

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

October 08, 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_dDFRjy59rhiDZ13Fq/featured?view_as=subscriber
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 – Continued from September 10, 2024 Meeting

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
2. Forward Recommendation of Approval to the City Council.

Investment Opportunity Category: Economic Development

Subcategory: Business Retention, and Development

Requester: Community Development Department

Dollar Amount Requested: \$130,000

2. Proposal – Request for Measure BP Funding- Portable Bingo System for Senior Center/Bingo Club

It is recommended that the SOC:

1. Approve \$25,000 (rounded up) of Measure BP Funding for the purchase of a Portable Bingo System, with \$5,000 in contingency for a total of \$30,000.
2. Forward the SOC Recommendation to the City Council for final approval.

Investment Opportunity Category: Senior Community

Subcategory: Programming

Requester: Recreation and Community Services Department

Dollar Amount Being Requested: \$24, 587.

3. Measure BP Sales Tax Financial Update

4. Stakeholders Oversight Committee (SOC) September 10, 2024, Meeting Minutes

It is recommended that the Committee approve the Minutes of the Regular Measure BP Stakeholders Oversight Meeting held on September 10, 2024.

STAKEHOLDERS OVERSIGHT COMMITTEE/STAFF REQUESTS & COMMUNICATIONS

1 Next SOC Regular Meeting – Tuesday, November 12, 2024 at 5:00 p.m.

(Meetings of December 10, 2024 and January 14, 2025 are canceled due to the Holiday Season)

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.

STAFF REPORT

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

FROM: Enrique C. Zaldivar, Chief Executive Officer

DATE: October 8, 2024

SUBJECT: Request for Measure BP Funding- Shop BP Local Digital Gift Card Program- Yiftee, Inc- 2024 Holiday Season – Continued from September 10, 2024 Meeting

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
2. Forward Recommendation of Approval to the City Council.

Investment Opportunity Category: Economic Development

Subcategory: Business Retention, and Development

Requester: Community Development Department

Dollar Amount Requested: \$130,000

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.

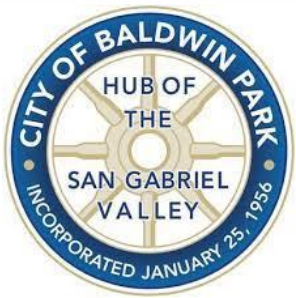
LEGAL REVIEW

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

ATTACHMENTS

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

Shop Local Community Gift Card Program: Phase II



HdL[®] ECON Solutions



Yiftee Community E-Gift Card Programs

Yiftee has been doing digital gift card programs for more than 12 years. Residents purchase gift cards for \$25 to \$100. The cards can be redeemed at participant merchants like any other credit card

- Yiftee presently has 650 active gift card programs with 18,000 participating merchants
- HdL partnered with Yiftee and municipal clients to help support 15 gift card programs and currently working with 10 cities
- Some SoCal clients include the cities of Canyon Lake, Lake Forest, Lemon Grove, South Gate and Upland



Baldwin Park Gift Card Program



- Program launched in January 2023 with 100% BOGO match and \$100,000 in funding
- Customers could purchase cards for \$25, \$50, \$75, or \$100 and receive a BOGO card for the same amount
- Initial funding expired in March 2023. In November, the city used the remaining \$20,000 in program funds to offer a 50% match. Those funds expired in early December 2023
- Since December 2023, there has been no BOGO funding and card sales stopped. Cards continue to be redeemed



Gift Card Program Details and Status

- 21 participating merchants:
 - 16 are restaurants and other food businesses
 - Three are beauty or barber shops
 - The other two are general retail stores
- To date, more than 2,500 cards worth \$207,000 have been issued
- \$198,280—about 95 percent of the value of the issued cards—have been redeemed.



Gift Card Program Participating Merchants

• Broken Horn Saddlery	\$2,430
• Carnitas Urapan	\$1,750
• Casa Guerrero	\$260
• Chica's Graphics & Design	\$100
• Crepes N Sandwiches	\$2,260
• El Llano Restaurant	\$20,790
• Hair Designs	\$20,480
• Haru Japanese Cuisine	\$4,040
• La Concinita	\$7,670
• Lash Boutique Supplies	\$10,400
• LB Cake Shop	\$34,340
• LBS Barbershop	\$270



Gift Card Program Participating Merchants

• Magic Hair Studio	\$29,260
• Mariscos La Tropicana	\$10,990
• Nissi	\$340
• Papa Lu's Kitchen	\$3,470
• Pho Van	\$30
• Redtop Kitchen	\$47,510
• Tasquisas Friangas el Pato	\$190
• Tokyo Express	\$640
• Tortas Sinaloa	\$580
• Whale Tea	\$480

STAFF REPORT

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

FROM: Enrique C. Zaldivar, Chief Executive Officer

DATE: October 8, 2024

SUBJECT: Proposal – Request for Measure BP Funding- Portable Bingo System for Senior Center/Bingo Club

SUMMARY

Following the public testimony by members of the Baldwin Park Senior Center Bingo Club requesting that the SOC consider their need for funding for a new Bingo machine. SOC Board Members ask that Staff present a proposal at a subsequent meeting, the proposal is presented herein.

RECOMMENDATION

It is recommended that the SOC:

1. Approve \$25,000 (rounded up) of Measure BP Funding for the purchase of a Portable Bingo System, with \$5,000 in contingency for a total of \$30,000.
2. Forward the SOC Recommendation to the City Council for final approval.

Investment Opportunity Category: Senior Community

Subcategory: Programming

Requester: Recreation and Community Services Department

Dollar Amount Being Requested: \$24,587.

FISCAL IMPACT

As of September 30, there is a balance of 6,562,064 in the Measure BP Fund, more than adequate to cover this request.

BACKGROUND/DISCUSSION

Bingo playing is one of the community's staple, more engaging, and most popular activities at the Senior Center, and specifically its Bingo Club. The Bingo system currently in use is over twenty-five (25) years old, deeming it outdated, unreliable, at times in disrepair, and in need of difficult-to-find parts and accessories, causing the system to be non-functional for extended periods of time, causing frustration among the members of the Senior Center.

The proposed system is based on best practices learned from the system used from the neighboring St John the Baptist Church Bingo community, with good reviews by the staff and the users.

The attached Department Staff Report includes a more detailed description of the Bingo System.

ALTERNATIVES

None being recommended

LEGAL REVIEW

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

ATTACHMENTS

1. Staff Report from Recreation and Community Services

MEMORANDUM



TO: Enrique C. Zaldivar, P.E., Chief Executive Officer
FROM: Manuel Carrillo Jr., Director of Recreation & Community Services
DATE: October 8, 2024
SUBJECT: Request For Measure BP Funding for Portable Bingo System

SUMMARY

The current Bingo System utilized by the Bingo Club is over 25 years old and has significantly surpassed its expected lifespan. Thus, we propose the consideration of a modernized Portable Bingo System as a replacement. This updated system will enhance the overall gaming experience as well as also improve operational efficiency and reliability.

RECOMMENDATION

It is recommended that the Measure BP Stakeholders Oversight Committee (SOC) consider the approval of the Portable Bingo System.

Investment Opportunity Category: Senior Community

Subcategory: Programming

Requester: Recreation & Community Services

Dollar Amount Requested: \$24,587.00

Forward request to the SOC for consideration.

FISCAL IMPACT

Requested Funding will be a direct drawdown from the Measure BP Funds. As of September 10, 2024, the Fund balance was \$5,835,477 which is sufficient to grant this request. The anticipated cost estimate is approximately \$24,587.00, listed below is the equipment breakdown.

Bingo System	Cost
Portable Bingo Machine – 502L Power Play	\$13,370.00
85” Smart TV (with Cart and hardwire Celebration Hall)	\$11,217.00
Measure BP (REQUEST)	\$24,587.00
Anticipated Project Total	\$24,587.00

BACKGROUND

At the SOC meeting held on August 13, 2024, during Public Communications, residents and members of the Bingo Board formally requested the Committee's consideration for funding a bingo system. Following the discussion, SOC Board members requested staff to research and present a cost estimate for the requested equipment at a future meeting.

DISCUSSION

The current bingo system is over 25 years old and has significantly outlived its expected lifespan. Securing replacement parts has become increasingly difficult, making it challenging to keep the

equipment functional. The existing setup includes a table machine and a sign that displays the numbers being called, allowing players to both hear and see the numbers clearly.

In response to these challenges, members of the bingo club have taken the initiative to research best practices and identify modern machines that could serve as a suitable replacement. After selecting a machine, bingo club members visited various sites to observe the equipment in use and speak directly with its users. One of the locations visited was St. John the Baptist School Bingo, where reviews of the selected machine were overwhelmingly positive. Users expressed high satisfaction with the machine's performance and provided valuable insights regarding its functionality and benefits.

The Portable Bingo System features a comprehensive setup designed to enhance the bingo-playing experience. Key components include:

- **Touch Screen Monitor:** An intuitive interface for players, making it easy to engage with the game.
- **Bingo Balls and Ball Camera:** Essential equipment for traditional gameplay, ensuring smooth operation and visibility.
- **Programming Training:** Comprehensive training for staff to ensure seamless integration and operation of the system.

To facilitate gameplay, the proposal includes an 85" Smart TV mounted on a portable cart, providing secure storage and mobility. This large display allows players to easily view the numbers being called, significantly enhancing their experience. Cost proposal also covers the wiring for four smart TVs, which will be mounted in the Celebration Hall for future use. Additionally, the system comes with a 30-month warranty, ensuring reliability and support for the organization.

In addition to upgrading the equipment, the Bingo Club is working to maintain senior activities by revamping bingo payouts and launching an outreach campaign aimed to increase player participation. This initiative will help maintain engagement in senior center activities and attract new participants to the Bingo Club.

ALTERNATIVES

None being recommended.

LEGAL REVIEW

Not required



Measure BP Sales Tax (TUT)

Financial Update as of September 30, 2024

Revenue	
Measure BP Sales Tax	
May 2023 - August 2024	\$ 9,517,390
September 2024 Received	\$ 726,587
Interest Income	
Interest Income through June 2024	\$ 115,319
Total Revenue Received	\$ 10,359,296
Expenditures	
- 11 Police new vehicles with 5-year lease approved by SOC on 2/13/2024 & by CC on 3/6/2024	\$ 1,136,000
- Two-Way APX Radio System by Motorola Solutions approved by SOC on 2/13/24 & by CC on 2/21/2024	\$ 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	\$ 80,000
- 1 Kubota tractor approved by SOC on 3/12/2024 & by CC on 5/1/2024	\$ 59,000
- 1 full size crew cab pick-up truck (lease) approved by SOC on 3/12/2024 & by CC on 5/1/2024	\$ 74,931
- Bus stops enhancements including ADA compliance upgrades with proposed estimated cost of \$368,145 at SOC meeting on 3/12/2024; was tabled and requested to bring back more information	\$ -
- 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
Total Expenditures Include Committed	\$ 3,797,232
Projected Fund Balance as of September 30, 2024	\$ 6,562,064

STAFF REPORT



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

FROM: Shirley Quinones, Chief Deputy City Clerk

DATE: October 8, 2024

SUBJECT: Stakeholders Oversight Committee (SOC) September 10, 2024, Meeting Minutes

SUMMARY

The Committee held the Regular Measure BP Stakeholders Oversight Meeting on September 10, 2024.

RECOMMENDATION

It is recommended that the Committee approve the Minutes of the Regular Measure BP Stakeholders Oversight Meeting held on September 10, 2024.

FISCAL IMPACT

There is no fiscal impact associated with this item.

ALTERNATIVES

None

LEGAL REVIEW

This report does not require legal review.

ATTACHMENTS

1. September 10, 2024 SOC Regular Meeting Minutes

MEASURE BP STAKEHOLDERS
OVERSIGHT COMMITTEE
REGULAR MEETING

Minutes

September 10, 2024, 5:00 PM



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

These minutes are presented in Agenda order. Various announcements or discussions may have occurred before or after the title under which they are presented.

CALL TO ORDER

The meeting was called to order at approximately 5:06 p.m. by Chair Lara.

INVOCATION

The invocation was given by Vice-Chair Pastor Jackson.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Lara

ROLL CALL

Chief City Clerk Quiñones performed roll call:

MEMBERS

- Board Member Jorge Hernandez (present)
- Board Member Estela Mata-Carcamo (present)
- Board Member Gregory Orozco (arrived at 5:20 p.m.)
- Board Member Sasha Rodriguez (present)
- Board Member Nghiem Nguyen (present)
- Vice-Chair Elmer Jackson (present)
- Chair Besty Lara (present)

PUBLIC COMMUNICATIONS

The Chair opened Public Communications at approximately 5:11 p.m., the following spoke:

- 1) Greg Tuttle
- 2) John Rios
- 3) Jesse Plata

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

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.

Item Tabled to the next meeting.

2. Measure BP Sales Tax Financial Update

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

Motion to approve the Minutes of the Regular Measure BP Stakeholders Oversight Meeting held on August 13, 2024.

MOTION: It was moved by Besty Lara, seconded by Elmer Jackson to adopt Motion. Passed [6 – 0]. **AYES: HERNANDEZ, MATA-CARCAMO, OROZCO, RODRIGUEZ, NGUYEN, JACKSON, LARA**

STAKEHOLDERS OVERSIGHT COMMITTEE/STAFF REQUESTS & COMMUNICATIONS

ADJOURNMENT

The meeting was adjourned at approximately 6:35 p.m. by Chair Lara.

ATTEST:

Besty Lara, Chair

Shirley Quiñones, Chief Deputy City Clerk

APPROVED: October 8, 2024