

**REGULAR MEETING
MONTEREY PARK CITY HALL, COMMUNITY ROOM 102
320 WEST NEWMARK AVENUE, MONTEREY PARK, CA 91754**

**THURSDAY
JANUARY 16, 2025
4:00 PM**

MISSION STATEMENT

The mission of the City of Monterey Park is to provide excellent service, foster growth and opportunity, and create a joyous and collaborative environment.

LAND ACKNOWLEDGEMENT

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 Monterey Park City Hall, 320 W. Newmark Ave, Monterey Park, CA 91754, during normal business hours and the City's website at 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 24 hours before the meeting via email to jtorres@montereypark.ca.gov or by completing an online form at 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	GENE JENG, VICE CHAIR 4:00 PM
FLAG SALUTE	STAFF LIAISON
ROLL CALL	GENE JENG, JESSY LI, JOSEPHINE LOUIE, ZHEN WU, (VACANT SEAT)
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.

STAFF COMMUNICATIONS

[1.] PRESENTATIONS

1-A. STAFF UPDATE ON THE TASTE OF DOWNTOWN MPK PROGRAM

[2.] OLD BUSINESS

2-A POTENTIAL EXPANSION OF BID BOUNDARIES.

It is recommended that the **BIDAC** consider:

- (1) Continuing the discussions on the potential expansion of the BID boundaries and its benefits and costs to the BID. A BID expansion consultant, Marco Li Mandri, will be on hand to provide relevant information and answer questions; and
- (2) Taking such additional, related, action that may be desirable.

CEQA: This activity is for general policies and procedure-making intended to promote economic development. Accordingly, the agenda item is exempt from CEQA review.

[3.] CITY OF MONTEREY PARK – CONSENT CALENDAR

3-A APPROVAL OF MINUTES

It is recommended that the BIDAC consider:

- (1) Approving the Minutes of September 23, 2024, BIDAC Special Meeting; and
- (2) Taking such additional, related action that may be desirable.

[4.] PUBLIC HEARING

[5.] NEW BUSINESS – NONE

[6.] FUTURE AGENDA ITEMS

ADJOURN



BIDAC Staff Report

DATE: January 16, 2025

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 September 23, 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 "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 23, 2024, Special Meeting

ATTACHMENT 1
Minutes of September 23, 2024, Special Meeting

MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF
MONTEREY PARK
Special Meeting
September 23, 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 September 23, 2024, at 4:00 p.m.

CALL TO ORDER:

Chairperson Elizabeth Yang called the meeting to order at 4:05 p.m.

ROLL CALL:

Economic Development Specialist Janice Huang called roll:

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

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

ABSENT: None

AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:

ORAL AND WRITTEN COMMUNICATIONS

1. PRESENTATIONS

1-A. Introduction of Open Rewards by Bluedot

Sophia Zheng, Founder and CEO of Bluedot delivered an engaging presentation on the Open Rewards App, showcasing its capabilities to enhance customer engagement and streamline reward processes for businesses. She explained how the app utilizes location-based technology to offer personalized rewards, making it a valuable tool for driving loyalty and foot traffic. Attendees were impressed with its user-friendly features and potential to revitalize local economies.

Following Ms. Zheng's presentation, BIDAC expressed strong support for the implementation of the Open Rewards App. They were enthusiastic about its potential to boost economic activity in the Downtown Business Improvement District (BID) through the upcoming "Taste of Downtown Monterey Park" program. Ms. Zheng adeptly addressed all questions from the members, further solidifying their confidence in the app's effectiveness and the proposed program's goals.

BIDAC is recommended to approve the "Taste of Downtown Monterey Park Month" program for November 2024, utilizing Bluedot's Open Rewards App. This initiative aims to stimulate economic activity by offering a 10% cashback reward on dining purchases at BID restaurants, with redemptions valid through December 2024. The proposal includes allocating \$8,500 from the 2024 BID Promotion Budget to fund the program, designed to enhance local spending and community engagement while requiring minimal administrative effort from participating businesses.

2. CITY OF MONTEREY PARK - CONSENT CALENDAR

2-A. APPROVAL OF MINUTES

Action Taken: The Business Improvement District Advisory Committee approved the September 16, 2024, Special Meeting.

Motion: Motioned by Committee Member Jeng, 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: None

Abstain: Committee Member: Li

3. PUBLIC HEARING – None

4. OLD BUSINESS

4-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.

Action Taken: The Business Improvement District Advisory Committee approved the Taste of Downtown Monterey Park Month Promotion for implementation in November 2024, utilizing Open Rewards by Bluedot.

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

Ayes: Committee Member: Yang, Louie, Jeng, Li, and Wu
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

5. NEW BUSINESS

5-A. REVIEW AND APPROVE THE 2024 ANNUAL REPORT AND 2025 BUDGET FOR THE BUSINESS IMPROVEMENT DISTRICT NO. 1

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

- (1) Reviewing and approving the 2024 Annual Report and 2025 Budget for Business Improvement District (BID) No. 1.
- (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 Business Improvement District No. 1.

BIDAC recommended allocating some of the funding to install "No Littering" and "No Loitering" signs within the BID area. It was also suggested that these signs be translated into Chinese and Spanish and include the fine amounts for violations.

Additionally, BIDAC suggested the installation of cameras in the area to monitor activities and deter illegal behavior, or alternatively, the use of fake cameras as a deterrent.

Staff will look into obtaining quotes for both options.

BIDAC expressed interest in exploring the possibility of expanding the BID area.

Staff will engage with a consultant to discuss how to proceed with the expansion process and obtain cost estimates.

Action Taken: The Business Improvement District Advisory Committee approved the 2024 Annual Report and 2025 Budget for the business improvement district no. 1.

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, Li, and Wu
Noes: Committee Member: None
Absent: Committee Member: None
Abstain: Committee Member: None

6. COMMITTEE COMMUNICATIONS

Committee Member Li reiterated her concerns about the safety and cleanliness of the BID area.

Chairperson Yang recommended taking photos of any incidents and contacting the Police Department regarding those loitering or causing a disturbance at her business.

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 Monterey Park.

8. ADJOURNMENT

The meeting adjourned at 5:13 p.m.