

**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**

**Monday  
September 16, 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 PARTICIPATION**

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. Written Communication will be accepted up to 2 hours before the special meeting via email to [itorres@montereypark.ca.gov](mailto:itorres@montereypark.ca.gov) or by completing an online form at [www.montereypark.ca.gov/CBC\\_comm](http://www.montereypark.ca.gov/CBC_comm)

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:**

While all comments are welcome, the Brown Act does not allow the Commission/Board to take action on any item not on the agenda. The Commission/Board may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Commission/Board'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.] PRESENTATION - NONE**

**[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 June 11, 2024, Special Meeting; and
- (2) Taking such additional, related action that may be desirable.

**[3.] PUBLIC HEARING - NONE**

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

**[5.] NEW BUSINESS**

**5-A TASTE OF DOWNTOWN MONTEREY PARK MONTH PROMOTION FOR NOVEMBER 2024 IMPLEMENTATION**

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

- (1) Funding and implementing a “**Taste of Downtown Monterey Park Month**” program in November and December 2024 to stimulate more economic activity and foot traffic in the Downtown Business Improvement District (BID).
- (2) Taking such additional, related action that may be desirable.

**[6.] COMMITTEE COMMUNICATIONS**

**[7.] FUTURE AGENDA ITEMS**

**[8.] ADJOURN**



## BIDAC Staff Report

**DATE:** September 16, 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 June 11, 2024, 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 "Joseph Torres".

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Joseph Torres  
Economic Development Manager

Prepared by:

A handwritten signature in black ink, appearing to read "Janice Huang".

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Janice Huang  
Economic Development Specialist

### **ATTACHMENTS**

1. Minutes of June 11, 2024, Special Meeting

**ATTACHMENT 1**  
Minutes of June 11, 2024, Special Meeting

**MINUTES  
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF  
MONTEREY PARK  
Special Meeting  
June 11, 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 June 11, 2024, at 4:00 p.m.

**CALL TO ORDER:**

Chairperson Elizabeth Yang called the meeting to order at 4:20 p.m.

**ROLL CALL:**

Economic Development Specialist Janice Huang called roll:

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

**ALSO PRESENT:** Economic Development Manager Joseph Torres and Senior Code Enforcement Officer Rey Lozano

**ABSENT:** Jessy Li

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

**ORAL AND WRITTEN COMMUNICATIONS**

**1. PRESENTATIONS**

**1-A. Update on the Downtown Code Enforcement Efforts**

Senior Code Enforcement Officer Rey Lozano provided an update on the Code Enforcement team's ongoing and upcoming efforts to enhance downtown businesses' appeal. These include developing a community code enforcement workshop to educate community members, fostering partnerships with local businesses to ensure regulatory compliance and improve storefront aesthetics, and providing guidance on maintenance standards while facilitating access to resources for improvements. Enforcement efforts will target zoning, façade upkeep, and parking regulations, with potential collaboration with BIDAC to effectively implement these initiatives. These actions aim to foster positive changes benefiting both businesses and the community.

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

Economic Development Manager Joseph Torres provided a progress update on the Economic Development Strategic Plan (EDSP). The final draft of the EDSP is nearing completion and will soon undergo review. Consultants integrated feedback

gathered from three taskforce meetings with local stakeholders, two community feedback sessions, and individual consultations with each council member. Once finalized, the draft EDSP will be shared with both BIDAC and EDAC, followed by another public input session. Following this public review period, the EDSP draft will be presented to the City Council for adoption. The draft is expected to be ready for circulation in the coming weeks.

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

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

**Action Taken:** The Business Improvement District Advisory Committee approved the January 25, 2024, Special Meeting; and the Minutes of the February 29, 2024, BIDAC & EDAC Meeting minutes.

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

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

Noes: Committee Member: None

Absent: Committee Member: Li

Abstain: Committee Member: None

### **3. PUBLIC HEARING – None**

### **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.

Economic Development Manager Joseph Torres recommended postponing beautification efforts until they can be aligned with ongoing campaigns by the Code Enforcement team. Alongside this suggestion, Mr. Torres put forward several strategies aimed at enhancing promotion within the Downtown District:

He proposed organizing a "Taste of Downtown/MPK" event to highlight local culinary offerings and draw visitors to the area. Additionally, he recommended considering a

downtown small business expo and networking event with coordinated exhibits and keynote speakers to bolster support for local entrepreneurs and encourage community involvement. Another proposal was to create a recognition plaque program honoring members of the BID area.

All members of BIDAC supported the "Taste of Downtown/MPK" initiative and provided their feedback.

Mr. Torres encouraged everyone to contribute their ideas and suggestions to help formulate plans and implement these initiatives effectively.

## **6. COMMITTEE COMMUNICATIONS – None**

## **7. FUTURE AGENDA ITEMS**

Economic Development Manager Joseph Torres requested that all BIDAC members dedicate time to review promotional initiatives. This will enable us to progress with planning for the Taste of Downtown/MPK event, which will be discussed further at a Special Meeting.

## **8. ADJOURNMENT**

The meeting adjourned at 5:38 p.m.



## BIDAC Staff Report

**DATE:** September 16, 2024

**AGENDA ITEM NO:** 5-A

**TO:** Business Improvement District Advisory Committee  
**FROM:** Joseph Torres, Economic Development Manager  
**SUBJECT:** Taste of Downtown Monterey Park Month Promotion November 2024

### **RECOMMENDATION:**

It is recommended that the BIDAC consider:

1. Approving the "Taste of Downtown Monterey Park Month" program for implementation in November 2024 with award redemptions good until December 2024 to stimulate economic activity and foot traffic in the Downtown Business Improvement District (BID).
2. Allocating \$8,500 from the 2024 BID Promotion Budget to fund the program.
3. Taking such additional, related, action that may be desirable.

### **EXECUTIVE SUMMARY:**

The proposed "Taste of Downtown Monterey Park Month" program aims to revitalize the Downtown BID by incentivizing residents and visitors to dine at BID restaurants. The program will use Bludot Technologies' Open Rewards platform, a turn-key, smartphone-based solution that offers a seamless experience for businesses and customers. By providing a 10% cashback reward on dining purchases within the BID, the program is expected to boost local spending, encourage repeat business, and foster community engagement.

### **BACKGROUND:**

The Downtown BID has faced challenges recently, including decreased foot traffic and economic activity. The "Taste of Downtown" program presents a proactive approach to addressing these challenges by directly stimulating spending at local restaurants. Bludot's Open Rewards platform offers an efficient and cost-effective solution that requires minimal administrative overhead and provides valuable data insights. The platform's smartphone-based nature ensures a streamlined experience for all involved, from customers earning and redeeming rewards to businesses tracking their participation.

### **Program Details:**

- **Duration:** Two months: Credits may only be earned during November 2024. Credits may only be redeemed during November and December 2024.
- **Target Audience:** Residents and visitors of Monterey Park.

- **Rewards Structure:** 10% cashback on spending at any BID restaurant, redeemable only at BID restaurants.
- **Platform:** Bludot Technologies' Open Rewards (smartphone-based, seamless integration, accepts all payment methods, including credit cards, debit cards, and cash).
- **Program Cost:** \$8,500 from the 2024 BID Promotion Budget (covers \$990 software license, \$500 marketing & promotion, and \$7,000 rewards redemption fund).

**Program Benefits:**

- **No Action Required by Restaurants:** Businesses do not need to sign up, train staff, or alter operations. The program works automatically with no disruption to normal business operations.
- **Universal Payment Support:** The platform supports all payment methods: credit card, debit card, and cash. This ensures the program is accessible to every community member.
- **Zero Administrative Overhead:** The app eliminates the need for manual tracking of receipts or in-person promotions. Businesses and staff don't need time or resources to manage the program.
- **Real-Time Data Dashboard:** Bludot provides a data dashboard that tracks key metrics, such as where consumers are dining, earning, redeeming credits, and the total impact of the program. This transparency allows for data-driven decision-making.
- **Promotion & Marketing Support:** To minimize cost, Economic Development staff will use a targeted, digital-only marketing campaign using all communication channels. Bludot will create a branded landing website page for the program, ensuring consistent and professional promotion throughout the community.
- **High Return on Investment:** Bludot estimates a 20X ROI for every \$1 invested. This maximizes the value of the BID's promotional funds, creating a significant economic impact with minimal cost.

**FISCAL IMPACT:**

The program's total cost of \$8,500 is covered by the allocated Promotion Budget from the 2024 BID Budget.

Respectfully prepared and submitted  
by:



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Joseph Torres  
Economic Development Manager