

**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**

**Tuesday
June 11, 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

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

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 the Downtown Code Enforcement Efforts.

1-B Update on the Economic Development Strategic Plan Development Process.

[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 January 25, 2024, Special Meeting; and the Minutes of the February 29, 2024, BIDAC & EDAC 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 PROMOTION INITIATIVES

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

- (1) Identifying and developing its 2024 initiatives, within the approved 2024 budget, to promote the Downtown District to engage BID members, develop incentives, and identify programs and resources to help support and revitalize the downtown BID.
- (2) Taking such additional, related action that may be desirable.

[6.] COMMITTEE COMMUNICATIONS

[7.] FUTURE AGENDA ITEMS

[8.] ADJOURN



BIDAC Staff Report

DATE: June 11, 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 January 25, 2024, Special Meeting; and the Minutes of the February 29, 2024, BIDAC & EDAC 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 be "JT", written over a horizontal line.

Joseph Torres
Economic Development Manager

Prepared by:

A handwritten signature in black ink, written in a cursive style, appearing to be "Janice Huang", written over a horizontal line.

Janice Huang
Economic Development Specialist

ATTACHMENTS

1. Minutes of January 25, 2024, Special Meeting
2. Minutes of February 29, 2024, BIDAC & EDAC Special Joint Meeting

ATTACHMENT 1
Minutes of January 25, 2024, Special Meeting

MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF
MONTEREY PARK
Special Meeting
January 25, 2024

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 January 25, 2024, 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: 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 presented an overview of the Economic Development Strategic Plan's progress. He discussed the collaboration of stakeholders in two meetings, during which they participated in breakout groups with consultants to engage in in-depth discussions and generate ideas for the plan. The complete plan is estimated to be completed within the next few months. Mr. Torres emphasized the significant contribution that BIDAC can make by sharing their insights and ideas for 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 September 19, 2023, Special Meeting minutes.

Motion: Motioned by Committee Member Jessy Li and seconded by Committee Member Gene Jeng, the motion was carried by the following vote:

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

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: None

3. PUBLIC HEARING – None

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.

Economic Development Manager Joseph Torres presented a list of ideas to enhance customer traffic in the downtown BID area. He urged Committee members to contribute ideas and feedback and to combine/customize these strategies to suit our downtown district.

As part of the Economic Development Strategic Plan (EDSP), there will be a concentration on the Downtown BID area. He urged the Committee members to engage in the conversation actively and to attend forthcoming feedback sessions. Furthermore, he encouraged advocating/promoting the EDSP to BID businesses for their participation in the upcoming feedback sessions. Mr. Torres briefed them on the upcoming BIDAC/EDAC Special meeting where our consultant Mr. Marco Li Mandri, President of New City America, Inc., a specialist in business district revitalization, would present strategies for a lively Monterey Park downtown.

6. COMMITTEE COMMUNICATIONS

Committee Member Gene Jeng mentioned that the cleaning crew should improve their cleaning efforts in the downtown area due to the presence of broken plants and open debris on the streets.

Economic Development Manager Joseph Torres suggested reaching out to the

maintenance company, Valley Maintenance. He advised contacting their representative promptly to address and resolve this issue quickly.

7. FUTURE AGENDA ITEMS

Chairperson Elizabeth Yang suggests submitting BIDAC ideas to the consultants.

Economic Development Manager Joseph Torres mentioned that their recommendations will be conveyed to the consultants.

8. ADJOURNMENT

The meeting adjourned at 4:57 p.m.

ATTACHMENT 2
Minutes of February 29, 2024,
BIDAC & EDAC Special Joint Meeting

MINUTES
MONTEREY PARK BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
AND ECONOMIC DEVELOPMENT ADVISORY COMMISSION
Special Joint Meeting
February 29, 2024

The Business Improvement District Advisory Committee (BIDAC) and Economic Development Advisory Commission (EDAC) of the City of Monterey Park held a Special Joint Meeting at the City Hall Council Chamber, located at 320 W. Newmark Avenue in the City of Monterey Park, on Thursday, February 29, 2024, at 5:00 p.m.

CALL TO ORDER:

Economic Development Manager Joseph Torres called the meeting to order at 5:08 p.m.

ROLL CALL:

Economic Development Manager Joseph Torres called roll:

PRESENT:

BIDAC: Elizabeth Yang, Josephine Louie, and Zhen Wu

EDAC: Amy Newman, Dora Leung, and Tomas Wong

ABSENT:

BIDAC: Gene Jeng, and Jessy Li

EDAC: Alexander Fung, and Billy Yeung

ALSO PRESENT: Assistant City Manager Diana Garcia, Community Development Director Jessica Serano, Interim Planning Manager Beth Chow, Economic Development Specialist Janice Huang, and Roger Dale of the Natelson Dale Group consulting firm.

ORAL AND WRITTEN COMMUNICATIONS

1. PRESENTATION

- 1-A.** Marco Li Mandri, President of New City America, Inc., an expert in business district revitalization, presented strategies for a vibrant Monterey Park downtown. Following his presentation, BIDAC/EDAC opened the meeting to public input to gather feedback on the proposed revitalization strategies from commissioners and the community.

Mr. Li Mandri discussed the importance of fostering strong collaboration between downtown property owners and real estate developers for the revitalization of urban areas, particularly downtown districts. He emphasized that mixed-use residential developments play a crucial role in transforming downtowns into vibrant, sustainable, and livable spaces. These developments not only increase population density but also create a diverse range of amenities and services, ultimately leading to job creation and economic growth.

One key observation highlighted during the discussion was that mixed-use areas remain active throughout the day and evening, contributing to a safer and more inviting atmosphere, thanks to the presence of residents. This aspect underscores the significance of incorporating residential components into revitalization efforts.

Several benefits of collaboration between property owners and developers were outlined:

1. **Shared Vision:** By combining the expertise of real estate developers in market trends and design with the intimate knowledge of property owners regarding the area's history and character, a revitalization plan rooted in feasibility and community authenticity can be created.
2. **Attracting Investment:** Developers can leverage their access to capital and networks for large-scale projects, while the willingness of property owners to participate demonstrates local buy-in, boosting developer confidence.
3. **Overcoming Hurdles:** Collaboration enables more effective navigation of complexities such as zoning changes, historic preservation considerations, and infrastructure updates, ultimately facilitating necessary changes.
4. **Diverse Development:** Encouraging a mix of residential, commercial, and cultural spaces prevents over-reliance on a single type of development, ensuring a vibrant and sustainable downtown.
5. **Community Support:** Transparent collaboration and engagement with residents and stakeholders foster trust and a sense of community ownership in the revitalization process.

Several challenges were also acknowledged along with strategies to address them:

1. **Conflicting Interests:** Property owners may prioritize short-term gains over long-term vision, which can be mitigated through clear communication and highlighting the potential for increased property value.
2. **Resistance to Change:** Some property owners may fear displacement or drastic change, necessitating open dialogue and addressing concerns while emphasizing the benefits of revitalization.
3. **Bureaucracy:** Cities can streamline permitting processes and offer incentives to encourage collaboration and reduce barriers to development.

Two examples of successful collaborations were discussed:

1. **Little Italy, San Diego:** A redevelopment project focused on preserving the neighborhood's history while modernizing its infrastructure through a cohesive approach involving architects, developers, and community stakeholders.
2. **Redwood City, California:** A master plan for mixed-use development, incorporating input from the community and stakeholders, alongside infrastructure upgrades and incentives for development projects aligning with the revitalization plan.

These case studies underscored the importance of collaborative efforts in achieving successful downtown revitalization, highlighting the positive outcomes that can result from

effective partnerships between property owners, developers, and local communities.

EDAC Member Tomas Wong inquired about the timeframe needed to transform the isolated area into a vibrant Little Italy.

Mr. Li Mandri pointed out that it took approximately 15-19 years for development, with the mixed-use aspect contributing to the creation of a lively, pedestrian-friendly environment for residents to enjoy shopping, dining, and recreation.

EDAC Member Tomas Wong emphasized the importance of each city having a distinct identity that sets it apart.

EDAC Member Dora Leung suggested enhancing the appearance of the BID area to make it more welcoming and inviting.

BIDAC Member Elizabeth Yang supported the idea of angled parking to reduce traffic speed and inquired about the possibility of implementing solar power.

Mr. Li Madri highlighted the significance of slowing down traffic to encourage exploration and patronage of new establishments.

Economic Development Manager Joseph Torres questioned the contributions of both the BID and developers over the 15 years.

Mr. Li Madri clarified that all development costs were covered by developers, not the BID, and suggested collaborating with developers to expand sidewalks and create more public spaces to attract tenants.

Economic Development Manager Joseph Torres asked what the initial step would be to achieve a transformation like Little Italy in Monterey Park.

Mr. Li Madri recommended bringing together major property owners along the major corridors to collaborate on improvements, with the city funding capital projects and the district covering maintenance costs.

Economic Development Manager Joseph Torres invited property owners in the audience to share their thoughts on potential collaborations with developers.

Public Inputs Received:

Speaker 1 highlighted the allure of cities like San Diego and San Francisco, rich with cultural activities and vibrant populations, and expressed a desire to replicate their success while mitigating crime.

Mr. Li Madri emphasized the pivotal role of politics in driving change and progress.

Speaker 1 reiterated the importance of politics in creating safe and appealing urban environments, citing neighboring downtown areas as positive examples.

Mr. Li Madri shared his previous experience of collaborating with cities to develop plans and secure funding for initiatives involving property owners and developers.

Speaker 1 suggested the need for proactive leadership in gathering information from developers and property owners to kickstart initiatives. He suggested starting on a smaller scale, more feasible for Monterey Park, rather than aiming to replicate larger-scale successes like Little Italy.

EDAC Member Dora Leung noted that the biggest challenge would be community engagement and emphasized the importance of attracting property owners to take pride in their hometown and maintain cleanliness and attractiveness. She proposed implementing beautification campaigns to address this challenge.

Mr. Li Madri provided an example, explaining how the actions of one property owner, such as placing flowers outside, inspired neighboring properties to follow suit and enhance the area's aesthetics. He emphasized the need for someone to lead by example.

BIDAC Member Elizabeth Yang raised a question regarding community engagement strategies used in other cities.

In response, Mr. Li Madri explained his approach to forming multiple discussion groups to facilitate engagement and collaboration within the community.

Speaker 2 expressed admiration for the presentation and emphasized the importance of traffic calming measures such as diagonal parking to encourage leisurely exploration and promote walkability in downtown areas. She recognized the idea of reallocating traffic lanes to create space for pedestrians to stop at restaurants, highlighting the potential benefits of collaborating with regional transportation entities like Metro to enhance accessibility. Additionally, she praised the concept of a piazza layout, envisioning it as a welcoming communal space that would attract visitors and stimulate spending in downtown establishments, despite potentially reducing lease space availability.

Speaker 3 raised concerns about the widespread littering caused by discarded takeout food containers from restaurants, highlighting the unsightliness and safety hazards it poses. She stressed the importance of city staff enforcement to address this issue effectively. Additionally, she mentioned challenges faced by new businesses due to lengthy procedures and high city fees, citing an example of delayed shop opening by her tenant.

Speaker 4 inquired about Mr. Li Madri's vision for Monterey Park's success similar to Little Italy.

Mr. Li Madri accentuated the uniqueness of each city and population, noting the necessity

of tailored improvement ideas, adequate budgeting, effective management, and political backing. He emphasized the importance of transitioning towards more mixed-use development along key corridors like Garvey Ave, Garfield, and Atlantic Ave, highlighting residential components as pivotal for downtown revitalization.

Mr. Dale, a consultant for the Economic Development Strategic Plan, outlined the focus of his work, which encompasses initiatives beyond those raised by Mr. Li Madri. He highlighted downtown as a key area of concern for the city, particularly the revitalization and restructuring of the Business Improvement District (BID). Mr. Dale emphasized Mr. Li Madri's role in the team, aiming to gauge community interest and explore possibilities for progress. He clarified that the meeting's purpose was not to provide detailed recommendations for the BID but rather to gather insights into potential directions based on other examples. The meeting aimed to understand the potential impact and vision for what a well-funded and properly structured BID could achieve. Mr. Dale concluded by stating that if there was interest in further action beyond their process, it would be part of the city's next steps in implementing the broader Economic Development Strategic Plan.

Economic Development Manager Joseph Torres expressed the importance of addressing everyone's concerns regarding downtown revitalization. He highlighted the complexity of the process, requiring collaboration among various stakeholders, including property owners, developers, city officials, businesses, residents, and visitors. Mr. Torres stressed that there is no one-size-fits-all solution but expressed confidence in the expertise of Mr. Dale and Mr. Li Madri to guide them through the development of the Economic Development Strategic Plan. He urged the community to engage with the advisory committee, emphasizing their role as advocates for the downtown district and as a voice for the community.

3. CONSENT CALENDAR - NONE

4. PUBLIC HEARING - NONE

4. OLD BUSINESS - NONE

5. NEW BUSINESS - NONE

6. COMMISSION COMMUNICATIONS – NONE

7. FUTURE AGENDA ITEMS

ADJOURNMENT

With no further business for consideration, the meeting was adjourned at 6:39 p.m.

Joseph Torres
Economic Development Manager