



## **Economic and Business Development Commission of Monterey Park Agenda**

**Special Meeting  
Monterey Park City Hall Community Room 102  
320 West Newmark Avenue, Monterey Park, CA 91754**

**Wednesday, August 27, 2025  
5:00 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 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.

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### **General Information**

Documents related to an Agenda item are available to the public in the City Clerk's Office located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and at [www.montereypark.ca.gov/agendas](http://www.montereypark.ca.gov/agendas).

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 8 hours before a meeting for reasonable accommodation. City Hall Community Room 102 is wheelchair accessible.

### **Public Participation**

You may speak up to 5 minutes on an Agenda item. You may combine up to 2 minutes of time with another person's speaking. No person may speak for more than a total of 10 minutes. The Chairperson, as confirmed by the Commission Members, may change the amount of time allowed for speakers. Written Communication will be accepted up to 3 hours before the meeting by completing an online form at [www.montereypark.ca.gov/CBC\\_comm](http://www.montereypark.ca.gov/CBC_comm).

Pursuant to Government Code Section 54954.3(a), the public may address the Commission only on matters listed on this Agenda. No other public comment will be accepted.

- 1. Call to Order**  
STAFF LIAISON
- 2. Flag Salute**

STAFF LIAISON

**3. Roll Call**

Julio Garcia, Amy Newman, Josephine Louie, Zhen Wu, Albert Young

**4. Agenda Revisions and Additions**

**5. 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.

**6. Presentation**

None

**7. Consent Calendar**

All items under the Consent Calendar are considered by the Commission to be routine and will be enacted by one motion. Specific items may be removed from the Consent Calendar at the request of any member of the Commission for separate consideration.

**7.A. APPROVAL OF MINUTES**

It is recommended that the Commission consider:

1. Approving the minutes of the Economic & Business Development Commission Special Meeting of August 12, 2025, and
2. Taking such additional, related action that may be desirable.

**8. Old Business**

**8.A. ELECT COMMISSION CHAIR AND VICE CHAIR**

It is recommended that the Commission consider:

1. Electing by ballot a Chairperson and Vice Chairperson for the commission to serve for 12 months or until their successors are elected, and their term of office shall begin at the same meeting at which they are elected, and
2. Taking such additional, related action that may be desirable.

**8.B. THE TASTE OF DOWNTOWN MPK PROGRAM**

It is recommended that the Commission consider:

1. Voting on the extension or termination of the Taste of Downtown MPK Program, and
2. Taking such additional, related action that may be desirable.

**8.C. CONTINUE DISCUSSIONS REGARDING THE 2025 ANNUAL REPORT AND 2026 GOALS & BUDGET FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID) NO. 1**

It is recommended that the Commission consider:

1. Initiating discussions and the approval process for the 2025 Annual Report and 2026 Goals and Budget for the Downtown Business Improvement District (BID) No. 1, and
2. Taking such additional, related action that may be desirable.

**9. New Business**

**10. Commission Communications**

**11. Future Agenda Items**

**12. Adjournment**



# Economic and Business Development Commission Staff Report

**Date:** August 27, 2025  
**Agenda Item Number:** 7.A.

**To:** Economic and Business Development Commission

**From:**

**Subject:** **APPROVAL OF MINUTES**

**Recommendation:**

It is recommended that the Commission consider:

1. Approving the minutes of the Economic & Business Development Commission Special Meeting of August 12, 2025, and
2. Taking such additional, related action that may be desirable.

**Executive Summary:**

**Background:**

**Fiscal Impact:**

**Attachments:**

1. 08-12-25 Staff Report - Minutes



## EBDC Staff Report

**DATE:** August 27, 2025

**AGENDA ITEM NO:** 3-A

**TO:** Economic and Business Development Commission

**FROM:** Joseph Torres, Economic Development Manager

**SUBJECT:** Approval of Minutes

**RECOMMENDATION:**

It is recommended that the EBDC consider:

1. Approving the minutes of August 12, 2025, 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 August 12, 2025, Special Meeting

**ATTACHMENT 1**  
Minutes of August 12, 2025, Special Meeting

**MINUTES  
ECONOMIC AND BUSINESS DEVELOPMENT COMMISSION OF  
MONTEREY PARK  
Special Meeting  
August 12, 2025**

The Economic and Business Development Commission (EBDC) 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 12, 2025, at 5:00 p.m.

**1. CALL TO ORDER:**

Staff Liaison called the meeting to order at 5:07 p.m.

**2. FLAG SALUTE**

**3. ROLL CALL:**

Economic Development Specialist Janice Huang called roll:

**PRESENT:** Julio Garcia, Amy Newman, Josephine Louie, Zhen Wu, Albert Young

**ALSO PRESENT:** Interim Community Development Director Philip Lanzafame, Economic Development Manager Joseph Torres, and Assistant Deputy City Clerk Helena Cho

**ABSENT:** None

**4. ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:**

No changes

**5. PUBLIC COMMUNICATIONS**

Assistant Deputy City Clerk Helena Cho reminded Commissioners to complete and return the Healthy Workplace Environment Form and the Annual Verification of Work/Residency Form.

As this is a newly formed Commission, Commissioners and staff introduced themselves to the group.

**6. PRESENTATIONS**

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

Economic Development Manager Torres provided an update on the Taste of Downtown MPK program. He reported that the program is performing well and sought input from the Commission on whether to extend or discontinue funding. He also presented the

program results and its economic impact on the downtown area.

The commissioners recommended enhancing marketing efforts through in-store posters, social media, and increased digital advertising to expand outreach beyond existing customers. They noted that the program primarily retains current patrons and suggested exploring strategies to attract new ones. Additionally, they advised refreshing promotional materials and relaunching the program with a new campaign.

No action was taken at this time. Staff will place this item on the agenda for the next meeting, at which the commission can vote to continue or terminate the program.

**7. CONSENT CALENDAR - None**

**8. OLD BUSINESS – None**

**9. NEW BUSINESS**

**9-A ELECT COMMISSION CHAIR AND VICE CHAIR**

It is recommended that the Economic and Business Development Commission consider:

Electing by ballot a Chairperson and Vice Chairperson for the Commission to serve for 12 months or until their successors are elected, and their term of office shall begin at the same meeting at which they are elected.

Commissioners Louie and Garcia discussed their eligibility to continue serving on the commission in light of potential changes to their circumstances—Commissioner Garcia may be moving out of the city, and Commissioner Louie is planning to retire soon, which could place her outside the Business Improvement District (BID) area. The discussion focused on whether residency or a business/economic background is required to remain eligible for commission membership.

Economic Development Manager Torres stated he would consult with the City Clerk’s Office and the City Attorney’s Office to obtain clarification on the eligibility requirements.

No actions were taken. The election of Chair and Vice Chair was tabled for the next meeting, pending confirmation of eligibility.

**9-B VOTE ON A START TIME AND DAY FOR THE EBDC REGULAR MEETING**

It is recommended that the Economic and Business Development Commission consider:

Voting to establish a standard start time and day of the month for future Economic and Business Development Commission regular meetings.

**Action Taken:**

The Economic and Business Development Commission approved the proposed quarterly meeting scheduled to meet on the first Thursday of January, April, July, and October at 5:00 PM.

**Motion:**

Motioned by Commissioner Young, and seconded by Commissioner Louie, the motion was carried by the following vote:

**Ayes:** Commissioners: Garcia, Newman, Louie, Wu, and Young

**Noes:** Commissioners: None

**Absent:** Commissioners: None

**Abstain:** Commissioners: None

The next scheduled regular meeting is Thursday, October 2, 2025, at 5:00 PM.

**9-C BEGIN DISCUSSIONS REGARDING THE 2025 ANNUAL REPORT AND 2026 GOALS AND BUDGET FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT NO. 1**

It is recommended that the Economic and Business Development Commission consider:

- (1) Initiating discussions and the approval process for the 2025 Annual Report and 2026 Goals and Budget for the Downtown Business Improvement District (BID) No. 1.
- (2) Taking such additional, related action that may be desirable.

Economic Development Manager Torres provided an overview of the 2025 Annual Report to initiate discussion and brainstorming for the 2026 Goals and Budget for Downtown Business Improvement District No. 1.

During the discussion, Commissioners suggested the following:

- Explore a potential increase in BID assessment fees.
- Prepare budget scenarios with and without a proposed fee increase.
- Review investment options for reserve funds to potentially generate interest income.

Staff will prepare draft budget scenarios and confirm legal requirements related to a potential assessment increase, including compliance with Proposition 218.

**10. COMMISSION COMMUNICATIONS**

- Commissioners noted that Starbucks at Atlantic Square has closed, and staff confirmed it will be relocating to the former Bank of America location.
- The commission acknowledged that large retail vacancies, such as the former Rite Aid site, could present opportunities to attract national retailers.

- The commission reiterated the need to review BID funds for potential reserve investment opportunities.

## **11. FUTURE AGENDA ITEMS**

- Election of Chair and Vice Chair
- Decision on continuation of Taste of Downtown MPK program
- Discussion of 2026 Budget and Assessment Fees

## **12. ADJOURNMENT**

The meeting adjourned at 6:02 p.m.



# Economic and Business Development Commission Staff Report

**Date:** August 27, 2025  
**Agenda Item Number:** 8.A.

**To:** Economic and Business Development Commission

**From:**

**Subject:** **ELECT COMMISSION CHAIR AND VICE CHAIR**

**Recommendation:**

It is recommended that the Commission consider:

1. Electing by ballot a Chairperson and Vice Chairperson for the commission to serve for 12 months or until their successors are elected, and their term of office shall begin at the same meeting at which they are elected, and
2. Taking such additional, related action that may be desirable.

**Executive Summary:**

**Background:**

**Fiscal Impact:**

**Attachments:**

None



# Economic and Business Development Commission Staff Report

**Date:** August 27, 2025  
**Agenda Item Number:** 8.B.

**To:** Economic and Business Development Commission

**From:**

**Subject:** **THE TASTE OF DOWNTOWN MPK PROGRAM**

**Recommendation:**

It is recommended that the Commission consider:

1. Voting on the extension or termination of the Taste of Downtown MPK Program, and
2. Taking such additional, related action that may be desirable.

**Executive Summary:**

**Background:**

**Fiscal Impact:**

**Attachments:**

None



# Economic and Business Development Commission Staff Report

**Date:** August 27, 2025  
**Agenda Item Number:** 8.C.

**To:** Economic and Business Development Commission

**From:**

**Subject:** **CONTINUE DISCUSSIONS REGARDING THE 2025 ANNUAL REPORT AND  
2026 GOALS & BUDGET FOR THE DOWNTOWN BUSINESS  
IMPROVEMENT DISTRICT (BID) NO. 1**

## **Recommendation:**

It is recommended that the Commission consider:

1. Initiating discussions and the approval process for the 2025 Annual Report and 2026 Goals and Budget for the Downtown Business Improvement District (BID) No. 1, and
2. Taking such additional, related action that may be desirable.

## **Executive Summary:**

## **Background:**

## **Fiscal Impact:**

## **Attachments:**

1. 2024 BID Annual Report

**CITY OF MONTEREY PARK**

**BUSINESS IMPROVEMENT DISTRICT NO. 1**

**2024 ANNUAL REPORT**



**JANUARY 2024 – DECEMBER 2024**

# **DOWNTOWN Garvey – Garfield**



## **VISION STATEMENT**

The Downtown Business Improvement District (BID) No. 1 was established to improve and preserve the business community in the heart of the City.

The Downtown area of the City is an important destination point for the business community and residents of Monterey Park. Through continued efforts in organization, beautification, promotion, and revitalization, the City leaders and its business community will work together to preserve and improve the quality of life for future generations.

### **BID Board Members:**

Elizabeth Yang, Chairperson  
Gene Jeng, Vice Chair  
Josephine Louie  
Jesse Li  
Zhen Wu

## **OVERVIEW**

The Business Improvement District Advisory Committee (BIDAC) meets quarterly and during special meetings to discuss issues of concern to businesses located within the BID area. Programs addressing cleanliness, promotions, and marketing are all reflected in the budget for the BID. In addition to the issues discussed, the Committee also researches and plans innovative ways to promote businesses and maintain the goals and budget outlined in the Annual Report.

## **HISTORY**

Comprised of approximately 343 small businesses, the Monterey Park Business Improvement District No. 1 encompasses the area extending along Garvey Avenue from Ramona Avenue to Nicholson Avenue and on Garfield Avenue from south of Newmark Avenue to Emerson Avenue (refer to Exhibit A). The Monterey Park City Council established the BID in 1986 at the request of local businesses and the Downtown Merchants Association (DMA) under the California Streets and Highway Code Section 36500 et seq.

The primary responsibility of the BIDAC is to make recommendations to the City Council on the methods and ways by which revenues derived from the annual assessment are used for the betterment of the BID businesses and the BID area.

The BIDAC comprises five (5) members appointed by the City Council for one year and may serve for up to eight (8) years if reinstated by a Council member. Each City Council member appoints one Committee member. The BIDAC meets quarterly and as needed and hosts an annual meeting of the BID members-at-large at the end of the year when needed before the following year's assessments.

## **ACCOMPLISHMENTS**

This section of the Annual Report reflects the activities during 2024 to promote or enhance the BID area and its businesses.

### **Holiday Promotion**

Holiday decorations installed and displayed along Garvey Avenue and the medians to provide a bright seasonal atmosphere for shoppers in the downtown BID.

### **Janitorial Services**

Valley Maintenance Corporation, taking over Chrysalis Corporation in December 2020, continues to perform the janitorial services in the BID area four days a week at a significantly reduced rate. In 2023, the City added the cleaning of the Downtown parking lot on Garvey and Garfield to the City's Valley Maintenance contract with the same significantly reduced rate.

### **Taste of Downtown MPK Promotion**

The Taste of Downtown MPK promotion will launch in November & December 2024 to boost foot traffic and stimulate economic activity for BID businesses.

## **BUDGET**

### **2025 Program Year**

The Annual Report contains an estimated budget for the BID for January 1, 2025, to December 31, 2025, and is tied to the programs and activities scheduled during the calendar year.

The City budgeted approximately \$59,147 in revenue from the BID for the program year 2024. Exhibit B reflects the actual expenditures for the program year 2024, and Exhibit D reflects the BID's Estimated Annual Program Budget for the program year 2025. The BIDAC voted to keep the BID assessment fee unchanged for 2025 (refer to Exhibit E).

### **GOALS for 2025**

This section of the Annual Report shows the programs or activities intended for 2025.

- Collaborate with BID businesses to enhance the attractiveness of the Downtown District.
- Continue funding janitorial services and street maintenance within the BID area.
- Install, remove, and store Holiday lights and decorations along Garvey Avenue.
- Partner with the City to offer BID business workshops and business assistance activities.
- Support City projects benefitting the BID area (e.g., parking structure discussions, wayfinding signage, security initiatives).
- Identify strategies to promote the BID businesses.

### **Exhibits:**

A: BID Area Map

B: 2025 Estimated Budget

C: 2026 Estimated Budget

D: 2024 Fee Schedule

E: Assessment Comparison: Existing vs. Proposed 10% Increase

F: Assessment Comparison: Existing vs. Proposed 20% Increase

G: Sample Assessment Increase Process Flowchart

# EXHIBIT A

## BUSINESS IMPROVEMENT DISTRICT NO. 1 MAP



## EXHIBIT B

### Business Improvement District No. 1

### 2025 Estimated Budget

**Beginning Fund Reserves Balance: \$173,192.00**

Budget Item	Description	2024 Actual Expenses
<b>Administration</b>	Postage	\$40.00
	Business Cards	\$150.00
	Translation Services	\$1,200.00
	Office Supplies	\$300.00
<b>BID Promotion</b>	Taste of Downtown MPK	\$7,200.00
<b>Holiday Decoration</b>	Holiday lights & decorations	\$9,425.00
<b>Custodial Contract</b>	Maintenance of the BID area	\$23,322.00
	Pressure Washing	\$7,360.00
	<b>TOTAL EXPENDITURES:</b>	<b>\$48,997.00</b>
<b>2025 Estimated Revenue</b>		<b>\$56,000.00</b>
<b>Reserves as of 09/2025</b>		<b>\$204,068.00</b>

## EXHIBIT C

### Business Improvement District No. 1

#### 2026 Estimated Budget

Budget Item	Description	2025 Estimated Budget
<b>Administration</b>	Postage	\$400.00
	Business Cards	\$150.00
	Office Supplies	\$300.00
<b>BID Promotion</b>	Incentives, marketing, & promotions	\$12,000.00
<b>Holiday Decoration</b>	Holiday lights & decorations	\$9,425.00
<b>Custodial Contract</b>	Maintenance of the BID area	\$20,736.00
	<b>TOTAL:</b>	<b>\$43,011.00</b>

## EXHIBIT D

### 2024 BID Fee Schedule (same as last year)

Business Type	Fee	Employee/Seat	Formula
Retail	\$105.17	\$13.52	
Service (Includes Financial)	\$105.17	\$13.52	
Restaurant			
Without ABC	\$105.17	\$ 6.57	(1)
With ABC	\$105.17	\$ 7.87	(2)
Professional (inc. Insurance)	\$105.17	\$13.52	
Theater	\$105.17		
Wholesale	\$105.17		
Manufacturing	\$105.17		
Contractor	\$105.17		
Commercial Rental	\$23.00 + .006574 sq. ft.		(3)
Residential Rental	\$23.00		(4)
Hotel	\$23.00 per unit		
Laundromat	\$105.17		

- 1) 20 seats or less, no seat assessment fees. Over 20 seats, \$6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$105.17 (base fee) + \$197.10 (30 seats x \$6.57) = \$302.27.
- 2) 20 seats or less, no seat assessment fees. Over 20 seats, \$7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is \$105.17 (base fee) + \$236.10 (30 seats x \$7.87) = \$341.27.
- 3) Base fee is \$23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by \$.006574. Eg. 2,500 sq. ft., total charge is \$23.00 + \$3.29 (500 sq. ft. x \$0.006574) = \$26.29 (calculations are rounded up)
- 4) If you own 1-3 units, there is no charge. If you own more than 3 units, you pay \$23.00 per unit more than 3 units. Eg. You own 5 units. You pay \$23.00 x 2 (5 units – 3 units) = \$56.00

## EXHIBIT E

### Downtown BID Assessment Fee Comparison (Existing vs. Proposed 10% Increase)

Business Type	Existing Formula (2024)	Proposed Formula (10% Increase)	Sample Calculation (e.g., 50-Seat Restaurant w/ABC)
Retail, Service, Professional	Base \$105.17 + \$13.52 per employee	Base \$115.69 + \$14.87 per employee	N/A
Restaurant (without ABC)	Base \$105.17 + \$6.57 per seat (over 20)	Base \$115.69 + \$7.23 per seat (over 20)	$\$115.69 + (30 \text{ seats} \times 7.23) = \$332.59$
Restaurant (with ABC)	Base \$105.17 + \$7.87 per seat (over 20)	Base \$115.69 + \$8.66 per seat (over 20)	$\$115.69 + (30 \text{ seats} \times 8.66) = \$375.49$
Theater, Wholesale, Manufacturing, Contractor, Laundromat	Flat fee \$105.17	Flat fee \$115.69	N/A
Commercial Rental	Base \$23.00 + \$0.006574 per sq. ft. (over 2,000)	Base \$25.30 + \$0.007231 per sq. ft. (over 2,000)	$\$25.30 + (500 \text{ sq. ft.} \times 0.007231) = \$28.92$
Residential Rental	Flat fee \$23.00 (over 3 units)	Flat fee \$25.30 (over 3 units)	$\$25.30 \times 2 = \$50.60$ (for 5 units)
Hotel	Flat fee \$23.00 per unit	Flat fee \$25.30 per unit	N/A

## EXHIBIT F

### Downtown BID Assessment Fee Comparison (Existing vs. Proposed 20% Increase)

<b>Business Type</b>	<b>Existing Formula (2024)</b>	<b>Proposed Formula (20% Increase)</b>	<b>Sample Calculation (e.g., 50-Seat Restaurant w/ABC)</b>
Retail, Service, Professional	Base \$105.17 + \$13.52 per employee	Base \$126.20 + \$16.22 per employee	N/A
Restaurant (without ABC)	Base \$105.17 + \$6.57 per seat (over 20)	Base \$126.20 + \$7.88 per seat (over 20)	$\$126.20 + (30 \text{ seats} \times 7.88) = \$362.60$
Restaurant (with ABC)	Base \$105.17 + \$7.87 per seat (over 20)	Base \$126.20 + \$9.44 per seat (over 20)	$\$126.20 + (30 \text{ seats} \times 9.44) = \$409.40$
Theater, Wholesale, Manufacturing, Contractor, Laundromat	Flat fee \$105.17	Flat fee \$126.20	N/A
Commercial Rental	Base \$23.00 + \$0.006574 per sq. ft. (over 2,000)	Base \$27.60 + \$0.007889 per sq. ft. (over 2,000)	$\$27.60 + (500 \text{ sq. ft.} \times 0.007889) = \$31.54$
Residential Rental	Flat fee \$23.00 (over 3 units)	Flat fee \$27.60 (over 3 units)	$\$27.60 \times 2 = \$55.20$ (for 5 units)
Hotel	Flat fee \$23.00 per unit	Flat fee \$27.60 per unit	N/A

## EXHIBIT G

### Assessment Increase Process Flowchart

<b>Phase</b>	<b>Step</b>	<b>Complete By</b>	<b>Responsible Party</b>
<b>Phase 1: Planning &amp; Justification</b>	Update 2025-2026 Annual Report	8/27/2025	EBDC & City Staff
	Develop New Assessment Formula	8/27/2025	EBDC & City Staff
<b>Phase 2: Outreach &amp; Notification</b>	Mail At-Large Members Meeting Invitations	9/4/2025	City Staff
	At-Large Members Meeting	9/15/2025	EBDC & City Staff
	Mail Notice of Public Hearing/Newspaper Publication (45 days prior to Hearing)	9/20/2025	City Staff
<b>Phase 3: Legislative Action</b>	First Presentation to City Council	10/1/2025	EBDC & City Staff
	Second City Council Presentation/Public Hearing	11/5/2025	EBDC & City Staff
	If no majority protest, adopt Resolution of Formation	11/5/2025	City Council