



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**

**Tuesday, May 5, 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 8 hours before a meeting. Interpretation requests are not guaranteed and are dependent on availability. Requester will be notified of availability. Interpretation requests are not guaranteed and are dependent on availability. Requester will be notified of availability. 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

7. Presentation

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 Economic and Business Development Commission consider:

1. Approving the minutes of the Economic and Business Development Commission Special Meeting of November 20, 2025, which was tabled at the previous meeting due to lack of quorum for voting, and the Regular Meeting of April 2, 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 Economic & Business Development 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 guide.
2. Discussing a potential public festival in the Downtown District to celebrate the Chinese Moon Festival in September 2026. Director of Recreation & Community Services, Robert Aguirre, will be present to provide information and answer questions regarding the feasibility, coordination, and programming of this event.
3. Providing directions to the Economic Development Manager to incorporate the strategies and initiatives approved by the commission into a draft 2026 BID Work Plan and Budget Allocation for review at a future regular or special meeting, and
4. Taking such additional, related action that may be desirable.

- 10. New Business**
- 11. Commission Communications**
- 12. Future Agenda Items**
- 13. Adjournment**



Economic and Business Development Commission Staff Report

Date: May 5, 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 Economic and Business Development Commission consider:

1. Approving the minutes of the Economic and Business Development Commission Special Meeting of November 20, 2025, which was tabled at the previous meeting due to lack of quorum for voting, and the Regular Meeting of April 2, 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 Economic and Business Development Commission consider approving the minutes from the Special Meeting held on November 20, 2025, and the Regular Meeting held on April 2, 2026.

Fiscal Impact:

N/A

Attachments:

1. 11-20-2025 Staff Report- Minutes
2. 04-02-2026 Staff Report - Minutes

11-20-2025 Staff Report Minutes

**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.

04-02-2026 Staff Report Minutes

**MINUTES
ECONOMIC AND BUSINESS DEVELOPMENT COMMISSION OF
MONTEREY PARK
Regular Meeting
April 2, 2026**

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, Council Chamber, Monterey Park, CA 91754, on April 2, 2026, at 5:00 p.m.

1. CALL TO ORDER:

The chairperson called the meeting to order at 5:06 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: Economic Development Manager Joseph Torres

ABSENT: Albert Young

4. TELECOMMUNICATIONS ANNOUNCEMENT, IF REQUESTED

None

5. AGENDA REVISIONS AND ADDITIONS

None

6. PUBLIC COMMUNICATIONS

None

7. PRESENTATIONS

None

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 Special Meeting of November 20, 2025, and Special Meeting of January 22, 2026, and

(2) Taking such additional, related action that may be desirable.

Action Taken:

The Economic and Business Development Commission **approved** the minutes of the Special Meeting held on January 22, 2026. 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 Commissioner Louie, the motion was carried by the following vote:

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

Noes: Commissioners: None

Absent: Commissioners: Young

Abstain: Commissioners: None

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) 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 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.

The Commission continued its discussion on strategies to promote the downtown district and increase foot traffic, aligned with the City's economic development goals.

Economic Development Manager Torres outlined available BID resources, including approximately \$12,000 for current-year promotional activities and additional earnings from reserve fund investments. He also noted commercial real estate trends, including low vacancy rates and positive leasing activity, alongside challenges such as aging buildings, absentee ownership, and competition from newer nearby developments.

The Commission discussed strategies to enhance downtown activity, including hosting special events, exploring night market and cultural programming, using public spaces for activations, and supporting local businesses. There was consensus to pilot an initial event and assess its effectiveness.

The Commission approved a Mid-Autumn Festival–themed event as its primary pilot activation, featuring cultural entertainment, lantern displays, family-friendly activities, food vendors prioritizing local businesses, and potential travel partnerships. The event is proposed for September, as the Mid-Autumn Festival falls on September 25. Leading up to the main event, the Commission discussed potentially implementing smaller-scale activities, including children’s crafts and activities, live music or entertainment in public spaces, and low-cost, high-impact programming initiatives.

Action Taken:

A motion was made by the Economic and Business Development Commission to designate the Mid-Autumn Festival as the Commission’s primary pilot event for downtown activation.

Motion:

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

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

Noes: Commissioners: None

Absent: Commissioners: Young

Abstain: Commissioners: None

10. NEW BUSINESS

None

11. COMMISSION COMMUNICATIONS

None

12. FUTURE AGENDA ITEMS

The Commission will continue detailed planning for the Mid-Autumn Festival at the next Commission Meeting, including logistics, budget, vendor coordination, and permits/operations. Staff recommended inviting Recreation and Community Services staff to provide event planning guidance.

A special meeting is scheduled for May 5 at 5:00 PM, prior to the July regular meeting.

13. ADJOURNMENT

The meeting adjourned at 5:46 p.m.



Economic and Business Development Commission Staff Report

Date: May 5, 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 Economic & Business Development 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 guide.
2. Discussing a potential public festival in the Downtown District to celebrate the Chinese Moon Festival in September 2026. Director of Recreation & Community Services, Robert Aguirre, will be present to provide information and answer questions regarding the feasibility, coordination, and programming of this event.
3. Providing directions to the Economic Development Manager to incorporate the strategies and initiatives approved by the commission into a draft 2026 BID Work Plan and Budget Allocation for review at a future regular or special meeting, and
4. Taking such additional, related action that may be desirable.

Executive Summary:

The Economic & Business Development Commission is reviewing and developing the framework for the 2026 Downtown Business Improvement District (BID) Promotion Plan. The primary focus is to establish a strategic roadmap and budget that ensures the continued growth and economic health of the downtown BID area.

Background:

N/A

Fiscal Impact:

The specific financial implications for the 2026 calendar year are currently to be determined after the Commission establishes the strategic framework and prioritizes specific initiatives.

Attachments:

None