in Room 251, located at 320 W. Newmark Avenue on the second floor of City Hall in the City of Monterey Park, November 8, 2017 at 7 p.m.

CALL TO ORDER: The meeting was called to order at 7:10 p.m.

ROLL CALL: Members Philip Smith, Raymond Mark Candin Mauna, and Dominic Lombardo were present.

ABSENT: Henry Lo and Kathy Tieu

PRESENT: The Director of Community and Economic Development, Michael Huntley and Donna Ramirez were also present.

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

None

2. CONSENT CALENDAR

None

3. PUBLIC HEARING

None

4. NEW BUSINESS

4A. Approval of Minutes

The minutes from October 11, 2017 were reviewed and approved.

5. OLD BUSINESS

5A. Mr. Huntley provided an update on projects and he to members about the

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opening of the new Brew Kitchen on South Garfield.

5B. The Commission revisited the SWOT Analysis to continue with the discussion on the city's opportunities and threats.

Opportunities included:

- Link learning and career development.
- Market the city and surrounding communities.
- Capitalize off of visitor accommodations.
- Collaboration with the community.

Threats included:

- Lack of consensus from community.
- Lack of interest from property owners to maintain their property.
- Further staffing reductions.

6. COMMISSION COMMUNICATIONS AND COMMISSIONER AND AGENCY MATTERS

None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 8:45 p.m.

APPROVED:

Donna Ramirez
Economic Development Specialist



EDAC Staff Report

DATE: December 13, 2017

AGENDA ITEM NO: 5B

TO: Economic Development Advisory Commission (EDAC)
FROM: Donna Ramirez, Economic Development Specialist
SUBJECT: SWOT Analysis Report

RECOMMENDATION:

It is recommended that the EDAC:

1. Approve the SWOT Analysis Report (Attachment "1") and send it to the City Manager; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The Economic Development Advisory Commission (EDAC) is entrusted with advising city staff and the City Council on the needs of local businesses, and the availability of economic development opportunities and resources.

The EDAC recently spent several months discussing the economic position of Monterey Park, which lead to their performing a Strength, Weaknesses, Opportunities, and Threat (SWOT) analysis of the economic opportunities and resources. (Exhibit "A" – SWOT Analysis)

The outcome of a thorough review of Monterey Park's strengths and weaknesses lead to EDAC focusing on very specific topics. The number of topics and the corresponding subtopics were kept manageable to provide the foundation for attainable goals.

DISCUSSION:

Over a period of several months the EDAC performed analysis of Monterey Park's Strengths, Weaknesses, Opportunities, and Threats as they affect economic development of the city.

Discussion began with staff providing a summary on the past, present, and near future economic climate in California and its effects on Monterey Park. Past programs provided by the City and the former Redevelopment Agency were reviewed along with the impact of the loss of funding due to the dissolution of redevelopment in California. Changes in funding from all levels of government were discussed as well as the impacts on local governments. Upon the conclusion of the discussion on funding, EDAC had a better understanding of the funding limitations and lack of financial resources for economic development.

Staff also provided the EDAC with a summary of current economic development efforts made by city staff such as representation at conferences, regionally networking, marketing of various underutilized properties, broker networking, property owner meetings, and retail visits.

SWOT ANALYSIS PROCESS

The EDAC undertook the task of performing a SWOT analysis of Monterey Park's economic development potential to obtain a better understanding of its ability to retain and attract new businesses. The EDAC wanted to ascertain the city's current assets, and how best to use those assets to their full potential when marketing the city. They also wanted to discover how to strengthen the weaknesses and provide a greater potential when soliciting retailers.

Strengths

The EDAC began the process by listing the Strengths they felt the community possessed. This was quickly narrowed down to three; Good Location, Destination for Restaurants, and Full Service City. Qualifying points for a good location were that Monterey Park is centrally located between three major freeways; placing the city in a very desirable position with easy access to many modes of transportation, regional entertainment, and educational facilities. As a Destination for Restaurants, Monterey Park is widely known for a large variety of excellent Asian cuisine. Visitors to the City know they can expect to find authentic dishes from many points across Asia and at reasonable prices. In addition to the first two Strengths, being a full-service city is an asset that Monterey Park has continued to foster and makes it a very desirable place to live. Residents feel safer and happier when they have their own public safety departments, as well as having their own water resources. The EDAC feels that these are all items that should be part of a marketing strategy.

Weaknesses

The identification of Strengths was followed by discussion on Monterey Park's Weaknesses. Again, the EDAC narrowed it down to three Weaknesses; Lack of Consensus from the Community, Lack of Interest from Property Owners to Maintain their Properties, and Further Staff Reductions. Discussion on the "Lack of Consensus from the Community" revealed a general feeling that residents remain disconnected from many problems the city faces or benefits the city has to offer. Discussion revealed that there is a segment, possibly a large segment of residents, unaware of activities hosted by the city or programs available to residents. Staff explained that all activities can be found on the City's website, via the calendar, or within the Cascades Newspaper. This exposed the problem that there exists a growing sector of the populace that do not read a printed newspaper or take the time to go to the website but rely on their smart phones for information. This gave rise to the thought that several methods for communicating may be needed to reach a larger audience.

In addressing the problem of a property owner's lack of interest in property maintenance, the EDAC discussed the need to educate them on the financial benefit of

well kept property and the added benefit of healthy community pride. If property is well maintained, city staff would be able to market Monterey Park as a great place to live with beautiful neighborhoods that are safe and clean. Poorly kept neighborhoods attract crime and undesirable elements which affects all aspects of resident's quality of life such as; investors, schools, public safety, and personal feelings of well being and happiness. The condition of the city also impacts staff's ability to attract national retailers. This sets the stage for sale tax leakage as residents are forced to shop in neighboring communities

While sales and property tax revenue remain a major source of funding for the city, preventing sales tax leakage and maintaining quality property, is a necessity. Lost dollars equals fewer funds available for city infrastructure, staffing, and services.

The third item under Weaknesses is Further Staff Reductions. The EDAC felt that to maintain a full-service city, provide good customer service to residents and visitors, and stay abreast of the economic changes, having sufficient staff is very necessary. City staffing levels must be maintained and increased when possible.

Opportunities

While discussing the current and potential future of the economic climate, the EDAC identified four opportunities; Link Learning and Career Development, Market the City, Capitalize Off of our Up-and-Coming Hotels, and Collaboration with the Community.

With artificial intelligence (IA) becoming a reality and growing amongst a variety of industries, the EDAC suggests that greater attention must be given to what types of jobs are available and how best to train students to meet the needs of employers.

EDAC suggests that the city's strengths be marketed at every opportunity and those strengths be written into marketing materials. Marketing assets such as good schools, safe communities, and well maintained neighborhoods are attractive to a company considering locating to a city. Safe and well maintained neighborhoods are enticement for employees to live near their jobs and become part of the community.

A comprehensive economic development program that addresses business attraction, retention, job creation, marketing, tourism, business assistance programs, requires funding. One way to fund economic programs would be to use some of the revenue generated by projects under development; such as hotels. Hotels generate Transit Occupancy Tax (TOT) at a rate of 12%. A small percentage of the TOT could be used to help fund future economic development programs citywide.

Threats

The threats mirrored the weaknesses; Lack of Consensus from the Community, Lack of Interest from Property Owners to Maintain their Properties, and Further Staff Reductions. Each of these items, if left to continue in their current state will continue to hold Monterey Park back and not improve.

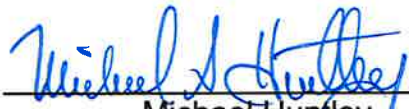
NEXT STEP

The EDAC's next step would be to use what has been learned through the SWOT analysis and create a 3-Year Plan that would identify programs that would address the weaknesses and make best use of the strengths. The process would identify potential programs with measurable goals and funding needed.

FISCAL IMPACT:

N/A

Respectfully submitted by:



Michael Huntley
Director of Community &
Economic Development

Prepared by:



Donna Ramirez
Economic Development
Specialist

ATTACHMENT(S):

1. SWOT Analysis

ATTACHMENT “1”

SWOT ANALYSIS

SWOT Analysis – Strengths & Weaknesses

Strengths

1. Good Location
 - Centrally located.
 - 3 major freeways.
 - Good transportation.
2. Destination for Restaurants
 - Large variety of the best Asian cuisine.
3. Full Service City
 - City fire department.
 - City police department.
 - City owns its water.

Weaknesses

1. Lack of Consensus from the Community
 - Consensus building through communication.
 - Identify benefits of actions.
 - Survey community – How can we best communicate with all segments of the community?
 - Create a census group of students regarding communicating in the 21st Century.
2. Lack of Interest from Property Owners to Maintain their Properties
 - Establish a community clean-up and education campaign.
 - Take code enforcement action.
 - Notify the community that the drought is over as an insert to the water bill.
 - Educate residents that what they do now affects them 30 years later.
3. Further Staff Reductions
 - Identify sources of new revenue.
 - Market and promote the City to generate more revenue.
 - Capitalize off of the new national tenants at the Market Place to attract other national tenants thereby generating more revenue.

SWOT Analysis – Opportunities & Threats

Opportunities

1. Link Learning and Career Development
 - Link educational programs at ELAC to local businesses.
 - Create an internship program that connects ELAC with local businesses.
 - Create partnerships.
2. Market the City
 - Market restaurants as an asset. We under market restaurants in the city.
 - Publish articles in strategic publications.
 - Create a position in the city that does marketing and public relations for the city.
 - Market the Lunar New Year in the Tribune.
3. Capitalize off of our up-and-coming hotels
 - Use a portion of the future TOT revenue to market the City.
 - Use the new hotels to attract new businesses on North Atlantic
 - Connect the hotels to other businesses in the City, including the golf course as a package deal.
4. Collaboration with the Community
 - Discover what the community wants.
 - Establish public forums.
 - Communicate with all segments of the community by using different media and target different age groups.

Threats

1. Lack of Consensus from the Community
 - Consensus building through communication.
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