



CITY OF MONTEBELLO REGULAR MEETING

MINUTES

WEDNESDAY, SEPTEMBER 10, 2025 AT 6:00 PM

**CITY HALL COUNCIL CHAMBERS
1600 WEST BEVERLY BOULEVARD
MONTEBELLO, CALIFORNIA**

OPENING CEREMONIES

CALL TO ORDER - 6:00 P.M.

Mayor Melendez called the meeting to order at 6:00 p.m.

ROLL CALL

Members present were Mayor Melendez, Mayor Pro Tem Tamayo, Councilmember Peralta, and Councilmember Romero. City Clerk Jimenez and City Treasurer Matanga were also present.

Councilmember Alonzo arrived at 6:03 p.m.

City Attorney Arnold Alvarez-Glasman, City Manager Raul Alvarez, Assistant City Manager Angelica Palmeros, Deputy City Clerk Nelly Ochoa, and Department Directors Kimberly Guillen, Michael Solorza, Joseph Palombi, Ramon Figueroa, John Soria, David Sosnowski, Cesar Roldan, Fire Chief Pelaez, and Police Chief Lopez were present.

ANNOUNCEMENT OF CLOSED SESSION ITEMS

City Attorney Alvarez-Glasman announced the Closed Session Items.

PUBLIC COMMENTS ON CLOSED SESSION ITEMS

At this time, the public may submit a speaker card to the City Clerk staff for Closed Session items, prior to the beginning of this statement. Speakers will be called in the order received. Please be aware that the maximum time allotted for members of the public to speak on Closed Session items shall not exceed three (3) minutes per person. State Law prohibits the City Council from taking action or entertaining extended discussion on a topic not listed on the agenda. Please show courtesy to others and direct all of your comments to the Mayor and City Council.

None.

CLOSED SESSION

The City Attorney shall provide a briefing on the item listed for Closed Session as follows:

Mayor Melendez recessed the meeting into Closed Session at 6:01 p.m. to consider the following Closed Session items:

1. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

Government Code Section 54956.9(d)(1)
F. Tucker-Schuyler v. City of Montebello

Case No. ADJ10561152, ADJ10561411, ADJ10562671

2. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

Government Code Section 54956.9(d)(1)

A. Martinez v. City of Montebello

Case No. ADJ16723987, ADJ16723988

3. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

Government Code Section 54956.9(d)(1)

J. Cisneros v. City of Montebello

Case No. ADJ18100540

4. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

Government Code Section 54956.9(d)(1)

E. Jimenez v. City of Montebello

Case No. ADJ16487448, ADJ7213165, ADJ8349918, ADJ4197522, ADJ8467039, ADJ4015621

5. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

Government Code Section 54956.9(d)(1)

Awilda Perez vs. City of Montebello

Los Angeles Superior Court Case No. 22STCV38433

6. PUBLIC EMPLOYEE ANNUAL EVALUATION

Government Code Section 54957(b)(1)

Title: City Manager

REGULAR SESSION - IMMEDIATELY FOLLOWING CLOSED SESSION

CLOSED SESSION REPORT

Mayor Melendez reconvened the meeting at 7:02 p.m.

All five members were present to discuss all Closed Session items. City Attorney Arnold Alvarez-Glasman provided the following report to City Council: Item No. 1, a briefing was provided to City Council, no action was taken, and nothing to further to report; Item No. 2, a briefing was provided to City Council, no action was taken and nothing further to report; Item No. 3, a briefing was provided to City Council, no action was taken, and nothing to further to report; Item No. 4, a briefing was provided to City Council, no action was taken, and nothing to further to report; Item No. 5, a briefing was provided to City Council, no action was taken, and nothing to further to report; Item No. 6, a briefing was provided to City Council, no action was taken, and nothing to further to report.

INVOCATION

Led by City Clerk Jimenez.

PLEDGE OF ALLEGIANCE

Led by City Treasurer Matanga.

CORRECTIONS TO THE AGENDA - CITY MANAGER

None.

CEREMONIAL ITEMS/PRESENTATIONS

7. CITIZEN OF THE MONTH - ARMANDO BERNAL

Presented by Mayor Melendez.

8. PROCLAMATION FOR PATRIOT DAY AND NATIONAL DAY OF REMEMBRANCE

Presented by Mayor Melendez.

9. PROCLAMATION FOR NATIONAL HISPANIC HERITAGE MONTH

Presented by Mayor Melendez.

10. PROCLAMATION FOR NATIONAL PREPAREDNESS MONTH

Presented by Mayor Melendez.

11. PROCLAMATION FOR RAIL SAFETY MONTH

Presented by Mayor Melendez.

12. LEEAF BUSINESS BOOST PROGRAM GRADUATES

Presented by Director and Co-Founder, Elianne Rodriguez, and Senior Community Program Manager, Kat Ramseyer, Montebello Business Boost Program.

13. CALTRANS AUDIT

Director of Public Works Cesar Roldan provided a presentation of the item. The presentation included information regarding Caltrans's policies and procedures, internal policies and procedures, and the resident engineer academy.

City Manager Alvarez informed the City Council of the importance of this update, noting that the City had previously fallen out of good standing with Caltrans due to how federal and state funds were administered. Moving forward, the City is now in good standing and will be able to continue receiving funding.

PUBLIC COMMENTS ON NON-AGENDA ITEMS (30 MINUTES)

At this time, the public may submit speaker card(s) to the City Clerk staff, for both agenda and non-agenda items, prior to the beginning of this statement; Public Hearing items do not require a speaker card.

The City Council will address non-agenda items during this section and speakers will be called in the order received. Those persons not accommodated during this 30-minute period will have an opportunity to speak under "Public Comments – Continued", after all scheduled matters have been considered. **Public Hearing, Regular Business and/or Consent Calendar items will be addressed at the time that matter of business is heard, in the order received.**

Please be aware that the maximum time allotted for members of the public to speak shall not exceed three (3) minutes per speaker. State Law prohibits the City Council from taking action or entertaining extended discussion on a topic not listed on the agenda. Please show courtesy to others and direct all of your comments to the Mayor and City Council.

The City Clerk's Office acknowledged five(5) members of the public wishing to address the City Council. Speakers were provided three minutes to address the City Council and said speaker cards are on file at the City Clerk's office.

STAFF COMMUNICATIONS ON ITEMS OF COMMUNITY INTEREST

City Manager Alvarez announced the promotion of Director of City Clerk Services, Kimberly Guillen. City Manager Alvarez congratulated the Department of Finance on receiving the GFOA Distinguished Budget Award for the sixth consecutive year. He also expressed his appreciation to Director Michael Solorza for his leadership in guiding the department and overseeing the process.

The Director of Recreation and Community Services, David Sosnowski, announced the upcoming 9/11 Memorial Event at City Hall, along with the Annual Car Show scheduled for September 13 at the Golf Course.

REGULAR BUSINESS - NONE

CONSENT CALENDAR

All matters listed under the Consent Calendar are considered to be routine. Any items a member wishes to discuss, including any items the public submitted speaker cards for, should be designated at this time. All other items may be approved in a single motion. Such approval will also waive the reading of any Ordinance.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, that Item No's. 14-20, be approved; the motion was approved unanimously.

14. ACCEPT AWARD OF \$50,000 FROM LOS ANGELES COUNTY FIRST DISTRICT SUPERVISOR HILDA SOLIS FOR THE CITY'S HUMANITARIAN SERVICES PROGRAM

RECOMMENDATION: It is recommended that the City Council:

1. Accept funding in the amount of \$50,000 from the Los Angeles County Board of Supervisors – First District (Supervisor Hilda L. Solis) to support the City's Humanitarian Services Program for families impacted by immigration raids; and,
2. Amend the Fiscal Year 2025–26 budget by increasing appropriations by \$50,000 in Account No. 299-20-299-6040.10 (Humanitarian Assistance Program Fund, Other Contract Services [Expenditures]) and Account No. 299-99-3998 (Humanitarian Assistance Program Fund, Misc Revenue [Revenue]); and,
3. Take such additional, related action that may be desirable.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

15. APPROVE AGREEMENT NO. 4379 WITH GOODYEAR TIRE & RUBBER COMPANY FOR BUS TIRE LEASE SERVICES

RECOMMENDATION: It is recommended that the City Council:

1. Approve Agreement No. 4379 with Goodyear Tire & Rubber Company (Goodyear Tire), for a three-year (3-year) term with the option for renewal of up to two (2), additional one-year (1-year) terms, for Tire Lease Services (Request for Proposals No. 25-14); and
2. Authorize the City Manager to execute and finalize Agreement No. 4379 with Goodyear Tire on behalf of the City of Montebello; and
3. Authorize the City Manager to approve change orders up to an additional ten percent (10%) of the total amount for each fiscal year; and
4. Take such additional, related, action that may be desirable.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

16. ADOPT RESOLUTION NO. 25-81 APPROVING AN AMENDMENT TO THE MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITY OF MONTEBELLO AND THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (METRO) TO ACCEPT MONTEBELLO BUS LINES' PARTICIPATION IN THE ZERO EMISSION TRANSIT CAPITAL PROGRAM

RECOMMENDATION: It is recommended that the City Council:

1. Adopt Resolution No. 25-81 approving an amendment to the Memorandum of Understanding (MOU) between the City of Montebello and the Los Angeles County Metropolitan Transportation Authority (LACMTA) to accept Montebello Bus Lines' (MBL) reduced allocation amount of \$1,180,848 from the Zero Emission Transit Capital Program (ZETCP), effective June 26, 2025, through June 30, 2028; and
2. Authorize the City Manager to execute the MOU on the City's behalf; and
3. Take such additional, related, action that may be reasonable and necessary.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

17. APPROVE AGREEMENT NO. 4381 WITH PARKING COMPANY OF AMERICA (PCAM), LLC FOR METROLINK RAIL FEEDER SHUTTLE SERVICE

RECOMMENDATION: It is recommended that the City Council:

1. Approve Agreement No. 4381 with Parking Company of America, LLC for a three-year (3-year) term with the option for renewal of up to two (2) additional one-year (1-year) terms, for a total not-to-exceed amount of \$1,703,179, for the Metrolink Rail Feeder Shuttle Service (Montebello LINK) Request for Proposals No. 25-11; and
2. Authorize the City Manager to execute and finalize Agreement No. 4381 with the Parking Company of America, LLC (PCAM) on behalf of the City of Montebello; and
3. Authorize the City Manager to approve change orders up to an additional ten percent (10%) of the total amount for each fiscal year; and
4. Take such additional, related, action that may be desirable.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

18. APPROVE RESOLUTION NO. 25-82 DECLARING CERTAIN REAL PROPERTY OWNED BY THE CITY TO BE "SURPLUS LAND" PURSUANT TO THE CALIFORNIA SURPLUS LAND ACT AND DIRECTING THE RELEASE OF A NOTICE OF AVAILABILITY

RECOMMENDATION: It is recommended that the City Council:

1. Approve Resolution No. 25-82 declaring certain City-owned property, more particularly described in Exhibit A, as "Surplus Land" pursuant to Government Code Section 54221(b); and
2. Authorize the Director of Planning and Community Development to prepare and transmit a written Notice of Availability for the Property in compliance with Government Code Section 54222; and
3. Authorize the City Manager, or designee, to take all necessary actions to carry out the intent of this Resolution and ensure compliance with the Surplus Land Act; and
4. Take such additional, related action that may be desirable.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

19. APPROVAL OF MINUTES: AUGUST 13, 2025, CITY COUNCIL MEETING; AUGUST 27, 2025, CITY COUNCIL MEETING

RECOMMENDATION: It is recommended that the City Council:

1. Approve said Minutes as is.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

20. PAYMENT OF BILLS: ADOPT RESOLUTION NO. 25-80 APPROVING THE CITY WARRANT REGISTER OF DEMANDS DATED SEPTEMBER 10, 2025

RECOMMENDATION: It is recommended that the City Council:

1. Adopt Resolution No. 25-80 approving the Warrant Register dated September 10, 2025.

Councilmember Peralta motioned, seconded by Councilmember Alonzo, to approve the item; the motion was approved unanimously.

PUBLIC COMMENTS - CONTINUED**AB 1234 TRAVEL REPORTS**

Members will provide a brief report on meetings attended at the expense of the local agency as required by Government Code Section 53232.3(d).

Mayor Melendez, Councilmember Romero and Councilmember Peralta reported attending the California Contract Cities Conference in Oceanside; Councilmembers attended various informational seminars.

Mayor Pro Tem Tamayo attended the Gateway Cities Conference.

COUNCIL/AGENCY ORALS

Announcements and requests for future agenda items.

- **Danielle Romero, Councilmember**
- **Georgina Tamayo, Mayor Pro Tem**
- **Scarlet Peralta, Councilmember**
- **Ric Alonzo, Councilmember**
- **Salvador Melendez, Mayor**

CLOSED SESSION - CONTINUED

ADJOURNMENT

The City of Montebello will adjourn to the next **Regular Meeting on September 24, 2025, at 6:00 p.m.**, which can be live-streamed at <https://www.montebellocal.gov> (Click on Live Stream).

I, Kimberly Guillen, Senior Deputy City Clerk for the City of Montebello, hereby certify that a copy of this agenda has been posted on or before **Sunday, September 7, 2025, no later than 6:00 p.m.**



Kimberly Guillen, Senior Deputy City Clerk

Mayor Melendez adjourned the meeting at 8:18 p.m.

THE MINUTES OF AUGUST 27, 2025, ARE HEREBY APPROVED AND ADOPTED ON THIS 24TH DAY OF

SEPTEMBER 2025.

EXHIBIT - CITY OF MONTEBELLO FORECASTED AGENDA

Please note, the attached exhibit is a draft version that is to be used for reference purposes only; agenda items, information, and dates are subject to change. The exhibit will be placed at the end of the Agenda Packet.

- **CITY OF MONTEBELLO FORECASTED AGENDA**

PLEASE NOTE: A SEPARATE CARD MUST BE SUBMITTED FOR EACH ITEM



CITY OF MONTEBELLO

Request No. _____



SPEAKER CARD

Please Note:

Public Comment/Speaker Card must be submitted to the City Clerk's Office prior to **the statement of oral communications being read and/or 6:00 p.m., whichever is later.**

TYPE OF COMMENT: Closed Session ☐ Non-Agenda Item ☒ **AGENDA ITEM NO.** _____

Opposed ☐ In Support ☐ Neutral ☐ **TOPIC:** _____

MEETING DATE: 9/10/25 **TIME RECEIVED:** _____

SPEAKER'S FULL NAME: Fiona Reimers & Lizette Guerra **PHONE:** _____
(Optional)

ADDRESS: _____
(Optional)

ORGANIZATION REPRESENTED: _____

NOTES: _____

ACCOMMODATIONS: _____

TRANSLATION NEEDED: No ☐ Yes ☐ **Language:** _____

RECEIVED BY STAFF: _____

PLEASE NOTE: A SEPARATE CARD MUST BE SUBMITTED FOR EACH ITEM

CITY OF MONTEBELLO

Request No. 2



SPEAKER CARD

Please Note:

Public Comment/Speaker Card must be submitted to the City Clerk's Office prior to **the statement of oral communications being read and/or 6:00 p.m., whichever is later.**

TYPE OF COMMENT: Closed Session ☐ Non-Agenda Item ☒ **AGENDA ITEM NO.** _____

Opposed ☐ In Support ☐ Neutral ☐ **TOPIC:** _____

MEETING DATE: _____ **TIME RECEIVED:** _____

SPEAKER'S FULL NAME: SHAZIA HOO **PHONE:** _____

(Optional)

ADDRESS: _____

(Optional)

ORGANIZATION REPRESENTED: _____

NOTES: _____

ACCOMMODATIONS: _____

TRANSLATION NEEDED: No ☐ Yes ☐ **Language:** _____

RECEIVED BY STAFF: _____

Huck

PLEASE NOTE: A SEPARATE CARD MUST BE SUBMITTED FOR EACH ITEM

✓

CITY OF MONTEBELLO

Request No. 3



SPEAKER CARD

Please Note:

Public Comment/Speaker Card must be submitted to the City Clerk's Office prior to **the statement of oral communications being read and/or 6:00 p.m., whichever is later.**

TYPE OF COMMENT: Closed Session ☐ Non-Agenda Item ☒ **AGENDA ITEM NO.** _____

Opposed ☐ In Support ☐ Neutral ☐ **TOPIC:** _____

MEETING DATE: 9/10/25 **TIME RECEIVED:** _____

SPEAKER'S FULL NAME: Paul Hurtado **PHONE:** _____

(Optional)

ADDRESS: _____
(Optional)

ORGANIZATION REPRESENTED: _____

NOTES: _____

ACCOMMODATIONS: _____

TRANSLATION NEEDED: No ☐ Yes ☐ **Language:** _____

RECEIVED BY STAFF: _____

PLEASE NOTE: A SEPARATE CARD MUST BE SUBMITTED FOR EACH ITEM

CITY OF MONTEBELLO

Request No. 4



SPEAKER CARD

Please Note:

Public Comment/Speaker Card must be submitted to the City Clerk's Office prior to the statement of oral communications being read and/or 6:00 p.m., whichever is later.

TYPE OF COMMENT: Closed Session ☐ Non-Agenda Item ☒ **AGENDA ITEM NO.** _____

Opposed ☐ In Support ☒ Neutral ☐ **TOPIC:** Urban Forest Management Plan

MEETING DATE: 9/10/25 **TIME RECEIVED:** _____

SPEAKER'S FULL NAME: ROBERTO HERNANDEZ **PHONE:** _____

(Optional)

ADDRESS: _____

(Optional)

ORGANIZATION REPRESENTED: N/A

NOTES: _____

ACCOMMODATIONS: _____

TRANSLATION NEEDED: No ☒ Yes ☐ **Language:** _____

RECEIVED BY STAFF: _____

PLEASE NOTE: A SEPARATE CARD MUST BE SUBMITTED FOR EACH ITEM

CITY OF MONTEBELLO

Request No. 5 ✓



SPEAKER CARD

Please Note:

Public Comment/Speaker Card must be submitted to the City Clerk's Office prior to the statement of oral communications being read and/or 6:00 p.m., whichever is later.

TYPE OF COMMENT: Closed Session ☐ Non-Agenda Item ☒ **AGENDA ITEM NO.** _____

Opposed ☐ In Support ☐ Neutral ☐ **TOPIC:** _____

MEETING DATE: 9/10/25 **TIME RECEIVED:** _____

SPEAKER'S FULL NAME: CHRISTOPHER JIMENEZ **PHONE:** _____
(Optional)

ADDRESS: _____
(Optional)

ORGANIZATION REPRESENTED: _____

NOTES: _____

ACCOMMODATIONS: _____

TRANSLATION NEEDED: No ☒ Yes ☐ **Language:** _____

RECEIVED BY STAFF: _____

LEEAF X MONTEBELLO

BUSINESS BOOST



IMPACT
REPORT

AUGUST
2025



LEEAF
BUILDING EQUITY ONE
ENTREPRENEUR AT A TIME



TABLE OF CONTENTS



LEEAF BUSINESS
BOOST PROGRAM
PURPOSE

1

BUSINESS BOOST
OBJECTIVE

2

KEY
GOALS

3

MONTEBELLO
BUSINESS BOOST
METRICS &
OBSERVATIONS

4

OUTREACH
STRATEGY &
PARTICIPANTS

5

INSIGHTS &
OPPORTUNITIES IN
MONTEBELLO

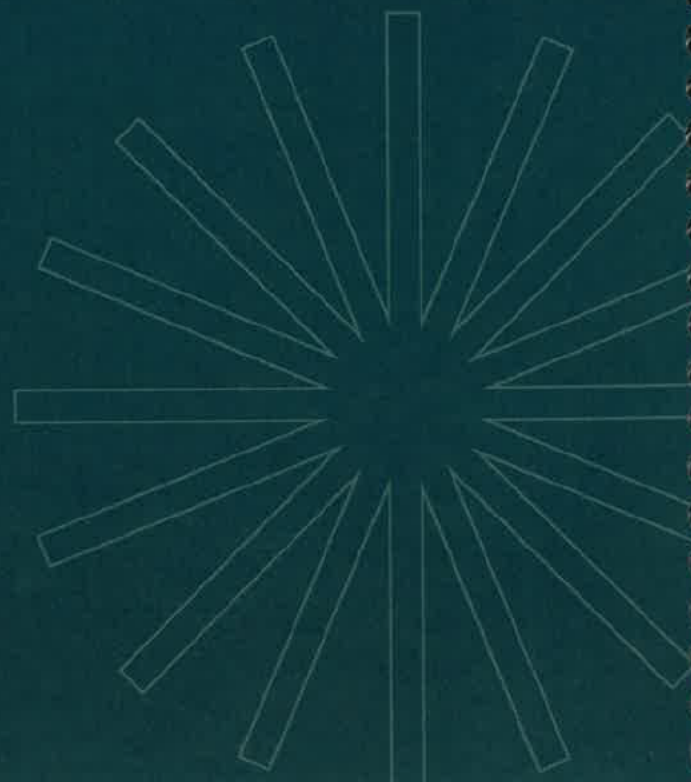
8

PARTNERING FOR
PROSPERITY

11

CONCLUSION &
SPECIAL THANKS

13



LEEAF BUSINESS BOOST



PROGRAM PURPOSE



The LEEAF Business Boost program is a city-wide initiative designed to create vibrant entrepreneurial ecosystems by providing tailored support, actionable resources, and expert guidance to small business owners. The initiative extended LEEAF's proven model of equitable outreach and capacity building to cities across the county, fostering sustainable growth and empowering diverse entrepreneurs.

362

Businesses Reached

85%

Never Received
Previous Support

52

Businesses Enrolled



BUSINESS BOOST OBJECTIVE



THE CITY OF MONTEBELLO

and the Montebello Chamber of Commerce powered by LEEAF's Business Boost program, aimed to create a thriving entrepreneurial ecosystem by addressing the needs of small business owners in Montebello. Through personalized outreach, culturally competent services, and actionable deliverables, the program sought to:

- Build trust and provide tailored support to historically underserved business leaders.
- Enhance the economic vitality of Montebello by fostering sustainable growth among local businesses.
- Provide tools, resources, and expert guidance to empower entrepreneurs and drive community-wide economic revitalization.



* KEY GOALS

The LEEAF Business Boost program is structured around clear, actionable goals that address the unique needs of small business owners while driving measurable outcomes. Each goal is designed to enhance community engagement, provide impactful business support, and foster long-term economic development from within. By focusing on targeted outreach, tailored services, and meaningful connections, the program ensures small businesses can thrive and drive economic growth. For the city of Montebello, we identified the following goals:

OUTREACH & DATA COLLECTION

- * Reach 100 businesses with flyers and collect comprehensive business information.

BUSINESS SUPPORT SERVICES

- * Enroll 50 businesses, including 25 primarily English-speaking and 25 primarily Spanish-speaking, in the City of Montebello x LEEAF Business Boost program.
- * Graduate 25 Small Businesses from LA County's EMI Academy (combines English and Spanish)

ENTREPRENEURIAL WORKSHOPS

- * Host 10 workshops, in English and Spanish, on topics critical to small business success. Topics include: marketing strategies, financial planning, and operational growth, tailored to meet the unique needs of Montebello business owners.

METRICS & * OBSERVATIONS

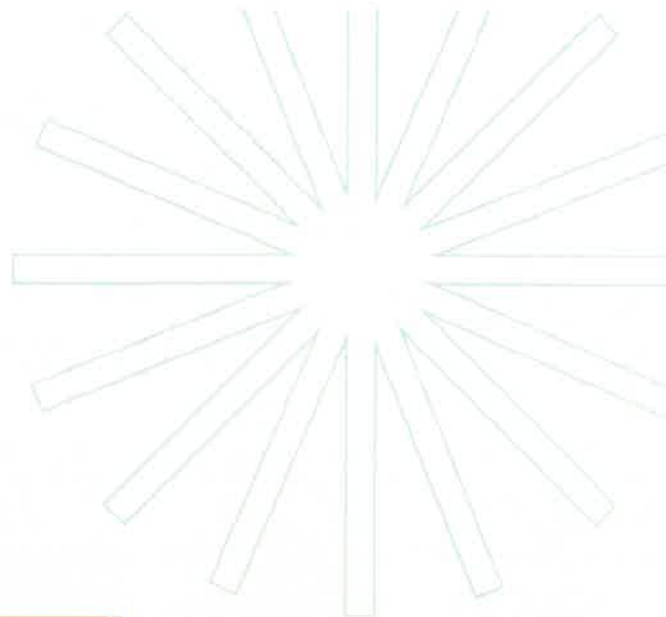
Tracking progress and measuring impact are vital components of the LEEAF Business Boost program. By collecting and analyzing key performance indicators, the program ensures accountability and demonstrates effectiveness. Metrics are designed to reflect both quantitative outcomes, such as businesses served, and qualitative insights, like success stories, to provide a comprehensive picture of the program's success.



MONTEBELLO BUSINESS BOOST IMPACT

By the end of the six-month program, the Montebello Business Boost had not only equipped Montebello's small business owners with the knowledge and resources to grow, but had also helped establish ongoing support systems—such as stronger connections between business owners, city partners, and resource providers—that will continue to serve the community beyond the program's end. In this report, we highlight key outcomes, share additional findings, and propose pathways for continued partnership and collaboration.

OUTREACH STRATEGY & PARTICIPANT SNAPSHOT *



The outreach strategy for the LEEAF Business Boost program is designed to ensure consistent engagement with business owners while meeting monthly interview and engagement targets. By combining in-person canvassing with phone interviews and text follow-ups, this approach maximizes credibility and connection with business leaders, particularly those with limited trust in institutions. The LEEAF team was able to reach **362 unique businesses**. Of those 52 businesses enrolled in the program, **85%** of the businesses reached indicated that they have **never received** program support prior to LEEAF.

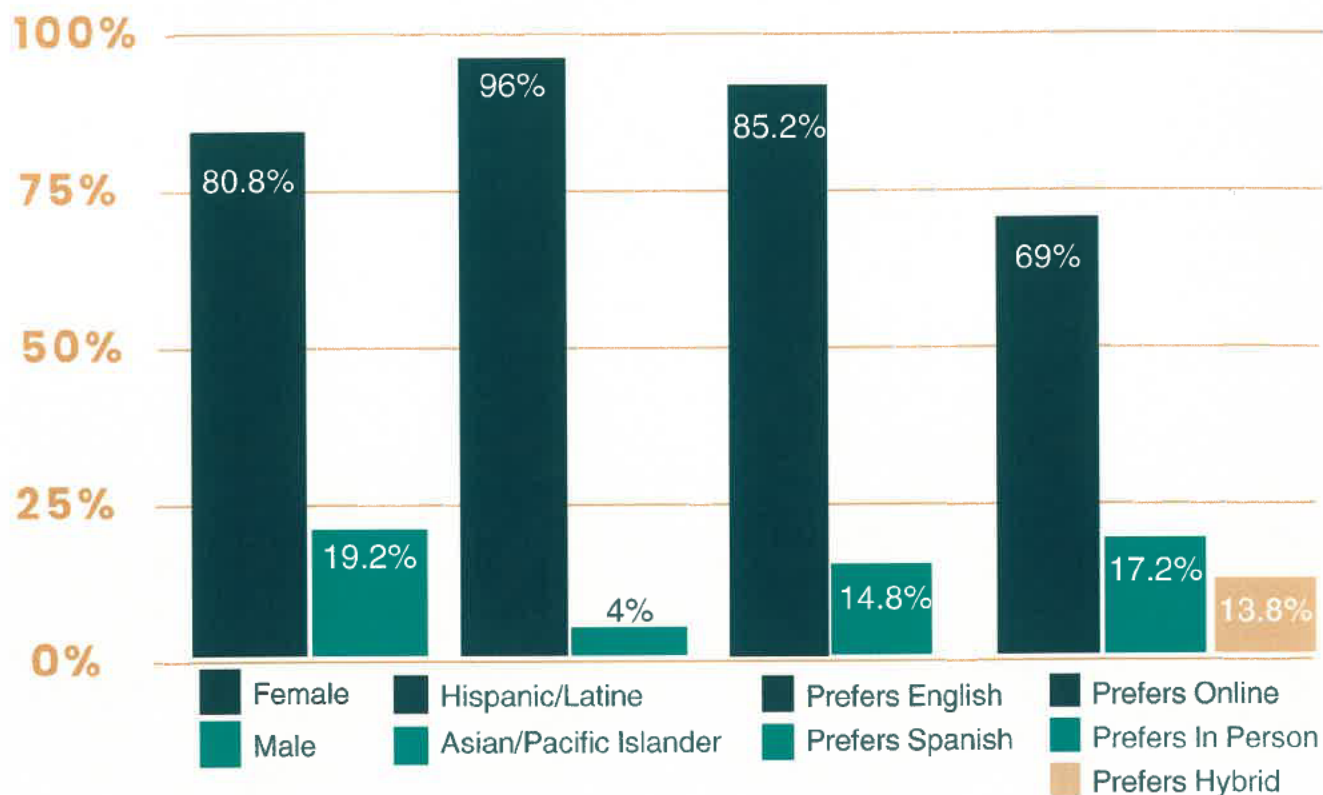
While most business owners had already experimented with marketing strategies, many continued to face challenges due to limited funding, lack of expertise, and uncertainty about which tools were most effective. Christopher from WGT Financial claimed that his business had been engaging in social media marketing for 6 months at the time of intake, and that they were interested in learning more about the tools available to them. Manuel, another business owner, said that this company was still trying to update their marketing strategy ever since business went down during the COVID-19 pandemic.



Meanwhile, Maria from Wiz Kid tutors explained that she had tried to market her business on the back of receipts, and even on Instagram, but that most of her business comes from google, which is free. Alberto, a mortgage broker, said that they had no one to run their social media and marketing campaigns due to lack of marketing funding, highlighting the labor and experience that must go into this aspect of business.

Despite their efforts, many business owners found that marketing remained a trial-and-error process, complicated by limited budgets and evolving digital tools. For many business owners, the real obstacle in marketing wasn't effort—it was a lack of resources, guidance, and funding to implement or sustain effective strategies.

PARTICIPANTS AT A GLANCE

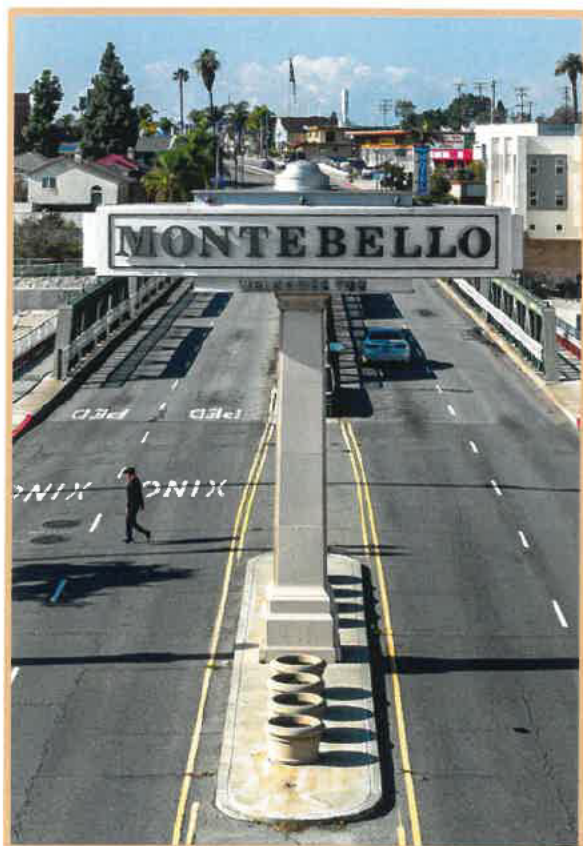
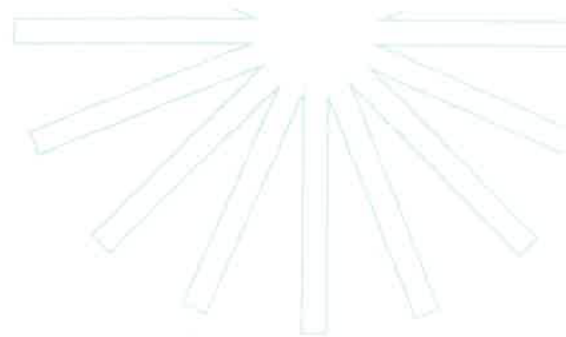


Canvassing and interview data was a critical component as we adjusted the program design and implementation. The graph above allowed the LEEAF team to rapidly pivot and adjust some of our initial goals to match the audience. We conducted more classes in English and more sessions were presented virtually.

Additionally, we believe that external factors—including wildfires, I.C.E. raids, and administrative disruptions—negatively impacted participation in Montebello, a pattern we’ve observed in interviews and fieldwork conducted in similar communities across the region. In these areas, community stressors often lead to decreased engagement, delayed response times, and limited capacity for business owners to take advantage of available resources.

A deeper analysis of these trends, along with actionable recommendations, will be included in a forthcoming report by LEEAF scheduled for release this fall.

PARTICIPANT TESTIMONIALS



JUAN VILLANUEVA, GV SUCCULENTS LLC:

"After the first zoom, I was hooked. I was like, 'wow, wow, wow, wow.' One area of growth was in marketing. I grew my Instagram by about 300 followers, real followers, from when I started the marketing classes until now. I've got a number of sales. I would say the program helped me increase my confidence, especially in my marketing."

DR. SANDY'S JOY AND WELLNESS, LLC:

"LEEAF has changed my focus to not only big organizations but to small businesses within my community and even individuals. I want to focus on helping anyone that I can."

ANONYMOUS

"And with all of these classes, it kind of motivated me more to like, actually start selling because I wasn't confident enough to like, actually sell because I was like, oh, probably my things aren't good enough."

But throughout the program, I was also able to have more people follow my Instagram and like my content. So that also motivated me to sell some stuff, post more things and be more confident on the handmade things that I made."

CHRISTOPHER HERNANDEZ, WGT FINANCIAL:

"What LEEAF really taught me and exposed me to was refining our message and our processes, you know, like it's true, because if you're speaking to everyone, you're almost speaking to no one, so you have to focus on who your target audience is."

* INSIGHTS & OPPORTUNITIES



38%

Open with Customers or Ready to Serve

25%

Closed, Despite Listed Hours of Operation

20%

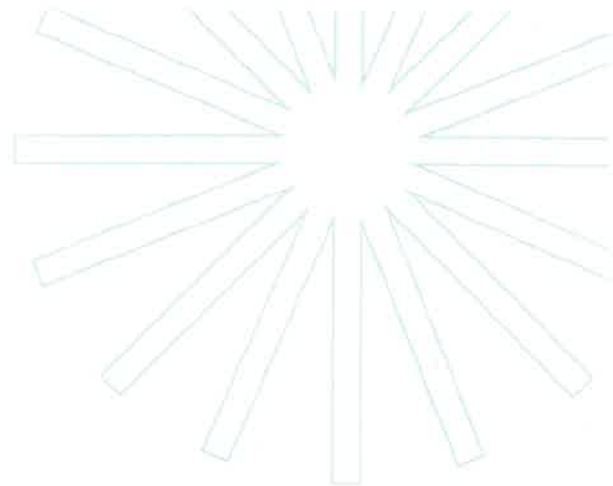
Open with No Customers Present

Outreach Team members also recorded whether a business appeared open and whether there were customers present at the time of observation. Only 38% of businesses observed were both open and serving or positioned to serve customers during the visit—an encouraging sign, given that many interviewees reported struggles with declining sales.

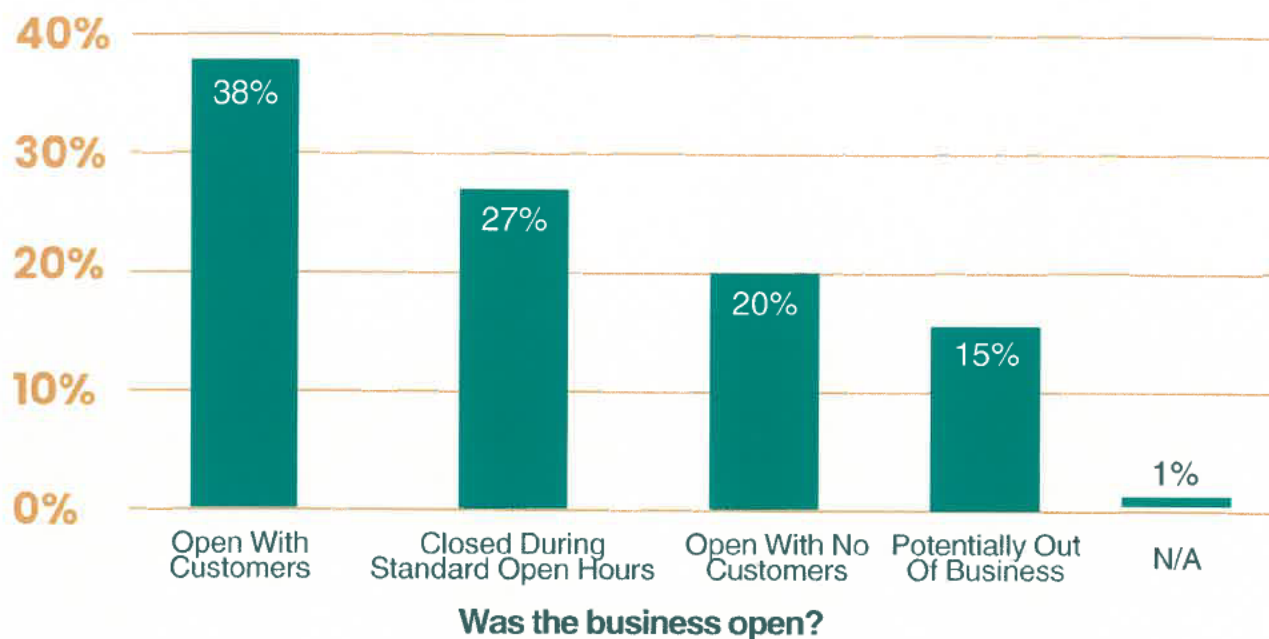
Approximately 25% of businesses were closed during standard open hours. Most visits occurred between 10 a.m. and 5 p.m., which aligns with standard business hours for many local establishments.

In contrast, 20% of businesses were open but had no customers present—a finding that echoes concerns raised in interviews about foot traffic and revenue challenges. Lastly, nearly 15% of businesses appeared to be permanently closed, with indicators such as empty storefronts, removed signage, or clearly abandoned interiors.

BUSINESS CLOSURES



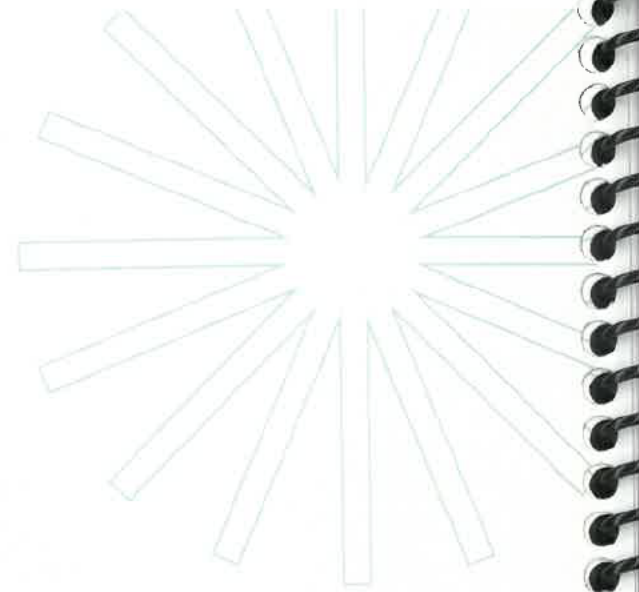
BUSINESS STATUS UPON OBSERVATION



At a 40% closure rate for Community Service establishments, one might be initially concerned over this sector in Montebello, but the pivot chart below the graph tells a more grounded story. Only 5 businesses in Montebello were deemed to be community service oriented establishments, and 2 of these were observed to be permanently closed at the time of observation. The next highest closure rates correspond to businesses that were considered to be open and operating businesses were in retail/wholesale.

The sample size for these businesses is much higher (80) increasing the validity of this analysis. Almost a quarter of these businesses were deemed to be out of business, a troubling number if we compare this number to the rest of observations that the Outreach Team conducted in County Supervisorial District 1 (15%). Personal Service closures in Montebello were also higher compared to the rest of District 1 (12%). Food service businesses were slightly less observed in Montebello than the rest of its district (7%).

BUSINESS CLOSURES BY INDUSTRY



CLOSED BY INDUSTRY



CLOSED BY INDUSTRY - PIVOT CHART

Category	Number of Businesses	Business Closed	Percentage of Businesses Closed
Comm Service	5	2	40%
Retail/Wholesale	80	19	24%
Personal Service	186	28	15%
Food Services	97	6	6%
Grand Total	368	55	15%

The good news is that there is a very engaged, cooperative business community in Montebello. To continue to engage the business community and address some of the identified issues, the LEEAF team highlighted some high-level opportunities to consider in the pivot chart above.

PARTNERING FOR PROSPERITY

Opportunities for Continued Partnership:

Los Angeles Economic Equity Accelerator and Fellowship (LEEAF) is committed to advancing equitable economic growth across the region, and our programs and priorities are clearly aligned with Montebello's Economic Prosperity Action Plan. By combining resources, expertise, and strategic programming, LEEAF can directly support the city's efforts to strengthen its small business ecosystem, foster entrepreneurship, and enhance community development.

We are excited to continue to explore our partnership in four key categories:

1. **Data** - Enhance data collection and canvassing efforts to attract and support entrepreneurs, while refining insights on key corridors to drive initiatives such as the Shop Local Campaign, Facade Improvement Grant Program, and future "pop-up" lease opportunities.
2. **Education** - Provide targeted training and capacity-building opportunities by reserving seats for Montebello businesses in LEEAF's accelerators, offering tailored access to capital support, procurement support, and expanding workforce and leadership development programs for local entrepreneurs.
3. **Assets** - Deliver practical tools and resources for business visibility and growth, including digital assets, financial planning support, and partnership with the youth ambassador program to increase program engagement.
4. **Fundraising** - Supporting Montebello's capacity to attract new resources by providing letters of support, formal commitments, and, when appropriate, co-applying for state, federal, and philanthropic funding opportunities that advance the city's Economic Prosperity Action Plan.

CONCLUSION & SPECIAL THANKS

Over the past six months, the Montebello Business Boost initiative has demonstrated the power of community-centered outreach and equity-driven entrepreneurship. Through meaningful partnerships with the City of Montebello and the Montebello Chamber of Commerce, LEEAF leveraged county funding to engage hundreds of small business owners—many of whom had never received program support before—and provided them with tailored tools, training, and strategies to grow their businesses.

This work not only addressed the immediate needs of Montebello's diverse business community but also laid a foundation for long-term economic revitalization. We saw firsthand the potential that exists across the city's commercial corridors and heard directly from entrepreneurs about the systemic challenges they continue to face. Despite hurdles—including environmental disruptions and policy-related fear—we built trust, delivered measurable outcomes, and helped businesses take meaningful steps toward sustainability and growth.

Montebello's business owners are resilient, capable, and ready for continued investment. We are proud of what we accomplished together and hopeful for what lies ahead. With continued collaboration, intentional funding, and shared accountability, Montebello can become a regional model for inclusive, community-rooted economic development.

The LEEAF team would like to share our appreciation to the Montebello Chamber of Commerce and the City of Montebello for their collaboration and enthusiasm throughout the project. Special thanks to Adrian Dugan, Jose Gardea, Darrol Hunt and Alex Gillman for being wonderful, responsive collaborators and entrusting us with supporting your talented community of business.

