



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

Thursday, November 20, 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.

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.

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. 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.

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**
Chairperson
- 2. Flag Salute**
Chairperson

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

6.A. Staff update on the 2026 Business Improvement District (BID) Annual Budget approved by the City Council

6.B. Monterey Park Public Works Department – Garvey Avenue Capacity Improvement Program Update

6.C. Pasadena City College Small Business Development Center (SBDC) – Overview of Business Assistance Programs & Resources

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 Regular Meeting of October 2, 2025, and
2. Taking such additional, related action that may be desirable.

8. Old Business

9. New Business

9.A. DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID) REVITALIZATION STRATEGIES AND WORK PLAN FRAMEWORK FOR CALENDAR YEAR 2026

It is recommended that the Commission consider:

1. Discussing, identifying, and prioritizing Downtown BID strategies and initiatives for the 2026 calendar year.
2. Providing direction to the Economic Development Manager to incorporate the prioritized strategies into a draft 2026 BID Work Plan and Budget Allocation for review at the next EBDC regular or special meeting, and
3. Taking such additional, related action that may be desirable.

10. Commission Communications

11. Future Agenda Items

12. Adjournment

Business Improvement District No. 1

2026 City Council Approved Budget

Budget Item	Description	2026 Budget	2025 Budget
Administration	Postage	\$400.00	\$400.00
	Business Cards	\$150.00	\$150.00
	Office Supplies	\$300.00	\$300.00
BID Promotion	Incentives, marketing, & promotions	\$20,000.00	\$12,000.00
Holiday Decoration	Holiday decorations & installation	\$10,000.00	\$9,425.00
Custodial Contract	Maintenance of the BID area	\$20,736.00	\$23,322.00
	Pressure Washing	\$0.00 (included)	\$7,360.00
	TOTAL:	\$51,586.00	\$52,957.00



Economic and Business Development Commission Staff Report

Date: November 20, 2025
Agenda Item Number: 7.A.

To: Economic and Business Development Commission
From: Joseph Torres, Economic Development Manager
Subject: **APPROVAL OF MINUTES**

Recommendation:

It is recommended that the Commission consider:

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

Executive Summary:

The minutes are a record of the official actions taken at the Economic and Business Development Commission Meeting.

Background:

It is recommended that the Commissioners consider approving the minutes from the regular meeting of October 2, 2025.

Fiscal Impact:

N/A

Attachments:

1. 10-2-25 Staff Report - Minutes

**MINUTES
ECONOMIC AND BUSINESS DEVELOPMENT COMMISSION OF
MONTEREY PARK
Regular Meeting
October 2, 2025**

The Economic and Business Development Commission (EBDC) 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 October 2, 2025, at 5:00 p.m.

1. CALL TO ORDER:

Staff Liaison called the meeting to order at 5:08 p.m.

2. FLAG SALUTE

3. ROLL CALL:

Economic Development Specialist Janice Huang called roll:

PRESENT: Julio Garcia, Amy Newman, Zhen Wu, and Albert Young

ALSO PRESENT: Economic Development Manager Joseph Torres

ABSENT: Josephine Louie

4. ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:

Staff provided an updated staff report for item 8A - 2025-2026 Annual Report & Budget for the Downtown Business Improvement District No. 1.

5. PUBLIC COMMUNICATIONS

None

6. PRESENTATIONS

6.A New Commission Handbook

Economic Development Manager Torres presented the new Commission Handbook to the Commissioners, emphasizing the importance of reviewing the rules and guidelines. He encouraged them to reach out to staff if they had any questions or needed further clarification.

7. CONSENT CALENDAR

7-A. APPROVAL OF MINUTES

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

- (1) Approving the minutes of the Economic & Business Development Commission Special Meeting of August 27, 2025, and
- (2) Taking such additional, related action that may be desirable.

Action Taken:

The Economic and Business Development Commission approved the minutes of the Economic & Business Development Commission Special Meeting of August 27, 2025.

Motion:

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

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

Noes: Commissioners: None

Absent: Commissioners: Louie

Abstain: Commissioners: None

8. OLD BUSINESS

8-A. Review and Approve the 2025-2026 Annual Report & Budget for the Downtown Business Improvement District No. 1

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

- (1) Reviewing and approving the 2025-2026 Annual Report & Budget for the Downtown Business Improvement District No. 1 for presentation to the City Council's approval, and
- (2) Taking such additional, related action that may be desirable.

The Commission received a staff presentation regarding the 2025–2026 Annual Report and Budget for the Downtown Business Improvement District (BID). Staff provided background on BID assessment revenues, current-year expenditures, projected year-end totals, and proposed program goals for the upcoming calendar year.

The Commission reviewed program priorities for 2026, focusing on BID maintenance, holiday decorations, and promotional efforts. Most operating expenses will remain unchanged due to fixed contracts, leaving the BID Promotion line item as the only area requiring adjustment. Staff reported that the Downtown MPK Rewards App continues to perform strongly, with more than 1,600 registered users and over \$70,000 in economic activity generated. Commissioners discussed several possible updates to the program for 2026, including increasing the annual rewards cap, revisiting the 15% reimbursement structure, ensuring the system resets user eligibility each calendar year, and balancing efforts to attract new users while maintaining engagement from high activity “power users.” Staff noted that while the program design may be refined in early 2026, the overall promotional budget must be established at this meeting.

Action Taken:

Following the discussion, the Commission agreed to increase the BID Promotion budget from \$12,000 to \$20,000 for the 2026 calendar year. The adjustment is supported by savings achieved through the new janitorial contract as well as stable year-over-year assessment revenues. A formal motion was made to approve the increase to the 2026 BID Promotion budget at the \$20,000 level.

Motion:

Motioned by Chairperson Garcia and seconded by Commissioner Young, the motion passed with the following vote:

Ayes: Commissioners: Garcia, Newman, and Young

Noes: Commissioners: None

Absent: Commissioners: Louie

Abstain: Commissioners: Wu

9. NEW BUSINESS

None

10. COMMISSION COMMUNICATIONS

None

11. FUTURE AGENDA ITEMS

Commissioners agreed to a Special Meeting on November 20, 2025.

12. ADJOURNMENT

The meeting adjourned at 6:07 p.m.