

MEASURE BP  
STAKEHOLDERS OVERSIGHT  
COMMITTEE  
REGULAR MEETING



Chair	Betsy Lara
Vice-Chair	Pastor Elmer Jackson
Member	Jorge Hernandez
Member	Estela Mata-Carcamo
Member	Gregory Orozco
Member	Sasha Rodriguez
Member	Nghiem Van Nguyen

## Agenda

September 10, 2024, 5:00 PM

### Welcome to your Stakeholders Oversight Committee Meeting

We welcome your interest and involvement in the City's legislative process. This agenda includes information about topics coming before the Stakeholders Oversight Committee and the action recommended by city staff. You can read about each topic in the staff reports, which are available on the city's website and in the Office of the City Clerk.

**Please note that, in the event of a technical issue causing a disruption in the call-in option or internet-based option, the meeting will continue unless otherwise required by law, such as when a Board Member is attending the meeting virtually pursuant to certain provisions of the Brown Act. Electronic devices are to be turned off during the Stakeholders Oversight Committee meetings are in session.**

### How to watch

The City of Baldwin Park provides two ways to watch a Stakeholders Oversight Committee meeting:

#### In Person



Most SOC meetings take place at City Hall, 14403 E. Pacific Ave., Baldwin Park, CA 91706

#### Online



Audio streaming will be available at  
[https://www.youtube.com/channel/UCFLZ0\\_dDFRjv59rhiDZ13Fq/featured?view\\_as=subscriber](https://www.youtube.com/channel/UCFLZ0_dDFRjv59rhiDZ13Fq/featured?view_as=subscriber)  
[http://baldwinpark.granicus.com/ViewPublisher.php?view\\_id=10](http://baldwinpark.granicus.com/ViewPublisher.php?view_id=10)

### Reasonable Accommodations

Individuals with disabilities may request an agenda packet in appropriate alternative formats as required by the Americans with Disability Act of 1990. Reasonable accommodations and auxiliary aids will be provided to effectively allow participation in the meeting. In compliance with the ADA, if you need special assistance for the meeting, please contact the City Clerk's Office at (626) 960-4011 ext. 466 or squinones@baldwinpark.com. within 24 hours prior to the meeting so the City can make reasonable arrangements to ensure accessibility.

### Public Comments

The public is encouraged to address the City Council or any of its Agencies listed on this agenda on any matter posted on the agenda or on any other matter within its jurisdiction. In accordance with Chapter 39 of the Baldwin Park Municipal Code, Speakers must address the Council as a whole and refrain from making impertinent, slanderous, or profane remarks or disrupt the peace of the meeting. Speaker cards are available at the podium and by request with the City Clerk.

### Public Communication

There is a three-minute speaking time limit. This is the time set aside to address the City Council or any of its Agencies. Please notify the City Clerk if you require the services of an interpreter. No Action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The legislative body or its staff may: 1) Briefly respond to statements made or questions asked by persons; or 2) Direct staff to investigate and/or schedule matters for consideration at a future meeting. [Government Code §54954.2] If you wish to comment on agenda items and are unable to physically appear in person, please email your name, place of residence, item number or topic and to comments@baldwinpark.com. Written comments will be distributed and will be made part of the written record but will NOT be read verbally at the meeting

**CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**PUBLIC COMMUNICATIONS**

**NEW BUSINESS**

**1. Request for Measure BP Funding- Shop BP Local Digital Gift Card Program- Yiftee, Inc- 2024 Holiday Season**

It is recommended that the SOC:

1. Approve \$130,000 in Measure BP funding for the Shop BP Local Digital Card Program (Trade Name Yiftee) for 2024 Holiday Season, broken down as follows:

- \$100,000 for the Digital Gift Cards, inclusive of the Yiftee fees.
- \$15,000 for Administration and Marketing Agreement
- \$15,000 Contingency

Investment Opportunity Category: Economic Development

Subcategory: Business Retention, and Development

Requester: Community Development Department

Dollar Amount Requested: \$130,000

2. Forward Recommendation of Approval to the City Council.

**2. Measure BP Sales Tax Financial Update**

**3. Stakeholders Oversight Committee (SOC) August 13, 2024, Meeting Minutes**

It is recommended that the Committee approve the Minutes of the Regular Measure BP Stakeholders Oversight Meeting held on August 13, 2024.

**STAKEHOLDERS OVERSIGHT COMMITTEE/STAFF REQUESTS & COMMUNICATIONS**

**ADJOURNMENT**

**CERTIFICATION**

I, Shirley Quiñones, Chief Deputy City Clerk of the City of Baldwin Park hereby certify that, under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.

Shirley Quiñones  
Chief Deputy City Clerk

For further information regarding agenda items, please contact the office of the City Clerk at (626) 960-4011 ext. 466 or via e-mail at [squinones@baldwinpark.com](mailto:squinones@baldwinpark.com).

# STAFF REPORT



**TO:** Chair and Members of the Measure BP Stakeholders Oversight Committee (SOC)

**FROM:** Enrique C. Zaldivar, Chief Executive Officer

**DATE:** September 10, 2024

**SUBJECT:** Request for Measure BP Funding- Shop BP Local Digital Gift Card Program- Yiftee, Inc- 2024 Holiday Season

## SUMMARY

At the August 13, 2024 SOC meeting, Staff introduced the idea to the SOC Committee of the “Yiftee” program as a way of promoting and supporting local BP businesses, assisting them in increasing sales, which would in turn generate more sales tax revenue to the Measure BP Fund. This report presents the Request for Funding to implement a new phase of the digital gift card program (trade name is Yiftee) in time for the upcoming 2024 holiday season.

## RECOMMENDATION

It is recommended that the SOC:

1. Approve \$130,000 in Measure BP funding for the Shop BP Local Digital Card Program (Trade Name Yiftee) for 2024 Holiday Season, broken down as follows:
  - \$100,000 for the Digital Gift Cards, inclusive of the Yiftee fees.
  - \$15,000 for Administration and Marketing Agreement
  - \$15,000 Contingency

Investment Opportunity Category: Economic Development  
 Subcategory: Business Retention, and Development  
 Requester: Community Development Department  
 Dollar Amount Requested: \$130,000

2. Forward Recommendation of Approval to the City Council.

## FISCAL IMPACT

The projected fund balance of the Measure BP Fund as of August 31, 2024 is **\$5,467,332**, more than adequate to cover this Request for Funding.

## BACKGROUND/DISCUSSION

Capitalizing on the availability of American Rescue Plan Act (ARPA) funds following the Pandemic, the City invested \$115,000 of ARPA funds in a digital gift card program (Yiftee) during the 2022 Holiday Season and well into the 2023 calendar year, as a strategy to further assist local small businesses recover from the impacts of the Covid19 pandemic. The program quickly gained traction with residents buying the digital cards, and local small businesses opting in to participate.

The basic premise of the Yiftee program is that residents would buy a digital gift card for use at a participating local small business, and the City would provide an incentive of equal or less value for free to the resident to be

redeemed at the participating business, referred to as a buy-one-get-one of BOGO card. For example, a resident would buy a \$100 digital gift card at a participating hair salon, with the City incentive added to it, the resident would get an additional \$100 dollars for free if we are matching one for one; or an additional \$50 if we are providing a 50% match.

In the 2022-23 rollout a total of 19 local small business participated, with 2 additional businesses joining soon after, for a total of 21 total. Types of businesses ranged from restaurants to beauty salons. The program started out as a one-for- one match and was subsequently reduced to 50% match as the interest and uptake quickly gained momentum. To date there have been 2,505 cards issued including purchased and BOGO cards for a total value of \$207,060. The total value of those cards has gone back into the City to those 21 local businesses..

The proposed phase of the Yiftee Program would take advantage of the Holiday season when residents tend to increase their shopping, particularly with local small businesses. As local consumption increases so would the associated sales tax revenue which would directly benefit the Measure BP Fund.

### **LEGAL REVIEW**

This report has been reviewed and approved by the City Attorney as to legal form and content.

### **ATTACHMENTS**

1. A Slide Presentation will be made at Meeting by Hinderliter, De Llamas and Associates, HDL Inc.



# Measure BP Sales Tax (TUT)

## Financial Update as of August 31, 2024

<b>Revenue</b>	
<b>Measure BP Sales Tax</b>	
May 2023 - July 2024	\$ 8,853,328
August 2024 Received	\$ 664,063
<b>Interest Income</b>	
Interest Income through June 2024	\$ 115,319
<b>Total Revenue Received</b>	<b>\$ 9,632,709</b>
<b>Expenditures</b>	
11 Police new vehicles with 5-year lease approved by SOC on 2/13/2024 & by CC on 3/6/2024 (committed and not yet spent)	\$ 1,136,000
Two-Way APX Radio System by Motorola Solutions approved by SOC on 2/13/24 & by CC on 2/21/2024 (committed and not yet spent)	\$ 1,247,301
Architectural services for Concept Reports for a proposed sports complex approved by SOC on 2/13/2024 & by CC on 3/6/2024 (committed and not yet spent)	\$ 80,000
Bus stops enhancements including ADA compliance upgrades + contingency (at CEO's discretion) approved by SOC on 3/12/2024	\$ 368,145
1 Kubota tractor approved by SOC on 3/12/2024 & by CC on 5/1/2024 (committed and not yet spent) - Purchase	\$ 59,000
1 full size crew cab pick-up truck approved by SOC on 3/12/2024 & by CC on 5/1/2024 (committed and not yet spent) - Lease	\$ 74,931
Morgan Park improvements approved by SOC on 4/9/2024	\$ 1,000,000
Zocalo Park and Civic Center Plaza - Event programming and site maintenance for FY 24-25 approved by SOC on 8/13/2024 & by CC on 9/4/2024	\$ 200,000
<b>Total Expenditures Include Committed</b>	<b>\$ 4,165,377</b>
<b>Projected Fund Balance as of August 31, 2024</b>	<b>\$ 5,467,332</b>

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<b>Member</b>	Gregory Orozco
<b>Member</b>	Sasha Rodriguez
<b>Member</b>	Nghiem Van Nguyen

## Minutes

August 13, 2024, 5:00 PM

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*These minutes are presented in Agenda order.*

### **CALL TO ORDER**

The meeting was called to order at approximately 5:08 p.m. by Chair Lara.

### **INVOCATION**

The invocation was given by Pastor Jackson

### **PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Chair Lara.

### **ROLL CALL**

Chief Deputy City Clerk Quiñones performed roll call:

#### **MEMBERS:**

Member Jorge Hernandez (present)  
Member Mata-Carcamo (absent)  
Member Gregory Orozco (present)  
Member Sasha Rodriguez (present)  
Member Nghiem Nguyen (present)  
Vice-Chair Elmer Jackson (present)  
Chair Betsy Lara (present)

### **PUBLIC COMMUNICATIONS**

Chair Lara opened Public Communication at approximately 5:12 p.m.

The following spoke:

- 1) Toni
- 2) Luz Chavez
- 3) Javier
- 4) Jesse Plata
- 5) John Rios

Seeing no one else wishing to speak, public communications was closed.

### **NEW BUSINESS**

#### **1. Pilot Program- Community Empowerment Grants- Youth Sports Organizations – Revised**

It is recommended that the SOC:

1. Approve the Implementation of a Pilot Program for the award of community grants to non-profit organizations involved in the support of youth sports and formally organized as 501c(3) within the City of Baldwin Park, with 70% local youth resident enrollment (revised).
2. Approve the Allocation of \$30,000 of Measure BP funding for the Pilot Program.

3. Approve \$5,000 as the Maximum Cap to be awarded to any one organization.
4. Approve the award to be made on a reimbursement basis, with the option for a 50 percent advance payment (revised).
5. Authorize the CEO to make administrative adjustments as necessary.
6. SOC Recommendations of Award to grant applicants will be forwarded to the City Council for final approval and appropriation of the funds.

**MOTION:** It was moved by Besty Lara, seconded by Sasha Rodriguez to adopt Motion with the amendment to add the fiscal year (July 1 to June 30) Passed [6 – 0]. AYES: HERNANDEZ, OROZCO, RODRIGUEZ, NGUYEN, JACKSON, LARA

**2. Proposal-Request For Measure BP Funding – Event Programming and Site Maintenance For the Susan Rubio Zocalo Park and Civic Plaza- Fiscal Year 24/25**

It is recommended that the SOC:

1. Approve \$200,000 of Measure BP Funding for the event programming and maintenance of the Zocalo Park and Civic Plaza, which includes \$115,000 for Programming, \$50,000 for Maintenance and \$35,000 for contingency. For the Fiscal Year 2024/25.
2. Forward SOC Recommendation to City Council

Investment Opportunity Category: Recreation and Parks

Subcategories: Parks, Programs

Requester: City Council, Office of the CEO, RCS, Public Works

Dollar Amount Requested: \$200,000 (Amended by City Council)

**MOTION:** It was moved by Besty Lara, seconded by Elmer Jackson to adopt Motion with the amendment of a three (3) year approval with an update within 12 month. Passed [6 – 0]. AYES: HERNANDEZ, OROZCO, RODRIGUEZ, NGUYEN, JACKSON, LARA

**3. Measure BP Sales Tax Financial Update**

**STAKEHOLDERS OVERSIGHT COMMITTEE/STAFF REQUESTS & COMMUNICATIONS**

**CEO Zaldivar will have the Community Development Department make a presentation at the September 10, SOC Meeting about the City’s Shop Local Digital Gift Card Program, which ran thru Year 2023, with \$115,000 invested in our local businesses and residents. The program generated positive activity in our local economy, which in turn generates more local sales tax revenue. A proposal will be made to implement a new phase of the program (trade name Yiftee) in time for the 2024 Holidays shopping season.**

**ADJOURNMENT**

ATTEST:

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Besty Lara, Chair

APPROVED: **September 10, 2024**

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Shirley Quiñones, City Clerk