

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

**SPECIAL MEETING**

**Monterey Park City Hall  
Community Room # 102  
320 W. Newmark Avenue  
Monterey Park, CA 91754**

**Thursday  
January 25, 2024  
4:00 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.**

**LAND ACKNOWLEDGMENT**

We would like to acknowledge that the land we inhabit today was once known as Tovangaar, the home of the Gabrieleño-Tongva people. We show our respect to the Gabrieleño-Tongva people, as well as all Indigenous people, past, present, and future, and honor their labor as original caretakers of this land. We commit to uplifting the Gabrieleño-Tongva people, invite you to acknowledge the history, and join us in caring for this land.

**GENERAL INFORMATION**

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](http://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

**CALL TO ORDER**

**Elizabeth Yang, Chairperson**

**ROLL CALL**

**Gene Jeng, Jessy Li, Josephine Louie, Zhen Wu, 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**

**1-A** Update on MPK Economic Development Strategic Plan timeline

### **[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR**

#### **2-A APPROVAL OF MINUTES**

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Approving the Minutes of the September 19, 2023 Special Meeting; and
- (2) Taking such additional, related action that may be desirable.

### **[3.] PUBLIC HEARING**

### **[4.] OLD BUSINESS - NONE**

### **[5.] NEW BUSINESS**

#### **5-A 2024 BID ECONOMIC DEVELOPMENT STRATEGIC PLAN**

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Developing its 2024 Economic Development Strategic Plan to serve as a means to engage BID members, develop incentives, and identify programs and resources to help support and revitalize the downtown business improvement district.
- (2) Taking such additional, related action that may be desirable.

### **[6.] COMMITTEE COMMUNICATIONS**

### **[7.] FUTURE AGENDA ITEMS**

### **[8.] ADJOURN**



## BIDAC Staff Report

**DATE:** January 25, 2024

**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 consider:

1. Approving the minutes of the September 19, 2023, Special Meeting; and
2. Taking such additional, related, action that may be desirable.

### **EXECUTIVE SUMMARY:**

None

### **BACKGROUND:**

None

### **FISCAL IMPACT:**

None

Respectfully submitted by:

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

Joseph Torres  
Economic Development Manager

Prepared by:

A handwritten signature in black ink, reading "Janice Huang", written over a horizontal line.

Janice Huang  
Economic Development Specialist

### **ATTACHMENTS**

1. Minutes of September 19, 2023, Special Meeting

**ATTACHMENT 1**  
September 19, 2023, Special Meeting Minutes

**MINUTES  
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF  
MONTEREY PARK  
Special Meeting  
September 19, 2023**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Meeting at Monterey Park City Hall, located at 320 W. Newmark Avenue, Community Room #102, Monterey Park, CA 91754, on August 8, 2023, at 4:00 p.m.

**CALL TO ORDER:**

Chairperson Elizabeth Yang called the meeting to order at 4:06 p.m.

**ROLL CALL:**

Economic Development Specialist Janice Huang called roll:

**PRESENT:** Elizabeth Yang, Josephine Louie, Jessie Li, Gene Jeng, and Zhen Wu

**ALSO PRESENT:** Director of Community Development Jessica Serrano, and Economic Development Manager Joseph Torres

**ABSENT:** None

**AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:**

**ORAL AND WRITTEN COMMUNICATIONS**

**1. PRESENTATIONS**

**1-A.** Update on MPK Economic Development Strategic Plan timeline.

Economic Development Manager Joseph Torres provided an overview of the ongoing Economic Development Strategic Plan, slated to be completed within nine months. Mr. Torres provided information on the reports they will receive for the Economic Development Strategic Plan. Mr. Torres emphasized the plan's unique character, being a collaborative effort developed by the community, for the community. He also extended an invitation to BIDAC, highlighting the pivotal role they can play in contributing their insights and ideas to the Economic Development Strategic Plan.

**2. CITY OF MONTEREY PARK - CONSENT CALENDAR**

**2-A. APPROVAL OF MINUTES**

**Action Taken:** The Business Improvement District Advisory Committee approved the May 3, 2023 Special Meeting minutes.

**Motion:** Motioned by Chairperson Elizabeth Yang and seconded by Committee Member Gene Jeng, the motion was carried by the following vote:

Ayes: Committee Member: Yang, Jeng, and Li

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: Louie and Wu

**Action Taken:** The Business Improvement District Advisory Committee approved the August 8, 2023 Special Meeting minutes.

**Motion:** Motioned by Chairperson Elizabeth Yang and seconded by Committee Member Josephine Louie, the motion was carried by the following vote:

Ayes: Committee Member: Yang, Louie, and Wu

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: Li and Jeng

### **3. PUBLIC HEARING – None**

### **4. OLD BUSINESS - None**

### **5. NEW BUSINESS**

#### **5-A. REVIEW AND APPROVE THE 2023 ANNUAL REPORT AND 2024 BUDGET FOR THE BUSINESS IMPROVEMENT DISTRICT NO. 1**

It is recommended that the Business Improvement District Advisory Committee consider:

(1) Reviewing and approving the 2023 Annual Report for Business Improvement District (BID) No. 1. BID members will have an opportunity to review the 2023 Annual Report and make final revisions to programs or the budget at the annual Member-at-Large Meeting to be held on Tuesday, October 10, 2023.

(2) Taking such additional, related action that may be desirable.

Economic Development Manager Joseph Torres provided an overview of the 2023 Annual Report and 2024 Budget for the Business Improvement District No. 1.

Chairperson Elizabeth Yang opened the meeting by inquiring about the possibility of redistricting to expand the Business Improvement District borders. She also suggested distributing stickers to businesses in the district to highlight their involvement.

Economic Development Manager Joseph Torres explained that a redistricting structure must go through the City Council for review and approval. He also recommended several ideas for BIDAC to consider, including organizing a "Taste of Downtown" event and

arranging meetings between committee members and district businesses to discuss their needs. He also proposed presenting plaques to businesses that complete a survey.

BIDAC will consider the proposed ideas and discuss them further during future meetings.

Committee Member Josephine Louie expressed her concerns about the cleanliness of the downtown area.

Economic Development Manager Joseph Torres clarified that the budget already includes a cleaning service fee, covering downtown debris, and assured that services are conducted regularly.

**Action Taken:** The Business Improvement District Advisory Committee approved the 2023 Annual Report and 2024 Budget with an amendment to add a second line item to add pole signages and translate them into Chinese.

**Motion:** Motioned by Chairperson Elizabeth Yang and seconded by Committee Member Gene Jeng, the motion was carried by the following vote:

Ayes: Committee Member: Yang, Jeng, Li, Louie, and Wu

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: None

## **6. COMMITTEE COMMUNICATIONS**

Committee Member Josephine Louie raised an issue regarding questionable activities in an unoccupied parking lot that facilitates weekend donations.

Code Enforcement is already informed about this activity, and the economic staff will communicate with them to ensure weekend monitoring.

## **7. FUTURE AGENDA ITEMS**

Economic Development Manager Joseph Torres recommended additional discussions regarding future practices to enhance engagement with businesses in the BID area.

## **ADJOURNMENT**

There being no further business for consideration, the meeting was adjourned at 4:59 p.m.