

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

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

**THURSDAY
APRIL 17, 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

FLAG SALUTE

ROLL CALL

GENE JENG, VICE CHAIR

STAFF LIAISON

GENE JENG, JOSEPHINE LOUIE, ZHEN WU, ALBERT YOUNG, (ONE 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 OATH-OF-OFFICE-TAKING OF THE NEWLY APPOINTED BIDAC COMMISSIONER, ALBERT YOUNG.

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

1-C STAFF UPDATE ON THE PROPOSED BIDAC AND EDAC CONSOLIDATION INTO ONE COMMISSION.

[2.] OLD BUSINESS

2-A PARTIAL FUNDING OF THE DOWNTOWN MURAL USING BID FUNDS TO BENEFIT BID BUSINESSES.

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

- (1) Discussing the potential benefits of the Downtown Mural project in relation to increased customer traffic for Downtown BID businesses;
- (2) Determining an appropriate amount of BID funds to be allocated towards the partial funding of the Downtown Mural project; 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 January 16, 2025, BIDAC Regular Meeting; and
- (2) Taking such additional, related action that may be desirable.

[4.] PUBLIC HEARING

[5.] NEW BUSINESS

5-A FUNDING THE PURCHASE AND INSTALLATION OF SIGNAGE AT THE DOWNTOWN PARKING LOT USING BID FUNDS TO HELP DETER ILLEGAL VENDORS.

It is recommended that the BIDAC consider:

- (1) Funding the purchase and installation of signage at the Downtown parking lot using BID funds to help deter illegal vendors. Installing signage to address illegal vending is a proactive step in supporting the vitality and economic integrity of our Downtown district. By clearly communicating city regulations through this signage, we not only deter unauthorized vending activities but also help protect brick-and-mortar establishments in the district and reinforce a safe, clean, and welcoming environment for businesses, residents, and visitors; and
- (2) Taking such additional, related action that may be desirable.

[6.] FUTURE AGENDA ITEMS

ADJOURN



BIDAC Staff Report

DATE: April 17, 2025

AGENDA ITEM NO: 3-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 16, 2025, Regular Meeting; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

Handwritten signature of Joseph Torres in black ink.

Joseph Torres
Economic Development Manager

Prepared by:

Handwritten signature of Janice Huang in black ink.

Janice Huang
Economic Development Specialist

ATTACHMENTS

1. Minutes of January 16, 2025, Regular Meeting

ATTACHMENT 1
Minutes of January 16, 2025, Regular Meeting

**MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF
MONTEREY PARK
Regular Meeting
January 16, 2025**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Regular Meeting at Monterey Park City Hall, located at 320 W. Newmark Avenue, Community Room #102, Monterey Park, CA 91754, on January 16, 2025, at 4:00 p.m.

CALL TO ORDER:

Vice Chair Jeng called the meeting to order at 4:10 p.m.

ROLL CALL:

Economic Development Specialist Janice Huang called roll:

PRESENT: 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:

PUBLIC COMMUNICATIONS

Director of Recreation and Community Services Robert Aguirre presented samples of mural artwork and introduced a proposal for a new mural at 153 E. Garvey Ave. Mr. Aguirre requested BIDAC's support for the project and inquired about the possibility of a financial contribution. The total estimated cost for the mural is \$40,000. Community members will be invited to vote on the final design in the coming months.

BIDAC members were unanimously in favor of the project, noting it as a positive opportunity to revitalize and enhance the downtown area.

Economic Development Manager Joseph Torres will place this item on the next agenda for further discussion, including a determination of BIDAC's potential financial contribution.

STAFF COMMUNICATIONS

1. PRESENTATIONS

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

Economic Development Manager Joseph Torres provided an update on the Taste of Downtown MPK program. He reported that the program is performing well and will be extended due to the remaining available funding in the account.

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.

Economic Development Manager Joseph Torres presented the possibility of expanding the BID boundaries.

Committee Member Jeng recommended not pursuing the expansion, noting that a previous attempt was unsuccessful.

Committee Member Wu inquired about the potential cost or contribution required from property owners within the proposed expanded area.

Mr. Torres stated he would consult with the consultant and City leadership and update the committee members on any new additional information.

3. CITY OF MONTEREY PARK - CONSENT CALENDAR

3-A. APPROVAL OF MINUTES

Action Taken: The Business Improvement District Advisory Committee approved the September 23, 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: Louie, Jeng, Li, and Wu

Noes: Committee Member: None

Absent: Committee Member: None

Abstain: Committee Member: None

4. PUBLIC HEARING – None

5. NEW BUSINESS

Economic Development Manager Joseph Torres provided an update on research conducted regarding security camera options for the downtown area. He contacted several potential vendors and obtained quotes.

Mr. Torres reported that fake security cameras are significantly more affordable, estimated at \$10–\$20 each, plus installation. In contrast, real security cameras cost approximately \$2,500–\$3,000 per camera per month due to the need for ongoing monitoring and recording.

BIDAC members recommended further evaluation to determine if the cost of either option is viable. Committee Member Wu suggested testing the effectiveness of fake cameras and keeping them if they prove to be a suitable deterrent.

Community Development Director Jessica Serrano encouraged BID members to participate in the Police Department's Business Watch Program to gain additional strategies for protecting their businesses.

Vice Chair Gene Jeng proposed that the funds earmarked for the security cameras be considered for investment in the proposed Downtown mural project instead, as the mural could attract more visitors to the Downtown businesses.

This item will be brought back for continued discussion at a future meeting.

6. FUTURE AGENDA ITEMS

Future agenda items will include partial funding of the downtown mural, continued discussion on potential security camera options, the possible installation of signage in the downtown parking lot to deter illegal activities, and addressing ongoing cleanliness concerns in the area.

ADJOURNMENT

The meeting adjourned at 5:10 p.m.