



Economic and Business Development Commission of Monterey Park Agenda

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

**Thursday, April 2, 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 email City Hall at mpclerk@montereypark.ca.gov or call (626) 307-1359 for reasonable accommodation at least 48 hours before a meeting. Interpretation requests are not guaranteed and are dependent on availability. Requester will be notified of availability. City Hall Community Room 102 is wheelchair accessible.

Public Comment for Matters Not on the Agenda

Pursuant to Rule 5 of Resolution No. 12226 (adopted February 17, 2021), speakers are limited to a total of five minutes for Public Comment and a total of five minutes on all other items on the Agenda. Exception - See Public Hearing Procedures under Rule 7, Resolution No. 12226. If desirable, the Commission/Board may change the amount of time allowed for speakers.

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 speak to any matter that is not on the Agenda but within the Commission's/Board's subject-matter jurisdiction at this time. Comments regarding an Agenda item, including the Consent Calendar, will be heard when that matter is called. Written Communication is

accepted up to 24 hours before the meeting by completing an online form at www.montereypark.ca.gov/CBC_comm. Written communications are provided to the Commission/Board.

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

None

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 Special Meeting of November 20, 2025, and Special Meeting of January 22, 2026, 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. Continuing discussion, identifying, and prioritizing strategies to promote and support the BID. To ensure the commission's efforts are aligned with broader City economic development goals, staff recommend using the City's 5-Year Economic Development Strategic Plan as a guide.
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 a future 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



Economic and Business Development Commission Staff Report

Date: April 2, 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 Special Meeting of November 20, 2025, and Special Meeting of January 22, 2026, 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 Special Meeting of November 20, 2025, and Special Meeting of January 22, 2026.

Fiscal Impact:

N/A

Attachments:

1. Staff Report - Minutes of 11-20-25
2. Staff Report - Minutes of 01-22-26

**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.

**MINUTES
ECONOMIC AND BUSINESS DEVELOPMENT COMMISSION OF
MONTEREY PARK
Special Meeting
January 22, 2026**

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 January 22, 2026, at 5:00 p.m.

1. CALL TO ORDER:

The chairperson called the meeting to order at 5:03 p.m.

2. FLAG SALUTE

Chairperson

3. ROLL CALL:

Economic Development Specialist Janice Huang called roll:

PRESENT: Julio Garcia, Josephine Louie, Amy Newman, and Zhen Wu

ALSO PRESENT: Community Development Director Timothy Hou, Economic Development Manager Joseph Torres, SBDC Director Don Loewel and SBDC Advisor Alan Chu

ABSENT: Albert Young

4. TELECOMMUNICATIONS ANNOUNCEMENT, IF REQUESTED

None

5. AGENDA REVISIONS AND ADDITIONS

None

6. PUBLIC COMMUNICATIONS

None

7. PRESENTATIONS

7-A. PASADENA CITY COLLEGE SMALL BUSINESS DEVELOPMENT CENTER (SBDC) – OVERVIEW OF BUSINESS ASSISTANCE PROGRAMS & RESOURCES

Presenters: Don (Director), Alan Chu (Advisor)

The presenters provided an overview of SBDC services, including free and confidential business advising, assistance with licensing, business formation, HR compliance, marketing, contracts, and access to capital/loan preparation. SBDC serves the San Gabriel Valley as part of a regional and national SBA- and state-funded network.

Key points included the availability of Mandarin and Cantonese-speaking advisors, a noted information gap between city programs and local businesses, and the importance of outreach partnerships.

Commissioners discussed cultural considerations, highlighting language accessibility and trusted institutional affiliation for effective engagement with local businesses.

7-B. ECONOMIC DEVELOPMENT DIVISION – TASTE OF DOWNTOWN MPK PROGRAM UPDATE

Economic Development Manager Torres reported on program performance, highlighting an approximate ROI of 11:1 and a total economic impact of ~\$108,000. Of \$11,200 in credits, \$10,281 were distributed, leaving a balance of ~\$926. The program engaged over 2,000 users and 37 participating businesses.

Key findings indicated that 96% of users reported the program influenced their decision to dine downtown, incentives increased average spending per visit, and top-performing businesses generated the majority of activity.

8. CONSENT CALENDAR

8-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 Special Meeting of November 20, 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 Regular Meeting held on October 2, 2025. The Commission **tabled** the minutes of the Special Meeting held on November 20, 2025 to the next meeting due to a lack of quorum for voting.

Motion:

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

Ayes: Commissioners: Garcia, Newman and Wu

Noes: Commissioners: None

Absent: Commissioners: Young

Abstain: Commissioners: Louie

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 Economic & Business Development 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.

Economic Development Manager Torres led the Commission in identifying and prioritizing strategies to support and promote the BID for 2026. The primary focus was on continuing the “Taste of Downtown” program as a key economic driver. Staff emphasized the need to determine funding allocation, assess program effectiveness and sustainability, and explore additional promotional initiatives.

Commissioners discussed maintaining program consistency to build customer habits, leveraging seasonal incentives and adjustable reward rates, and using data analytics to guide future decisions. The program’s strong performance and return on investment supported its continuation.

The Commission approved a 12-month extension of the program with a \$12,000 funding allocation. The incentive rate will remain at 15% through February and may be adjusted thereafter based on performance data.

Action Taken:

The Economic and Business Development Commission formally extended the Taste of Downtown MPK program for 12 months and allocated \$12,000 in fundings.

Motion:

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

Ayes: Commissioners: Garcia, Newman and Louie

Noes: Commissioners: None

Absent: Commissioners: Young

Abstain: Commissioners: Wu

Staff will monitor program performance, provide regular reports, and communicate updates, while the Commission will revisit outcomes mid-year and continue broader BID planning. The discussion established an initial framework for 2026 strategies, with further refinement planned in upcoming meetings.

10. NEW BUSINESS

None

11. COMMISSION COMMUNICATIONS

None

12. FUTURE AGENDA ITEMS

None

13. ADJOURNMENT

The meeting adjourned at 6:00 p.m.



Economic and Business Development Commission Staff Report

Date: April 2, 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. Continuing discussion, identifying, and prioritizing strategies to promote and support the BID. To ensure the commission's efforts are aligned with broader City economic development goals, staff recommend using the City's 5-Year Economic Development Strategic Plan as a guide.
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 a future regular or special meeting, and
3. Taking such additional, related action that may be desirable.

Executive Summary:

The Economic & Business Development Commission will discuss and prioritize strategies to support and revitalize the Downtown BID for 2026, guided by the City's 5-Year Economic Development Strategic Plan. Staff will use this input to prepare a draft 2026 BID Work Plan and Budget for future review.

Background:

The Downtown BID supports local businesses and economic activity. The Commission is continuing efforts to identify strategies that strengthen the district while aligning with the City's broader economic development goals.

Fiscal Impact:

N/A

Attachments:

1. EDSP at a Glance

Monterey Park EDSP Action Plan Focus Areas

The 9 Focus Areas are summarized below, in excerpts from the full EDSP document that include, for each Focus Area, brief descriptions of the focus area topics and potential “gamechanger” programs or projects



FOCUS AREA 1: Marketing/Branding

Brief Description of Program

The City will consider an economic-development-specific marketing program supporting the following objectives:

- Exposure to targeted industry clusters within region;
- Outreach to the existing MPK business community;
- Outreach to the regional development community; and
- Specific focus on retail/restaurant tenant attraction, including destination (“entertainment/lifestyle”) businesses.

The overall marketing program could be organized around themes unique to MPK (e.g., international connections, food culture, entrepreneurial mindset, strategic location in Greater LA, etc.).

Potential “Gamechanger” Programs or Projects

Annual commercial/industrial initiatives, such as a luncheon and site tour to promote MPK as a strong location for targeted office/industrial tenant types, are suggested for consideration.



FOCUS AREA 2: Development Friendliness

Brief Description of Program

The City will consider systematically reviewing and strengthening key systems/policies relating to interactions with the business and development community. This may involve periodic reviews of entitlement and permitting processes and related fee structures.

The suggested review will ensure the Zoning Code (permitted land uses by zone) is aligned with market demand, removing potential obstacles to desired new development.

Potential “Gamechanger” Programs or Projects

Consider implementing a development-streamlining program (branded and promoted with a name such as “Streamline Monterey Park”).



FOCUS AREA 3: Business Retention/Expansion

Brief Description of Program

The city may consider a business retention/expansion (BRE) component of the EDSP that will focus on direct outreach to existing MPK firms, to identify and systematically respond to issues that are threats to the long-term viability and growth of existing core industries. These concerns might include, for example, the City’s level of business friendliness and global market changes impacting local businesses. The BRE effort could consider including the following objectives:

- Increasing local visibility of City’s economic development program; and
- Expanding small business assistance (including resources and services provided through partners).

Potential “Gamechanger” Programs or Projects

City can consider a branded business outreach initiative, which could be supported by an online business survey and/or business visitation program.



FOCUS AREA 4: Placemaking / Strategic Land Use

Brief Description of Program

Placemaking is an umbrella term that encapsulates all the tools used to create places that transform public spaces to strengthen the connections between people and these places. In layperson words, placemaking refers to the creating of “there.” This strategy outlines a range of potential placemaking tools – including some that MPK already deploys – that could reinforce and foster more cohesive business districts.

Some key components an overall placemaking strategy may include are:

- Exploring concepts for Downtown repositioning, including the use of Specific Plans and also General Plan provisions that allow housing and mixed-use projects in focus areas;
- Marketing key “opportunity sites” to developers;
- Ways to leverage City-owned property for development and infrastructure; and
- The potential for expanding the City’s role in addressing homelessness.

Potential “Gamechanger” Programs or Projects

- Consider generating a Downtown Specific Plan.
- The potential for repositioning (and geographically expanding) Downtown BID with additional funding.
- Consider promoting a catalyst development project on City-owned downtown parking lot.



FOCUS AREA 5: “Reinvent Retail”

Brief Description of Program

This initiative is drafted to potentially address multiple purposes:

- Consider ways to help shopping centers negatively affected by global trends in the retail industries such as the growth of e-commerce, the decline of certain major retailers, etc.;
- For centers with locational or configuration challenges, consider helping some repurpose underutilized buildings or areas to other uses, such as residential or services, and others create more effective retail space (potentially in a *mixed-use format*);
- Consider a focus on retail/restaurant attraction where local “gaps” exist; and
- Identify retail locations where support could potentially be warranted for façade/streetscape improvements.

Potential “Gamechanger” Programs or Projects

Consider supporting the concept of one or more demonstration project(s) (selected through competitive process) for shopping center revitalization and/or repositioning.



FOCUS AREA 6: Talent (Workforce) Retention/Attraction

Brief Description of Program

This Focus Area is concerned with considering options for retaining and attracting a qualified workforce, potentially employing one or a combination of the following key action themes:

- Leverage East Los Angeles College programs and proximity to California State University, Los Angeles;
- Leverage resident out-commuting skilled workers as a potential workforce for future firms/industries;
- Align Library's Career Center programs with EDSP targets; and
- Develop more quality-of-life enhancements for MPK’s resident workforce.

Potential “Gamechanger” Programs or Projects

Consider promoting MPK as an off-campus housing option for CSULA students (which could mean focusing these development opportunities in specific areas to concentrate potential economic benefits).



FOCUS AREA 7: Entrepreneurial Development

Brief Description of Program

The City, through a consortium approach (primarily promoting services and resources available through partner organizations) may consider ways to foster and support entrepreneurial activities. This effort could include, for example, focusing on positioning MPK as a strong location for startups in target industries/clusters (see Focus Area 8). In addition, the City could consider the concept of promoting a culture of entrepreneurship among MPK’s residents employed in technology industries.

Potential “Gamechanger” Programs or Projects

Consider convening a MPK Tech Forum (public/private consortium focused on networking within regional technology industries).



FOCUS AREA 8: Targeted Industry Attraction

Brief Description of Program

Within MPK’s limiting remaining land/development capacity (and opportunities for re-tenanting/repurposing existing underutilized buildings), the City can consider focusing its business development efforts on market-feasible industries/clusters (see list of possible targets within the full EDSP) with the highest potential to:

- Create/retain high-paying jobs;
- Increase tax base; and
- Contribute to sense of place.

Potential “Gamechanger” Programs or Projects

Consider conducting a feasibility study (competitive assessment) and business plan for potential incubator focused on biotech startups (which may also relate to Focus Area 7, Entrepreneurial Development).



FOCUS AREA 9: International Business Development

Brief Description of Program

This Focus Area could include one or a combination of the following components:

- Consider attracting foreign direct investment (FDI) to the City, leveraging existing international connections in MPK, with possible use of federal EB-5 program;
- Consider designating target industries focused on import/export of goods, including existing and new businesses to MPK; and
- Consider leveraging the City’s “international character,” including positioning MPK as a regional destination for international tourists.

Potential “Gamechanger” Programs or Projects

Consider establishing a Monterey Park International Business Office (City-convened consortium to promote local international business opportunities).