

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF MONTEREY PARK
AGENDA**

REGULAR MEETING

**WEDNESDAY
February 9, 2022
5:00 PM**

MISSION STATEMENT

The mission of the City of Monterey Park is to provide excellent services to enhance the quality of life for our entire community.

ASSEMBLY BILL NO. 361

These meetings will be conducted pursuant to Government Code § 54953(e) as implemented by City Council Resolution.

Accordingly, Commissioners/Board Members will be provided with electronic meeting login information, they will not be physically present at City Hall, 1st Floor, Room 153 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

Pursuant to City Council resolution, the public may provide public comment utilizing the methods set forth below.

Note that City Hall is currently closed to the public. You will not be admitted to City Hall.

GENERAL INFORMATION

Documents related to an Agenda item are available to the public in the Economic Development Division located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at <http://www.montereypark.ca.gov/AgendaCenter>.

PUBLIC PARTICIPATION

In accordance with Government Code § 54953(e) and City Council resolution, remote public participation is allowed in the following ways:

Via Email

Public comment will be accepted up to 24 hours before the meeting via email to EconDev@montereypark.ca.gov and, when feasible, read into the record during public comment. Written communications are limited to not more than 50 words.

Via Telephone

Public comment may be submitted via telephone during the meeting, before the close of public comment, by calling (888) 788-0099 or (877) 853-5247 and entering Zoom Meeting ID: 865 7746 2429 then press pound (#). When prompted to enter participation ID number press pound (#) again. If participants would like to make a public comment they will enter “*9” then the Economic Development Division office will be notified, and you will be in the rotation to make a public comment. Participants are encouraged to join the meeting 15 minutes before the start of the meeting. You may speak up to 5 minutes on Agenda item. Speakers will not be allowed to combine time. The Chair and Commission/Board Members may change the amount of time allowed for speakers. As part of the virtual meeting protocols, anonymous persons will not be allowed to provide public comment.

Important Disclaimer

When a participant calls in to join the meeting, their name and/or phone number will be visible to all participants. Note that all public meetings will be recorded.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting please call City Hall at (626) 307-1385 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER

Chairperson

ROLL CALL

Alexander Fung, Dora Leung, Amy Newman, Billy Yeung, Tomas Wong

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

PUBLIC COMMUNICATIONS (Related to Items NOT on the Agenda). While all comments are welcome, the Brown Act does not allow the Commission to take action on any item not on the agenda. The Commission may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Commission'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.

ORAL AND WRITTEN COMMUNICATIONS

[1.] PRESENTATIONS

1-A. UPDATE ON THE NEW CITY OF MONTEREY PARK REWARDS PROGRAM

[2.] CITY OF MONTEREY PARK- CONSENT CALENDAR - None.

2-A APPROVAL OF MINUTES

It is recommended that the Economic Development Advisory Commission:

- (1) Approve the Minutes of the January 12, 2022, Regular Meeting
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING - None.

[4.] OLD BUSINESS

4-A. DISCUSS FAÇADE AND BEAUTIFICATION IMPROVEMENT GOALS FOR THE 2021-2022 FISCAL YEAR

It is recommended that the Economic Development Advisory Commission:

- (1) Continue discussions on the implementation of a commercial façade improvement program
- (2) Take such additional, related, action that may be desirable.

4B. DISCUSS EDAC'S SCOPE OF WORK AS VOLUNTEERS FOR THE MONTEREY PARK REWARDS PROGRAM

It is recommended that the Economic Development Advisory Commission:

- (1) Continue discussions on developing strategies to market and promote Monterey Park Rewards to local businesses and community members.
- (2) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS -

5-A. REVIEW AND DISCUSS ECONOMIC DEVELOPMENT DIVISION'S GOAL OF DEVELOPING AND MAINTAINING AN INVENTORY OF ALL AVAILABLE VACANT COMMERCIAL AND INDUSTRIAL SPACE IN MONTEREY PARK

It is recommended that the Economic Development Advisory Commission:

- (1) Advise and guide the Economic Development Division staff on effectively developing and maintaining an inventory of all available vacant commercial and industrial space in Monterey Park to better promote the City as an economic development destination to potential businesses.
- (2) Take such additional, related, action that may be desirable.

[6.] COMMISSION COMMUNICATIONS - None.

ADJOURN



Economic Development Advisory Commission Staff Report

DATE: February 9, 2022

AGENDA ITEM NO: 2-A

TO: Economic Development Advisory Commission (EDAC)
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Approval of Minutes

RECOMMENDATION:

It is recommended that the EDAC:

1. Approve the minutes of the January 12, 2022, Regular Meeting; and
2. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

Handwritten signature of Joseph Torres in blue ink.

Joseph Torres
Economic Development Manager

Prepared by:

Handwritten signature of Karen Ko in blue ink.

Karen Ko
Economic Development Specialist

ATTACHMENT

1. Minutes of January 12, 2022, Regular Meeting

ATTACHMENT 1
Minutes of January 12, 2022, Regular Meeting

MINUTES
MONTEREY PARK ECONOMIC DEVELOPMENT ADVISORY COMMISSION (EDAC)
Regular Virtual Meeting
January 12, 2022

The Economic Development Advisory Commission of the City of Monterey Park held a Regular Teleconference Meeting via Zoom on Wednesday, January 12, 2022, at 5:00 P.M. The regular meeting was conducted pursuant to Government Code § 54953(e) as implemented by City Council Resolution. Accordingly, Commissioners/Board Members were provided a meeting login number and conference call number and were not physically present at City Hall, 1st Floor, Room 153 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

PUBLIC PARTICIPATION

In accordance with Executive Order No. N-29-20 and guidance from the California Department of Public Health on gatherings, remote public participation was allowed in the following ways:

Via Email

Public comments were accepted up to 24 hours before the meeting via email to econdev@montereypark.ca.gov and, when feasible, read into the record during public comment. Written communications are limited to not more than 50 words.

Via Telephone

Public comments may be submitted via telephone during the meeting, before the close of public comment, by calling [\(888\) 788-0099](tel:8887880099) or [\(877\) 853-5247](tel:8778535247) and entering Zoom Meeting ID: [824 2323 6667](tel:82423236667) then press pound (#). When prompted to enter participation ID number press pound (#) again. If participants would like to make a public comment they will enter “*9” then the Economic Development Department office will be notified and you will be in the rotation to make a public comment. Participants are encouraged to join the meeting 15 minutes before the start of the meeting. You may speak up to 5 minutes on Agenda item. Speakers will not be allowed to combine time. The Chair and Commissioner/Board Members may change the amount of time allowed for speakers. As part of the virtual meeting protocols, anonymous persons will not be allowed to provide public comment.

Important Disclaimer – When a participant calls in to join the meeting, their name and/or phone number will be visible to all participants. Note that all public meetings will be recorded.

CALL TO ORDER:

Chairperson Chair Alexander Fung called the meeting to order at 5:03 P.M.

ROLL CALL:

Economic Development Specialist Karen Ko called roll:

Commission Members Present: Alexander Fung, Dora Leung, Amy Newman, Tomas Wong, Billy Yeung

ALSO PRESENT: Economic Development Manager Joseph Torres and Economic Development Specialist Karen Ko

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

None

1. PRESENTATION

1A. Brief update on Monterey Park Rewards app.

Staff provided updates on the partnership with Chinatown Service Center and ...

2. CONSENT CALENDAR – None

2A. APPROVAL OF MINUTES

Action Taken: The Economic Development Commission approved the minutes from the Regular meeting of January 12, 2022.

Motion: Moved by Commissioner Amy Newman and seconded by Alexander Fung, motion carried by the following vote:

Ayes: Commissioner: Newman, Leung, Fung, Yeung, Wong
Noes: Commissioner: None
Absent: Commissioner: None
Abstain: Commissioner: None

3. PUBLIC HEARING – None

4. OLD BUSINESS –

4-A. DISCUSS FAÇADE AND BEAUTIFICATION IMPROVEMENT GOALS FOR THE 2021-2022 FISCAL YEAR

Action Taken: The Economic Development Commission approved for staff to pursue the implementation of a Façade and Beautification Improvement program as FY 2021-2022 goal.

Motion: Moved by Commissioner Alexander Fung and seconded by Billy Yeung motion carried by the following vote:

Ayes: Commissioner: Newman, Leung, Fung, Yeung, Wong
Noes: Commissioner: None

Absent: Commissioner: None

Abstain: Commissioner: None

Discussion: Per the Commissioner's goal, staff developed and drafted a preliminary Commercial Façade Improvement program proposal. The program aims to encourage private investment by enhancing the physical "curb appeal" and increasing economic vitality within Monterey Park's commercial business shopping areas. This Program will promote the retention of existing businesses, attract new businesses, and increase property values. The Program's long-term objective is to improve commercial areas' appearance Citywide permanently. Staff provided the program overview and details, guidelines, and potential funding methods. Some of the discussions included the following:

- Commissioners asked to include the Business Improvement District (BID) Area as one of the targeted areas for Commercial Façade Improvement.
- Providing loans/grants specifically to participating Monterey Park Rewards businesses.
 - Implement a priority selection for Monterey Park Rewards businesses and providing them a higher loan/grant amount.
- Prioritizing funding specifically towards small businesses.
- Staff to consider hiring contractors with Monterey Park business license.
- Staff asked commissioners assistance in finding available funding sources.
- Commissioners requested staff to draft a guideline of the program, provide a timeframe, and the next steps.
- Staff will share a staff report once the program has been prepared for Council's review and approval.

In addition to the discussion regarding the implementation of a façade and beautification program, the Commissioner followed up on their previous request to expand their scope of work as more than just advisory members. Staff informed the commissioners there has been no updates, as there needs to be consultation with the city attorney and upper management on whether that is feasible. If feasible, the subject matter will need to be presented to Council for approval. Staff informed to the commissioner that one of the main challenges in seeking this request is the ramification it has on other commissions and that there needs to be consistency across the board.

4-B. DISCUSS EDAC'S SCOPE OF WORK AS VOLUNTEERS FOR THE MONTEREY PARK REWARDS PROGRAM

Action Taken: None for discussion purpose only.

Discussion: Previously, commissioners had expressed interest in representing the city towards marketing the Monterey Park Rewards program. Staff provided a preliminary overview of the scope of work for Monterey Park Rewards Volunteer opportunity. During the discussion, commissioners provided some suggestions towards the scope of work. In addition, commissioners requested that staff provide them a pitch they can utilize when marketing the program to businesses. Staff

informed the commissioners that staff is still working on finalizing documentation to onboard the commissioners as volunteers, so they can fully represent the city and the program. Staff will be finalizing documents and providing the volunteers the necessary guidelines to assist with marketing Monterey Park Rewards. Item 4-B will be further discussed during the next regular meeting on February 9, 2022, to discuss the next steps as volunteers.

5. **New Business** – None.
6. **Commission Communication** – None.

ADJOURNMENT

There being no further business for consideration. The meeting was adjourned at 6:29 pm.

Joseph Torres
Economic Development Manager

Approved February 9, 2022