

AGENDA

BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE (BIDAC)

REGULAR MEETING

**THURSDAY, JUNE 16, 2016
3:30 P.M.**

**CITY HALL
Room 251 - SECOND FLOOR**

**320 WEST NEWMARK AVENUE
MONTEREY PARK**

AGENDA

1. WELCOME/ROLL CALL/INTRODUCTIONS
2. PUBLIC COMMENT – Oral Communication
3. CHANGES, ADDITIONS, OR DELETIONS TO AGENDA
4. APPROVAL OF MINUTES FROM MAY 26, 2016
5. NEW BUSINESS
 - a. Review and approval of a letter to the City Manager requesting clarification of specific terminology for the BIDAC role as it relates to their representation and influence as an advisory board member and a BID member.
 - b. Topics for the next quarterly issue of The Pulse newsletter.
 - c. Update on Chinatown Service Center contract for customer service mentoring.
 - d. Review of new Christmas decorations for the BID area.

ADJOURNMENT

Board Members: Ivan Ho, Gene Jeng, Johnny Thompson, Daniel Fong, Josephine Louie

Liaison: Donna Ramirez



BIDAC STAFF REPORT

DATE: JUNE 16, 2016

AGENDA ITEM NO: 5A

TO: BIDAC
FROM: Donna Ramirez, Economic Development Specialist
SUBJECT: Consideration of a letter to the City Manager requesting clarification of specific terminology for the BIDAC's role as it relates to their representation and influence as an advisory board member and BID member.

SUMMARY:

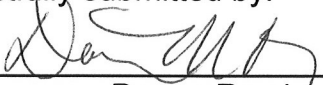
Staff received a draft letter for review by the BIDAC for possible distribution to the City Manager.

DISCUSSION:

Staff received a draft letter from the Chair of the BIDAC and was asked to place it on the BIDAC agenda for discussion by board members at their next regular meeting.

The letter requests clarification on the BIDAC's role as a board member and BID member and a better understanding of their level of influence for the betterment of the BID members.

Respectfully submitted by:



Donna Ramirez
Economic Development
Specialist

Approved By:



Michael Huntley
Director of Community &
Economic Development

EXHIBIT "A": Draft Letter

Business Improvement District Advisory Committee (BIDAC) #1

BID Appointments and the Brown Act: A Case for Mutual Cooperation

Generally speaking, your BIDAC #1 is satisfied in the role of volunteer advisors to the council in all matters pertaining to our committee and its statutory obligations. However, our committee of advisors is required to communicate with each other openly (e.g. Brown Act and all decisions regarding the BID must be approved via the democratic voting process). This seems to have been overlooked in the case of individual council members' appointments of BID members and in so doing may be in violation of the Act as stated below:

The people of this State do not yield their sovereignty to the agencies which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist on remaining informed so that they may retain control over the instruments they have created.¹

By law, it is in our BIDAC's duty to act in the best interests and greater good of the 300+ businesses we serve, of which each of us is a part of. It can be rightly stated that we members of BIDAC #1 are in fact the voice of the people of the entire BID.

To quote one BID study: "[I]legally they are unique; they stand at the intersection of the traditionally defined realms of the public and the private." The same study further states that:

The BID phenomenon forces us to rethink our dichotomous conceptual foundation of public versus private on which traditional public administration was built...The problem with this dichotomous conceptualization is that the line between the public and private realms is inevitably blurred in BIDs.²

We will argue that what is good for the BID is inevitably good for the city overall. Therefore, your BIDAC believes that it is our mutual responsibility and a necessity at this time for each potential future appointee to be confirmed by our vote before it goes to council for approval.

Your BIDAC Chairperson Johnny Thompson with: Ivan Ho, Eugene Jeng, Daniel Fong, and Josephine Louie

Works Cited

1. Brown Act – California Government Code § 54950 – URL: <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=gov&group=54001-55000&file=54950-54963>
2. Göktuğ Morçöl and Ulf Zimmerman – Chapter 2: Metropolitan Governance and Business Improvement Districts pg 46 – “Business Improvement Districts: Research, Theories, and Controversies” – URL: https://books.google.com/books/about/Business_Improvement_Districts.html?id=4mG8sC223
PAC