

**BUSINESS IMPROVEMENT DISTRICT NO. 1 OF MONTEREY PARK
AGENDA**

**REGULAR MEETING
ROOM 251**

**CITY OF MONTEREY PARK
320 WEST NEWMARK AVENUE
MONTEREY PARK, CA 91754**

**THURSDAY
JULY 20, 2017
3:30 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** located at **320 W. Newmark Avenue**, Monterey Park, CA 91754, during normal business hours and the City's website at **www.montereypark.ca.gov**.

PUBLIC COMMENTS ON AGENDA ITEMS

You may speak up to 5 minutes on 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.] APPROVAL OF MINUTES

3-A. MINUTES OF JANUARY 19, 2017

It is recommended that the **BIDAC**

- (1) Approve the Minutes of the regular meeting of January 19, 2017, and
- (2) Take such additional, related, action that may be desirable.

[4.] OLD BUSINESS

4-A. APPROVAL OF REVISIONS TO DOWNTOWN BANNER DESIGN

It is recommended that the **BIDAC**

- (1) Approve the revisions to the banner and instruct city staff to present the revisions to the City Council at their next available regular meeting; and
- (2) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS

5-A. DISCUSSION OF PART-TIME COORDINATOR FOR DOWNTOWN

- (1) Discussion on the need for a part-time coordinator to assist with BID activities.

5-B ORAL AND WRITTEN COMMUNICATIONS

ADJOURN



BIDAC Staff Report

DATE: July 20, 2017

AGENDA ITEM NO: 3-A

TO: Business Improvement District Advisory Committee (BIDAC)
FROM: Donna Ramirez, Economic Development Specialist
SUBJECT: Approval of Minutes: Minutes of the January 19, 2017 meeting.

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve the Minutes of January 19, 2017 meeting.
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

Approval of minutes from the January 19, 2017 regular meeting.

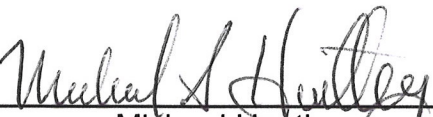
BACKGROUND:

Minutes of the regular meeting of the BIDAC are attached for review and approval.

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 of January 19, 2017

ATTACHMENT 1
Minutes of January 19, 2017

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE
Regular Meeting
January 19, 2017

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Regular of the Committee in the Room 251, located at 320 West Neewmark Avenue in the City of Monterey Park, Thursday, January 19, 2017 at 3:30 p.m.

CALL TO ORDER:

Johnny Thompson called the meeting to order at 3:44 p.m.

ROLL CALL:

Present: Johnny Thompson, Gene Jeng, Ivan Ho, Josephine Louie

Absent: Daniel Fong

ALSO PRESENT: Donna Ramirez, Michael Huntley, Councilmember Peter Chan, Cynthia Fallas (Student from ELAC)

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

- Discussion on enlisting the services of the Los Angeles Fashion Institute of Design.

ORAL AND WRITTEN COMMUNICATIONS

- Councilmember Peter Chan had two items he wish to speak on; one was regarding a future parking structure within the BID area. The second was language training assistance from the Library and Chinatown Service Center as part of improving customer service.

1. PRESENTATION

None

2. CONSENT CALENDAR

None

3. OLD BUSINESS

Revisit the design of banners for the BID area.

Mr. Thompson relayed to the BIDAC that the City Council did not support the banners with the phrase "Garvey/Garfield "heart" of the city.

The BIDAC discussed that a majority of the area known as BID No. 1 is within the historical area known as the downtown of Monterey Park. In early years the area was a traditional downtown in appearance and was the downtown.

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A motion to change the banners to read "Heart of Downtown" was made by Mr. Thompson and to take the item back to the City Council for approval after elections.

Seconded by: Gene Jeng

Vote: Unanimous

4. NEW BUSINESS

4A. BIDAC MINUTES

Approve the minutes from the regular meeting of August 2, 2016 and September 19, 2016

Action Taken: The BIDAC approved the minutes from the special meetings of August 2, 2016.

Motion: Moved by Ivan Ho and seconded by Johnny Thompson

Ayes: Commissioner: Johnny Thompson, Gene Jeng & Ivan Ho

Noes: Commissioner: None

Absent: Commissioner: Daniel Fong

Abstain: Commissioner: Josephine Louie

Action Taken: The BIDAC approved the minutes from the special meetings of September 19, 2016.

Motion: Moved by Josephine Louie and seconded by Johnny Thompson

Ayes: Commissioner: Johnny Thompson, Gene Jeng, Josephine Louie & Ivan Ho

Noes: Commissioner: None

Absent: Commissioner: Daniel Fong

Abstain: Commissioner: None

4B. January 3, 2017 LETTER TO THE CITY COUNCIL AND CITY MANAGER:

Mr. Thompson informed the BIDAC the letter was sent and he would not be sending any additional letters at this time but would see how things evolve moving forward.

4C. DISTRICT SIGNAGE

The BIDAC discussed Wayfinding signs in the BID area with text that indicated you were in the Downtown and within Business Improvement District No. 1. Also the signs should indicate which direction the Library, City Hall, Post Office etc. were located.

The Board stated if there were not enough City funds for the signage they would assist with BID funds.

Motion by Mr. Jeng: BIDAC supports Wayfinding signage in the BID with BID identification language and the funding should City funds be limited.

Seconded by Josephine Louie

Vote: Unanimous

Staff was directed to investigate the signage and funding needed and proceed.

4D. PULSE NEWSLETTER

Ms. Ramirez reiterated to the BIDAC the need for their contribution to the newsletter. She informed the BIDAC that the February 1st newsletter would be late and needs additional topics.

4E. OPENING CEREMONY FOR LUNAR NEW YEAR

Johnny Thompson reminded the members to be at the Opening Ceremony for the Lunar New Year at 10:30 a.m.

5. COMMISSION COMMUNICATIONS AND COMMISSIONER AND AGENCY MATTERS

None

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 5:20 p.m.

Motion: Gene Jeng
Seconded: Ivan Ho
Vote: Unanimous

Donna M. Ramirez
Economic Development Specialist



BIDAC Staff Report

DATE: July 20, 2017

AGENDA ITEM NO: 4-A

TO: Business Improvement District Advisory Committee (BIDAC)
FROM: Donna Ramirez, Economic Development Specialist
SUBJECT: Approval of revisions to downtown banner design

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve banner revisions,
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

During the annual renewal process of Business Improvement District No. 1 (BID), the BIDAC presented a design for banners to enhance the BID area. At that time, the City Council requested changes.

BACKGROUND:

On December 2, 2016 the City Council held a public hearing for the renewal of the BID. Part of the renewal process is the review of BID budget, expenditures, and programs for the coming year. All of these items are detailed in the BID annual report.

One program described in the annual report was the creation of banners for the BID area that would provide additional identification and aesthetic enhancement to the area through the use of wording and bright colors. The banner design included the phrase of Garvey/Garfield, a large burgundy heart, and additional text that said "of Monterey Park." Discussion was held on whether the area was the heart of Monterey Park or not. The BIDAC was asked to revise the banner accordingly and bring a new design back to the City Council, at a later date.

Attached is the revised concept which removes the words "Monterey Park" and replaces it with the word "Downtown."

FISCAL IMPACT:

N/A

- SIGNATURES ON NEXT PAGE -

Respectfully submitted by:



Michael Huntley
Director of Community &
Economic Development

Prepared by:

Donna Ramirez
Economic Development
Specialist

ATTACHMENT(S):

1. Revised design of the BID banner

ATTACHMENT 1
Revised Banner for BID

Carvey
Garfield



of
Downtown

**Johnny
Thompson
Music**