



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, January 22, 2026
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.

Pursuant to Government Code § 54954.3(a), the public may address the Commission/Board only on matters listed on this Agenda. No other public comment will be accepted. Pursuant to Rule 5 of Resolution No. 12226 (adopted February 17, 2021), speakers are limited to a total of five minutes for Public Comment. If desirable, the Commission/Board 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

- 1. Call to Order**
Chairperson
- 2. Flag Salute**
Chairperson
- 3. Roll Call**

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

4. Telecommunications Announcement, if requested

5. Agenda Revisions and Additions

6. 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. People 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.

7. Presentation

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

7.B. Economic Development Division – Taste of Downtown MPK Program Update

8. 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.

8.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 Special Meeting of November 20, 2025, and
2. Taking such additional, related action that may be desirable.

9. Old 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 strategies and initiatives to promote and support the BID for the 2026 calendar year, including assessing and deciding the continuation or termination of the Taste of Downtown MPK program.
2. Providing directions to the Economic Development Manager to incorporate the strategies and initiatives into a draft 2026 BID Work Plan and Budget Allocation for review at the next regular or special meeting, and
3. Taking such additional, related action that may be desirable.

10. New Business

None

11. Commission Communications

12. Future Agenda Items

13. Adjournment

TASTE OF DOWNTOWN MPK PROGRAM UPDATE PRESENTATION
Economic & Business Development Commission
Special Meeting – January 22, 2026

Program Start Date:	November 1, 2025
Total BID Funding:	\$11,200
Balance as of 1/21/2026:	\$926
Total Rewards Distributed:	\$10,281
Total Economic Impact:	\$108,314
Return on Investment:	11x
Number of Users:	2,215
Total Businesses:	37

Did Taste of Downtown MPK influence the customers’ decision to dine Downtown?

- Yes: 96%
- No: 4%

Top 10 Downtown Businesses: Economic Growth Leaders

	Transactions	Amount	Average Amount
1. Longten Café	251	\$16,440	\$66
2. Banh Mi Hoa Phat	561	\$14,600	\$26
3. Traditional Guilin Noodles	277	\$12,651	\$46
4. P.P. Pop Restaurant	147	\$7,612	\$52
5. Boiling Point	142	\$7,273	\$51
6. Mama Lu’s	91	\$6,159	\$68
7. Yunnan Restaurant	110	\$5,782	\$53
8. Yin Tang Spicy Hot Pot	125	\$5,250	\$42
9. Hong Kong Café	119	\$5,148	\$43
10. Northern Café	90	\$4,140	\$46

Customer Comments:

- *“So easy to use! Love to shop locally!”*
 - Garage Kitchen
- *“Keep up the good work promoting local businesses.”*
 - Boiling Point
- *“Enjoy the program, keep it going!”*
 - ABC Café
- *“I decided to do two different party trays because of this program”*
 - P.P. Pop Restaurant
- *“Great app to help users earn money as they spend.”*
 - Banh Mi Hoa Phat
- *“Definitely proposing restaurants within the MPK downtown area. Would be great to expand throughout the city.”*
 - Northern Cafe



Economic and Business Development Commission Staff Report

Date: January 22, 2026
Agenda Item Number: 8.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 Special Meeting of November 20, 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, and Special Meeting of November 20, 2025.

Fiscal Impact:

N/A

Attachments:

1. 10-2-25 Staff Report - Minutes
2. 11-20-25 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.

**MINUTES
ECONOMIC AND BUSINESS DEVELOPMENT COMMISSION OF
MONTEREY PARK
Special Meeting
November 20, 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, Council Chamber, Monterey Park, CA 91754, on November 20, 2025, at 5:00 p.m.

1. CALL TO ORDER:

The chairperson called the meeting to order at 5:09 p.m.

2. FLAG SALUTE

Chairperson

3. ROLL CALL:

Economic Development Specialist Janice Huang called roll:

PRESENT: Julio Garcia, Zhen Wu, and Albert Young

ALSO PRESENT: Community Development Director Timothy Hou, Economic Development Manager Joseph Torres, Engineering Manager Ziad Mazboudi, and SBDC Director Don Loewel

ABSENT: Amy Newman and Josephine Louie

4. ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:

5. PUBLIC COMMUNICATIONS

None

6. PRESENTATIONS

- **Staff update on 2026 Business Improvement District (BID) Annual Budget approved by the City Council**

Economic Development Manager Torres provided an update on the FY 2026 annual budget, which was recently approved by City Council.

Key points included:

- Budget reflects the Commission's proposal.
- Most administrative line items remain unchanged.

- BID Promotion Budget increased from \$12,000 to \$20,000, as requested by the Commission, allowing for expanded business promotion.
- Holiday decorations and installation funding remains unchanged and is secured under a three-year contract. Decorations were installed downtown the previous day.
- Maintenance costs for the BID area were reduced from over \$30,000 to approximately \$20,000, enabling the increase in promotion funding.

Commissioners were informed this represents the finalized FY 2026 budget.

- **Monterey Park Public Works Department – Garvey Avenue Capacity Improvement Program Update**

Engineering Manager Mazboudi presented the Garvey Avenue Capacity Improvement Program to inform the Commission of its potential impacts on downtown businesses, particularly along Garvey Avenue, while minimizing disruptions and supporting long-term economic development. The \$18 million project, funded through the Metro I-710 Mobility Improvements Program, covers Garvey Avenue between New Avenue and Atlantic Boulevard, with related bikeway improvements on Emerson and Newark. Key infrastructure upgrades include sewer and water improvements, fiber installation, adaptive traffic signals, and pedestrian and bikeway enhancements. The anticipated schedule is concept review in December, bid-ready plans by Fall 2026, construction starting late 2026, and completion in Winter 2027.

Mr. Mazboudi reviewed community outreach, including surveys, business canvassing, meetings, events, and a project website. Three design alternatives were presented: four lanes with parking, bus rapid transit lanes, and buffered bikeways, with survey results advisory only. Three architectural themes—Urban Vitality, Urban Serenity, and Contemporary Oriental—were presented, with Urban Serenity preferred. Commissioners and the public discussed construction impacts, parking concerns, a potential future parking structure, outdoor dining suitability, and e-scooter/e-bike safety. He emphasized flexibility to accommodate phased improvements and future parking needs.

- **Pasadena City College Small Business Development Center (SBDC) – Overview of Business Assistance Programs & Resources**

Don Lowell, Executive Director, presented on the PCC Small Business Development Center (SBDC), highlighting its no-cost consulting and training services for small businesses, including startup assistance, growth strategies, succession planning, and industry-specific advising. He introduced advisors with expertise in the food and logistics sectors and expressed interest in learning more about Monterey Park's business district to tailor programs. Mr. Lowell also

commended the City’s “Taste of Monterey Park” initiative.

Commissioners discussed continued collaboration with the PCC SBDC and other small business support organizations, emphasizing the importance of culturally responsive assistance for Monterey Park’s diverse business community. Commissioners expressed appreciation for the presentation and interest in exploring future partnerships.

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

Action Taken:

The Economic and Business Development Commission tabled this item for the next meeting.

Motion:

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

Ayes: Commissioners: Garcia, Wu, and Young

Noes: Commissioners: None

Absent: Commissioners: Louie and Newman

Abstain: Commissioners: None

8. OLD BUSINESS

None

9. NEW BUSINESS

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

It is recommended that the Economic & Business Development 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.

Action Taken:

The Economic and Business Development Commission tabled this item for the next meeting.

Motion:

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

Ayes: Commissioners: Garcia, Wu, and Young

Noes: Commissioners: None

Absent: Commissioners: Louie and Newman

Abstain: Commissioners: None

10. COMMISSION COMMUNICATIONS

None

11. FUTURE AGENDA ITEMS

Commissioners suggest inviting PCC SBDC to return for a more in-depth presentation at a future meeting.

12. ADJOURNMENT

The meeting adjourned at 6:05 p.m.



Economic and Business Development Commission Staff Report

Date: January 22, 2026
Agenda Item Number: 9.A.

To: Economic and Business Development Commission
From: Joseph Torres, Economic Development Manager
Subject: DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID) REVITALIZATION STRATEGIES AND WORK PLAN FRAMEWORK FOR CALENDAR YEAR 2026

Recommendation:

It is recommended that the Commission consider:

1. Discussing, identifying, and prioritizing strategies and initiatives to promote and support the BID for the 2026 calendar year, including assessing and deciding the continuation or termination of the Taste of Downtown MPK program.
2. Providing directions to the Economic Development Manager to incorporate the strategies and initiatives into a draft 2026 BID Work Plan and Budget Allocation for review at the next regular or special meeting, and
3. Taking such additional, related action that may be desirable.

Executive Summary:

This item requests Commission direction on 2026 Downtown BID strategies, including the potential continuation of the Taste of Downtown MPK program, and direction to draft the 2026 BID Work Plan and budget.

Background:

The Downtown BID supports local economic vitality through targeted programs, events, and services, which are reviewed annually to ensure alignment with business needs and City goals; the proposed discussion will inform the 2026 BID Work Plan and Budget Allocation.

Fiscal Impact:

There is no immediate fiscal impact; any proposed expenditures will be included in the 2026 BID Work Plan and Budget Allocation.

Attachments:

None