

**BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF
MONTEREY PARK
AGENDA**

**REGULAR MEETING
Jardin El Encanto
700 El Mercado Ave
Monterey Park, CA 91754**

**THURSDAY
October 20, 2022
4:00 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 **Economic Development Division** located at 320 W. Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at www.montereypark.ca.gov/AgendaCenter

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**

**Elizabeth Yang, Chairperson
Gene Jeng, Jessy Li, Josephine Louie, and Elizabeth Yang.**

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 Committee to act on any item not on the agenda. The Committee may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Committee'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

2-A APPROVAL OF MINUTES

It is recommended that the Business Improvement District Advisory Committee:

- (1) Approve the Minutes of the August 2, 2022, Joint Committees Meeting; and
- (2) Take such additional, related action that may be desirable.

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

[5.] NEW BUSINESS

5-A. REVIEW THE 2022 ANNUAL REPORT AND 2023 BUDGET – BUSINESS IMPROVEMENT DISTRICT NO.1

It is recommended that the Business Improvement District Advisory Committee:

- (1) Review and approve the 2022 Annual Report for Business Improvement District No.1. BID Members will have an opportunity to review the 2022 Annual Report with the BIDAC and make final revisions to programs or the budget at the annual Member-At-Large Meeting to be held on November 1, 2022; and
- (2) Take such additional, related action that may be desirable.

5-B. DISCUSS BID PREPARATIONS FOR THE 2023 LUNAR NEW YEAR FESTIVAL

It is recommended that the Business Improvement District Advisory Committee:

- (1) Discuss the BID's participation and preparation for the 2023 Lunar New Year Festival; and
- (2) Take such additional, related action that may be desirable.

[6.] FUTURE AGENDA ITEMS - None

ADJOURN



BIDAC Staff Report

DATE: October 20, 2022

AGENDA ITEM NO: 2-A

TO: Business Improvement District Advisory Committee
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Approval of Minutes

RECOMMENDATION:

It is recommended that the BIDAC:

1. Approve the minutes of the August 2, 2022, Special Joint Committee Meeting;
and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully prepared and submitted by:

A handwritten signature in dark ink, appearing to be "J. Torres", is written over a horizontal line.

Joseph Torres
Economic Development Manager

ATTACHMENT

1. Minutes of August 2, 2022, Special Joint Committee Meeting

ATTACHMENT 1

Minutes of August 2, 2022, Special Joint Committee Meeting

**MINUTES
JOINT COMMITTEES OF MONTEREY PARK
Special Meeting
August 2, 2022**

The Business Improvement District Advisory Committee (BIDAC) and the Economic Development Advisory Committee (EDAC) of the City of Monterey Park held a Special Meeting at El Encanto, located at 700 El Mercado Avenue, Monterey Park, CA 91754, on August 2, 2022.

CALL TO ORDER:

Chairperson Chair Elizabeth Yang called the meeting to order at 6:13 P.M.

ROLL CALL:

Economic Development Manager Joseph Torres called roll:

BIDAC Commission Members Present: Elizabeth Yang, Gene Jeng, and Josephine Louie.

EDAC Commission Members Present: Dora Leung

ABSENT: Jessy Li, Alexander Fung, Amy Newman, Billy Yeung, and Tomas Wong

ALSO PRESENT: Economic Development Manager Joseph Torres, Interim Economic Development Specialist Sharlene Choy, Principal Management Analyst Xochitl Tipan and IBI Group Associate Steve Wilks.

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

1. PRESENTATION – None

2. CONSENT CALENDAR – None

3. PUBLIC HEARING – None

4. OLD BUSINESS – None

5. NEW BUSINESS

5-A. Review and discuss the future of transit in the City of Monterey Park with a comprehensive assessment of the Spirit Bus Service.

IBI Group Associate Steve Wilks presented on the project work plan for the Spirit Bus Service. Still in its initial stages of evaluation, IBI Group plans to engage the city's business community through setting up discussion group meetings.

Economic Development Manager Joseph Torres suggested to target group meetings by Industry Sectors such as restaurants, retails, and healthcare.

Action Plans:

1. IBI Group to conduct group meetings in September/October in order to collect more data for their analysis and evaluation of the Spirit Bus.
2. Set-up a follow-up joint meeting in early November when IBI Group will have more data & analysis report to share in order to suggest solutions & next steps.

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 7:05 p.m.



BIDAC Staff Report

DATE: October 20, 2022

AGENDA ITEM NO: 5-A

TO: Business Improvement District Advisory Committee
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Review and approval of the 2022 Annual Report for Business Improvement District No. 1

RECOMMENDATION:

It is recommended that the BIDAC:

3. Review and approve the 2022 Annual Report and incorporate any necessary changes.
4. Direct staff to take the 2022 Annual Report to the City Council; and
5. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

Business Improvement Districts are required to produce an annual report that addresses the program activities and expenditures for the year of the report and the fee schedule, programs activities, and budget for the upcoming year. In addition a map showing the boundaries of the assessed area is to be incorporated in the report.

BACKGROUND:

The annual report includes a summary of accomplishments for 2022 and the anticipated expenditures for the year. In addition, the 2023 budget, programs, assessment fees, and BID area map are included within the report. The major expenditure was the installation of Holiday decorations for Garvey Avenue and janitorial services for the downtown area. The new janitorial services contracted in 2021 to provide street maintenance continue to deliver cost savings of 74% from the previous service provider to the BID area.

FISCAL IMPACT:

All costs related to Business Improvement District No. 1 come from the BID assessments and not the general fund.

Respectfully prepared and submitted by:

A handwritten signature in black ink, appearing to read 'Joseph Torres', positioned above a horizontal line.

Joseph Torres
Economic Development Manager

ATTACHMENT

1. 2022 BID Annual Report

ATTACHMENT 1

2022 BID Annual Report

CITY OF MONTEREY PARK

BUSINESS IMPROVEMENT DISTRICT NO. 1

2022 ANNUAL REPORT



JANUARY 2022 – DECEMBER 2022

DOWNTOWN

Garvey – Garfield



VISION STATEMENT

The Downtown Business Improvement District (BID) No. 1 was established to improve and preserve the business community in the “heart” of the City.

The Downtown area of the City is an important destination point for the business community and residents of Monterey Park. Through continued efforts in organization, beautification, promotion, and revitalization, the City leaders and its business community will work together to preserve and improve the quality of life for future generations.

BID Board Members:

Elizabeth Yang, Chairperson

Gene Jeng, Vice Chair

Josephine Louie

Jesse Li

One Vacancy

OVERVIEW

The Business Improvement District Advisory Board (BIDAC) meets quarterly and during special meetings to discuss issues of concern to businesses located within the BID area. Programs addressing cleanliness, promotions, and marketing are all reflected in the budget for the BID. In addition to the issues discussed, the Board also researches and plans innovative ways to promote businesses and maintain the goals and budget outlined in the Annual Report.

HISTORY

The Monterey Park Business Improvement District No. 1 encompasses the area extending along Garvey Avenue from Ramona Avenue to Nicholson Avenue and on Garfield Avenue from south of Newmark Avenue to Emerson Avenue (refer to Exhibit A). The Monterey Park City Council established the BID in 1986 at the request of local businesses in the area and the Downtown Merchants Association (DMA) under the California Streets and Highway Code Section 36500 et seq.

The primary responsibility of the BIDAC is to make recommendations to the City Council on the methods and ways by which revenues derived from the annual assessment are used for the betterment of the BID businesses and the BID area.

The BIDAC comprises five (5) members appointed by the City Council for one year and may serve for up to eight (8) years if reinstated by a Council member. Each City Council member appoints one Committee member. The BIDAC meets quarterly and as needed and hosts an annual meeting of the BID members-at-large at the end of the year, before the following year's assessments.

ACCOMPLISHMENTS

This section of the Annual Report reflects the activities during 2022 to promote or enhance the BID area and its businesses.

Holiday Promotion

Holiday decorations were installed and displayed along Garvey Avenue and the medians to provide a bright seasonal atmosphere for shoppers in the downtown BID.

Janitorial Services

Effective December 1, 2020, Valley Maintenance Corporation, taking over Chrysalis Corporation, was contracted to perform the janitorial services in the BID area four days a week at a significantly reduced rate. In 2022, the City added the cleaning of the Downtown parking lot on Garvey and Garfield to the Valley Maintenance contract with the same significantly reduced rate.

BUDGET

2023 Program Year

The Annual Report contains an estimated budget for the BID for January 1, 2023, to December 31, 2023, and is tied to programs and activities scheduled during the calendar year.

As of September 2022, the City received approximately \$41,841.00 in revenue from the BID for the calendar year 2022. Exhibit B reflects the estimated expenditures for the calendar year 2022, and Exhibit D reflects the BID's Estimated Annual Program Budget for the calendar year 2023.

GOALS for 2023

This section of the Annual Report shows the programs or activities intended for 2023.

- Continue to work with the Downtown BID businesses on ways they can assist in keeping the area attractive.
- Continue janitorial services for the BID area.
- Install holiday decorations along Garvey Avenue, remove them, and place them in storage.
- Work with the City to provide resources, workshops, and other business assistance activities for businesses in the BID area.
- Support City projects that benefit the BID area, such as discussions on the need for a parking structure in the downtown, signage, and maintenance; identify ways to promote businesses in the BID.

Exhibits:

A: BID Area Map

B: 2022 Estimated Expenditures

C: 2022 Actual Expenditures

D: 2023 Estimated Budget

E: 2023 Fee Schedule

EXHIBIT A

BUSINESS IMPROVEMENT DISTRICT NO. 1 MAP



EXHIBIT B

Business Improvement District No. 1

2022 Estimated Expenditures

Budget Item		Description		2022 Est. Expenditures
Administration		Postage		\$ 600.00
		Business Cards		\$225.00
		Translation Services		\$1,200.00
		Office Supplies		\$300.00
Street Banners		20 Large Banners 30" x 96"		\$3,380.00
		34 Small Banners		\$3,740.00
		1 Across the Street Banner		\$1,400
		Single & Double Brackets		\$6,912.00
Holiday Decoration		Holiday light bulb replacement		\$500.00
		Edison		\$625.00
		Holiday light storage & installation		\$5,577.00
Trash Receptacles		Liners & lids		\$200.00
Landscaping		Additional planting supplies		\$1,000.00
Custodial Contract		Maintenance of the BID area		\$ 21,840.00
		Pressure Washing		\$7,360
		TOTAL EST. EXPENDITURES:		\$54,859.00

EXHIBIT C

Business Improvement District No. 1

2022 Actual Expenditures as of September 2022

Beginning Fund Reserves Balance: \$136,151.12

Budget Item		Description	2023 Estimated Budget
Administration		Postage	\$613.21
		Business Cards	\$0.00
		Translation Services	\$0.00
		Office Supplies	\$0.00
Holiday Decoration		Holiday light bulb	\$0.00
		Edison Poles Adapters	\$1,050.18
		Holiday light storage & installation	\$9,425.00
Trash Receptacles		Additional liners & lids	\$0.00
Landscaping		Additional planting supplies	\$0.00
Custodial Contract		Maintenance of the BID area	\$23,680.00
		TOTAL EXPENDITURES:	\$34,768.39
Revenue as of 09/2022			\$41,841.23
Reserves as of 09/2022			\$187,010.53

EXHIBIT D

Business Improvement District No. 1

2023 Estimated Budget

Budget Item		Description	2023 Estimated Budget
Administration		Postage	\$1,500.00
		Business Cards	\$150.00
		Translation Services	\$1,200.00
		Office Supplies	\$300.00
Holiday Decoration		Holiday light bulb replacement	\$500.00
		Edison	\$600.00
		Holiday light storage & installation	\$5,577.00
Trash Receptacles		Additional liners & lids	\$200.00
Landscaping		Additional planting supplies	\$1,000.00
Custodial Contract		Maintenance of the BID area	\$21,840.00
		Pressure Washing	\$7,360.00
		Downtown Parking Lot Cleaning	\$15,120.00
		TOTAL:	\$55,347.00

EXHIBIT E

2023 BID Fee Schedule (same as last year)

Business Type	Fee	Employee/Seat	Formula
Retail	\$105.17	\$13.52	
Service (Includes Financial)	\$105.17	\$13.52	
Restaurant			
Without ABC	\$105.17	\$ 6.57	(1)
With ABC	\$105.17	\$ 7.87	(2)
Professional (inc. Insurance)	\$105.17	\$13.52	
Theater	\$105.17		
Wholesale	\$105.17		
Manufacturing	\$105.17		
Contractor	\$105.17		
Commercial Rental	\$23.00 + .006574 sq. ft.		(3)
Residential Rental	\$23.00		(4)
Hotel	\$23.00 per unit		
Laundromat	\$105.17		

- (1) 20 seats or less, no seat assessment fees. Over 20 seats, \$6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$105.17 (base fee) + \$197.10 (30 seats x \$6.57) = \$302.27.
- (2) 20 seats or less, no seat assessment fees. Over 20 seats, \$7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$105.17 (base fee) + \$236.10 (30 seats x \$7.87) = \$341.27.
- (3) Base fee is \$23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by \$.006574. Eg. 2,500 sq. ft., total charge is \$23.00 + \$3.29 (500 sq. ft. x \$0.006574) = \$26.29 (calculations are rounded up)
- (4) If you own 1-3 units, there is no charge. If you own more than 3 units, you pay \$23.00 per unit more than 3 units. Eg. You own 5 units. You pay \$23.00 x 2 (5 units – 3 units) = \$56.00