



AGENDA

CITY OF SEASIDE
BROADWAY WALK OF FAME
AD-HOC COMMITTEE FOR
APPLICATION REVIEW AND
STAR PLACEMENT

VIRTUAL ONLY
Wednesday, April 13, 2022
6:00 PM

THIS MEETING WILL BE HELD IN A VIRTUAL FORMAT ONLY

To view this meeting: Please click on the following link to the City of Seaside's Recreation YouTube Channel: https://www.youtube.com/channel/UC8Y_aD_dLjYsqZYtSwnaKNg

To make public comment, the following options are available: **Before the Meeting via Email:** Written comments can be emailed to acollick@ci.seaside.ca.us. Include the following subject line: "Public Comment Item #___" (insert the agenda item number relevant to your comment). Written comments must be received at least two (2) hours prior to the meeting time on the day of the meeting.

1. OPENING/WELCOME REMARKS/ROLL CALL

Annalisa Mitchell	Chair
Franco Pacheco	Vice Chair
Joy Anderson	C-JOBS
Emerson Brown	Art & History Commissioner
Francoise Avery	Art & History Commissioner
Bobby Maxwell	Parks & Recreation Commissioner
Jeanette Walton	Parks & Recreation Commissioner
Gracie Rubio	Community Member
Ruthie Watts	Community Member

2. BUSINESS ITEMS

A. INTRODUCTION OF AD HOC COMMITTEE MEMBERS (INFORMATIONAL)

B. REVIEW OF POLICY/COMMITTEE RESPONSIBILITIES (INFORMATIONAL)

C. REVIEW OF THE WALK OF FAME NOMINEES (INFORMATIONAL)

D. DISCUSS APPLICATION REVIEW PROCESS (INFORMATIONAL)

3. ADJOURNMENT

Next Regularly Scheduled Meeting:
April 20, 2022 | 6:00 PM



BROADWAY WALK OF FAME POLICY

I. Purpose

The “Broadway Walk of Fame” will provide a unique attraction that enhances and encourages a walkable downtown. Each star will honor local Seaside residents and serve as a living historical record of our achievements as a community.

The ultimate goal is to honor those individuals who have made a significant and lasting contribution to the quality of life in Seaside – who have, indeed, cast a long shadow on our City’s history.

This program will align with the Parks, Recreational Facility, City owned building, and street naming policy as appropriate.

II. Eligibility Criteria

A. Broadway Walk of Fame Nominees must meet one of the following categories (no more than one category may be selected):

1. Athletics and Competition
2. Arts and Performing Media
3. Civics and Government
4. Community and Social Equality
5. Education
6. Environment and Conservation
7. Journalism and Literature
8. Outstanding Achievement

B. Broadway Walk of Fame Nominees must have made a consistent and positive impact in three or more of the areas listed below:

1. A minimum of three years’ residency in the City of Seaside and or has made a significant positive impact on Seaside.
2. Ability to inspire and encourage others to enhance diversity and inclusion in the City of Seaside.
3. Bringing positive recognition to the City on a local, national, or global stage.
4. Contributing a significant historical impact.
5. Contributing to the health and safety of our citizens.
6. Contributing to the quality of life of our citizens
7. Expanding opportunities for the City of Seaside to become a destination of choice.
8. Extraordinary effort to overcome challenges to achieve contribution.
9. Fostering the spirit of our community.



10. Making lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.
11. Making substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.
12. Making substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility.
13. Providing economic development or redevelopment activity.
14. Providing positive opportunities for the future of our youth.
15. Volunteering or working in the community for five (5) or more years.

III. Broadway Walk of Fame Committee

- A. The purpose of the Committee is twofold:
 1. The Committee is an ad hoc committee to the Council to make recommendations on the design of the star and to assist staff regarding placement recommendations on Broadway for the first cycle of the program.
 2. The Committee will be responsible for reviewing applications and making nominee inductee recommendations to Council.
- B. The Broadway Walk of Fame Committee will consist of a combination of commissioners made up of C-Jobs, Art & History, and Seaside Residents. A maximum of two members from each commission and a maximum of three Seaside residents to be selected by the Mayor. There will be a minimum of 5 members with a maximum of 7 members total.

IV. Application Process

Nominees will be inducted into the Broadway Walk of Fame program on an annual basis. Applications deemed incomplete will be rejected. Nominees not selected for the installation can reapply the following year for consideration.

- A. In March of each calendar year, the City's Broadway Walk of Fame program will open the application period for nominations for the Walk of Fame. Applications will be accepted for a 30 calendar days.
- B. All complete applications received will be forwarded to the Committee for review and consideration.
- C. The Committee will review all applications and meet with applicants as needed to make a final recommendation to the Council at their next regularly scheduled meeting.
- D. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the Seaside community based on the eligibility criteria.
- E. A maximum of six inductees will be added to the Walk of Fame on an annual basis.
- F. All nominations will be given the same consideration without regard to the nomination source. Applications that do not meet the criteria set forth in this policy will be denied.



- G. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the City of Seaside will be avoided, and the application will be denied.
- H. A denial letter will be sent to the applicant detailing the reason(s) for denial. Applicants are eligible to re-apply in the following year if the criteria for their original application has been met.

V. Fees

- A. The applicant or group will be responsible for the fees associated with the purchase of the star and all installation costs.
- B. The City Council may waive the fees associated with the purchase and / or installation costs at their direction and may elect to establish an annual budget for this program.

VI. Recognition Ceremony

- A. Inductees will be recognized in a public ceremony, proclamation, and honored with a star on the "Broadway Walk of Fame" in downtown Seaside.

VII. City Council Review Process:

- A. The Council will determine star placement on Broadway, hearing recommendations from staff. Placement will be done in phases, with consideration for the walkability and enhancement of downtown.
- B. The City Council shall have the final authority to name and rename the commemorative star.
- C. Under extraordinary circumstances that would cast a negative image upon the City, any star naming in honor of an individual, family or group may be revoked at the discretion of the City Council.
- D. The Council has the authority to modify this program as needed in order to meet the policy objectives.
- E. The City Manager or designee will manage the Broadway Walk of Fame program and support the Committee in its assigned duties.

**BROADWAY WALK OF FAME APPLICATION**

Name of Nominee: _____ Mailing Address: _____

City / State: _____ Phone: _____ E-mail: _____

Applicant or Group: (if different from nominee): _____ Mailing Address: _____

City / State: _____ Phone: _____ E-mail: _____

Please select the nomination category (no more than one category may be selected):

Category	YES	NO	Category	YES	NO
Athletics and Competition			Arts and Performing Media		
Civics and Government			Community and Social Equality		
Education			Environment and Conservation		
Journalism and Literature			Outstanding Achievement		

The Broadway Walk of Fame nominees must have made a consistent and positive impact in three or more of the areas listed below, please select the supporting criteria below:

Criteria	YES	NO	Criteria	YES	NO
A minimum of three years' residency in the City of Seaside and or has made a significant positive impact on Seaside.					
Ability to inspire and encourage others to enhance diversity and inclusion in the City of Seaside.			Making substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility.		
Bringing positive recognition to the city on a local, national, or global stage.			Volunteering or working in the community for five (5) or more years.		
Contributing to the quality of life of our citizens.			Providing economic development or redevelopment activity.		
Enhancing Seaside as a place to live, work, or visit.			Contributing significant historical impact.		
Fostering the spirit of our community.			Extraordinary effort to overcome challenges to achieve contribution.		
Making lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.			Contributing to the health and safety of our citizens.		
Providing positive opportunities for the future of our youth.			Making substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.		



Question	YES	NO
Is the Nominee aware of the Broadway Walk of Fame nomination? <i>**This question is informational and not related to the criteria section**</i>		

If no, please explain why:

Please provide written justification supporting your nomination for the Broadway Walk of Fame or provide additional comments related to this application. Attach additional pages or supplemental information, if applicable.

Consider the following:

Why do you feel this nominee’s contribution is significant; Why you consider the nominee’s contribution to be long lasting or even timeless; What specific impact has the nominee’s contribution made on the quality of life in Seaside?

JUSTIFICATION:

Please attach petitions and/or letters of support from City community groups and organizations.

Signature: _____ Print Name: _____ Date: _____

If you have any questions, please call the City Manager’s office at (831) 899-6700.

Please return completed application to:
City of Seaside – City Manager’s Office, 440 Harcourt Avenue, Seaside Ca 93955
Email: cityclerk@ci.seaside.ca.us, Subject: Broadway Walk of Fame Application



BROADWAY WALK OF FAME APPLICATION

Name of Nominee: _____ Mailing Address: _____

City / State: _____ Phone: _____ E-mail: _____

Applicant or Group: (if different from nominee): _____ Mailing Address: _____

City / State: _____ Phone: _____ E-mail: _____

Please select the nomination category (no more than one category may be selected):

Category	YES	NO	Category	YES	NO
Athletics and Competition			Arts and Performing Media		
Civics and Government			Community and Social Equality		
Education			Environment and Conservation		
Journalism and Literature			Outstanding Achievement		

The Broadway Walk of Fame nominees must have made a consistent and positive impact in three or more of the areas listed below, please select the supporting criteria below:

Criteria	YES	NO	Criteria	YES	NO
A minimum of three years' residency in the City of Seaside and or has made a significant positive impact on Seaside.					
Ability to inspire and encourage others to enhance diversity and inclusion in the City of Seaside.			Making substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility.		
Bringing positive recognition to the city on a local, national, or global stage.			Volunteering or working in the community for five (5) or more years.		
Contributing to the quality of life of our citizens.			Providing economic development or redevelopment activity.		
Enhancing Seaside as a place to live, work, or visit.			Contributing significant historical impact.		
Fostering the spirit of our community.			Extraordinary effort to overcome challenges to achieve contribution.		
Making lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.			Contributing to the health and safety of our citizens.		
Providing positive opportunities for the future of our youth.			Making substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.		



Question	YES	NO
Is the Nominee aware of the Broadway Walk of Fame nomination? <i>**This question is informational and not related to the criteria section**</i>		

If no, please explain why:

Please provide written justification supporting your nomination for the Broadway Walk of Fame or provide additional comments related to this application. Attach additional pages or supplemental information, if applicable.

Consider the following:

Why do you feel this nominee's contribution is significant; Why you consider the nominee's contribution to be long lasting or even timeless; What specific impact has the nominee's contribution made on the quality of life in Seaside?

JUSTIFICATION:

Please attach petitions and/or letters of support from City community groups and organizations.

I have read the Broadway Walk of Fame policy and understand the guidelines of the program. I attest that the information provided in the application is true, complete and accurate. Failure to comply with the guidelines of the program will result in the application being denied.

Signature: _____ Print Name: _____ Date: _____

If you have any questions, please call the City Manager's office at (831) 899-6700.

Please return completed application to:

City of Seaside – City Manager's Office, 440 Harcourt Avenue, Seaside Ca 93955

Email: cityclerk@ci.seaside.ca.us, Subject: Broadway Walk of Fame Application

Broadway Walk of Fame Applications

Nominee	Date Received	# of times nominated
Fernando Avila	3/9/2022; 3/29/2022	3
Jimmie Brooks	3/30/2022	1
Tim Brown	3/15/2022	1
Darryl L. Choates	3/30/2022	1
Herm Edwards	3/30/2022	1
Alfred P. Glover Sr.	3/30/2022	1
Edward Raymond Hennessey	3/30/2022	1
Patricia Isadore	3/30/2022	1
Don Jordan	3/25/2022	1
Leon and Barbara Joyce	3/1/2022	1
Dr. Betty L. Lusk	3/30/2022	1
Paolo Manca	3/22/2022; 3/24/2022	2
Mel Mason	3/30/2022	1
Reverend Ernest Newman, III	3/22/2022	1
Lanny Olis	3/29/2022	1
Dave Pacheco	3/29/2022	1
Gerald Pinkston Sr.	3/30/2022	1
Lenora Pinkston	3/30/2022	1
Robert A. Rader Jr.	3/29/2022	1
Carlos Ramos	3/30/2022	1
Helen B. Rucker	3/28/2022	1
Jerry Smith	3/30/2022	1
Alfred Soto	3/25/2022	1
Ruthie Watts	3/29/2022	1
Total nominees: 21		

Walk of Fame Scoring Guidelines
Each Reviewer will have the opportunity to score each application based on the criteria within the policy.
Applications will be ranked based on the average scores of the reviewer.
The Ranking will not determine who receives a "star" and will be used as a tool for the committee.
Other tools include, the deliberation process, community knowledge, staff research, etc.
The Committee will use these tools to make their recommendation to council on who they believe should receive a star on the Broadway Walk of Fame.

Instructions for Scoring
As you are scoring each application, please ensure that you are ranking them and no applicant total score is identical. Bare with me as I explain a little further, for example "Diana Ross" and "Mary Wilson" shouldn't both receive 100 points total (a tie score), one TV program clearly outranks the other and should be reflected in the scoring. "Diana Ross" in my opinion reins supreme for their community outreach efforts and # of youth served receiving 95 total points, "Mary Wilson" isn't up to par with outreach but she provided economic relief to the community and received 75 total points. You may think differently about these wonderful leaders but this is my example and I stand by my scoring. :)

Sponsor or Group: _____		Reviewed by: _____	
Nominee: _____			
Category (Nominee must meet one of the following categories, no more than one may be selected)	Total points possible (6.25)	Points awarded	Notes
Athletics and Competition			
Arts and Performing Media			
Civics and Government			
Community and Social Equality			
Education			
Environment and Conservation			
Journalism and Literature			
Outstanding Achievement			
Criteria for Rating Broadway Walk of Fame Applications (must have made a consistent and positive impact in three or more of the areas listed below)	Total points possible (93.75)	Points awarded	Notes
A minimum of three years' residency in the City of Seaside and or has made a significant positive impact on Seaside			
Ability to inspire and encourage others to enhance diversity and inclusion in the City of Seaside			
Bringing positive recognition to the City on a local, national, or global stage.			
Contributing a significant historical impact			
Contributing to the health and safety of our citizens.			
Contributing to the quality of life of our citizens			
Expanding opportunities for the City of Seaside to become a destination of choice			
Extraordinary effort to overcome challenges to achieve contribution			
Fostering the spirit of our community			
Making lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside			
Making substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.			
Making substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility			
Providing economic development or redevelopment activity			
Providing positive opportunities for the future of our youth			
Providing positive opportunities for the future of our youth			
Total Score	100		

Questions to Consider while reviewing application

Has the applicant adequately justified the nomination with sufficient detail?

Has the applicant provided evidence and supplemental material (petitions, letters of support, etc.) to support the nomination?

Has the applicant demonstrated the nominees positive impact on Seaside?

Has the nominee made a consistent and positive impact in three or more of the areas listed in the policy?