

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF MONTEREY PARK AGENDA

REGULAR MEETING

**WEDNESDAY
December 8, 2021
5:00 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.**

ASSEMBLY BILL NO. 361

These meetings will be conducted pursuant to Government Code § 54953(e) as implemented by City Council Resolution.

Accordingly, Commissioners/Board Members will be provided with electronic meeting login information, 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 City Council resolution, 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 Division 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 Government Code § 54953(e) and City Council resolution, 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: 860 5283 7043 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 Division 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 (626) 307-1385 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER

ROLL CALL

Chairperson

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. UPDATE ON THE NEW CITY OF MONTEREY PARK REWARDS PROGRAM

[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 November 10, 2021, Regular Meeting
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING - None.

[4.] OLD BUSINESS

4-A. CONFIRMATION OF EDAC GOALS FOR THE 2021-2022 FISCAL YEAR

It is recommended that the Economic Development Advisory Commission:

- (1) Discuss and take action as necessary to confirm and finalize EDAC's goals for the 2021-2022 fiscal year.
- (2) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS - None.

5A. DISCUSS EDAC'S SCOPE OF WORK AS VOLUNTEERS FOR THE MONTEREY PARK REWARDS PROGRAM

It is recommended that the Economic Development Advisory Commission:

- (1) Discuss and take action as necessary to market and promote Monterey Park Rewards to local businesses and community members.
- (2) Take such additional, related, action that may be desirable.

[6.] COMMISSION COMMUNICATIONS - None.

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: December 8, 2021

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:

1. Approve the minutes of the November 10, 2021, Regular Meeting; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

A handwritten signature in blue ink, appearing to be "JT", written over a horizontal line.

Joseph Torres
Economic Development Manager

Prepared by:

A handwritten signature in blue ink, appearing to be "Karen Ko", written over a horizontal line.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of November 10, 2021, Regular Meeting

ATTACHMENT 1
Minutes of November 10, 2021, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
November 10, 2021

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, November 10, 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

Public comments were 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

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CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:02 P.M.

ROLL CALL:

Economic Development Specialist Karen Ko called roll:

Commission Members Present: Alexander Fung, Dora Leung, Amy Newman, Billy Yeung, Tomas Wong

ALSO PRESENT: Economic Development Manager Joseph Torres and Economic Development Specialist Karen Ko

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

1A. Brief update on Monterey Park Rewards app.

Commissioners recommended staff to ask council for additional authority to allow them to assist with promoting/marketing Monterey Park Rewards app program.

1B. Update on the City's major development projects, including the Celadon Project

Commissioners recommended staff to provide quarterly updates on project developments within the City.

1C. Overview of EDAC's role and responsibilities.

Action Taken: Commissioners directed staff to request from City Council additional responsibilities outside of the Commissioners' traditional advisory roles and responsibilities. They would like to play a more active role in the community to better assist the Economic Development Division in achieving its economic program goals and objectives and removing the "advisory" label from the EDAC Commissioners.

Motion: Moved by Commissioner Alexander Fung and seconded by Dora Leung, motion carried by the following vote:

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

Discussion: Staff gave an overview of the roles and responsibilities of EDAC Commissioners, which is limited to advisory as designated by City Council. The Commissioners expressed their desire to serve more than just advisors and play a more active role in assisting the City with its economic development goals and objectives. For example, the Commissioners would like to represent the City and conduct telephone and in-person outreach to the community to support the Economic Development Division, promoting its community programs, which the Commissioners are not allowed to do given their advisory only roles.

1D. Overview of AB 361, regarding the remote meetings during a state emergency.

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of October 13, 2021.

Motion: Moved by Commissioner Amy Newman and seconded by Tomas Wong, motion carried by the following vote:

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

3. PUBLIC HEARING – None

4. OLD BUSINESS –

4A. CONTINUATION OF EDAC GOALSETTING FOR THE 2021-2022 FISCAL YEAR

Action Taken: None for discussion purpose only.

Discussion: Due to the timing, commissioners voted to table item 4A for the next regular meeting on December 8, 2021.

5. New Business – None

6. Commission Communication – None

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:29 pm.



Joseph Torres
Economic Development Manager