



A G E N D A

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

VIRTUAL ONLY
Wednesday, May 25, 2022
6:00 PM

THIS MEETING WILL BE HELD IN A VIRTUAL FORMAT ONLY

1. 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
2. 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. **CALL TO ORDER**

2. **BUSINESS ITEMS**

- A. **APPROVE MAY 4, 2022 MEETING MINUTES**

- B. **REVIEW AND APPROVE THE RANKING OF THE WALK OF FAME NOMINEES (ROUND 2)**

- C. **RECEIVE AN OVERVIEW AND UPDATE ON BROADWAY WALK OF FAME INSTALLATION**

3. **ADJOURNMENT**

Next Regularly Scheduled Meeting:
TBD



CITY OF SEASIDE STAFF REPORT

Item No.: 2.A.

TO: Broadway Walk of Fame Ad-Hoc Committee

BY: Ashley Collick, Assistant City Manager

DATE: May 25, 2022

SUBJECT: APPROVE MAY 4, 2022 MEETING MINUTES

PURPOSE & RECOMMENDATION

Approve the minutes from May 4, 2022.

BACKGROUND

The Committee met on May 4, 2022. The minutes are attached.

ATTACHMENTS

1. May 4, 2022 Draft Minutes
-



DRAFT MINUTES

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

VIRTUAL ONLY
Wednesday, May 4, 2022
6:00 PM

1. CALL TO ORDER

Vice Chair Franco Pacheco called the meeting to order at 6:00p.m.

2. BUSINESS ITEMS

PRESENT: Mitchell, Pacheco, Anderson, Brown, Maxwell, Rubio

A. APPROVE APRIL 20, 2022 MEETING MINUTES

Commissioner Maxwell motioned to approve. Commissioner Anderson seconded the motion.

RESULTS: 6-0

AYES: Mitchell, Pacheco, Anderson, Brown, Maxwell, Rubio

NOES: None

ABSTAIN: None

- ACTION: Motion passes to approve minutes.

B. REVIEW AND APPROVE THE RANKING OF THE WALK OF FAME APPLICATIONS

Six nominations per year.

Vice Chair Pacheco motioned to move to top 10 or 70% and up for ranking. Commissioner Rubio seconded the vote.

RESULT: 6-0

AYES: Mitchell, Pacheco, Anderson, Brown, Maxwell, Rubio

NOES: None

ABSTAIN: None

- ACTION: Motion passes to focus on the top 11 rating 70% or higher.

Chair Mitchell recommends new voting based on the top 11 and then take the top 6 to Council.

Commissioner Brown suggests taking public relations for the candidate into consideration.

Vice Chair Pacheco motioned based on the top 11 to 70% and up to have, the Committee re-rank these candidates 11-1. Eleven will be ranked as the highest and one being the lowest, the top 6 will be taken to Council. Commissioner Anderson seconded the motion.

RESULTS: 5-1

AYES: Pacheco, Anderson, Brown, Maxwell, Rubio

NOES: Mitchell

ABSTAIN: None

- ACTION: Motion passes to take the top six from 70% and up new rankings to Council.

Commissioners should have new rankings submitted by Monday, May 9th, 2022.

C. RECEIVE AN OVERVIEW AND UPDATE ON BROADWAY WALK OF FAME INSTALLATION

\$40,000 has been allocated for the stars on Broadway. Staff is currently looking at the design and materials for cost purposes. Recommendation to place the stars at the intersection between Broadway and Hillsdale; Broadway and Alhambra, Broadway and Calaveras. Staff presented potential banners to advertise the stars, which would be put up after Council's decision.

3. ADJOURNMENT

Vice Chair Pacheco motioned for adjournment, Commissioner Anderson seconded the motion.

- ACTION: Meeting was adjourned at 6:55 p.m.

Respectfully submitted,

Ashley Collick, Commission Clerk



CITY OF SEASIDE STAFF REPORT

Item No.: 2.B.

TO: Broadway Walk of Fame Ad-Hoc Committee

BY: Ashley Collick, Assistant City Manager

DATE: May 25, 2022

**SUBJECT: REVIEW AND APPROVE THE RANKING OF THE WALK OF FAME
NOMINEES (ROUND 2)**

PURPOSE & RECOMMENDATION

Approve the ranking of the top 11 nominees and select nominees to be recommended to Council to receive Star on the "Broadway Walk of Fame".

BACKGROUND

The Broadway Walk of Fame ad hoc committee has been tasked with reviewing applications and making program inductee and star placement recommendations to the City Council.

Below is a brief timeline of work to date:

On April 13, 2022: Introductory meeting and received a report detailing the number of nominees and voted on a process to start narrowing down the field. They asked staff to report on the status of each application, and whether the applications met the minimum requirements.

On April 20, 2022: Reviewed the applications report and finalized the scoring process. The Committee members received the applications to review and submitted their scoring offline.

On May 4th, 2022: The ranking of the 24 applications was discussed and approved. The committee voted to advance the top 11 applications (70 and above). They chose to re-rank those applications and discuss the final recommendations at their next meeting.

The ranking is attached. Two nominees are tied for 4th place and 6th place. The committee will need to review the ranking and make the final selections for Council to consider.

ATTACHMENTS

1. Ranking Sheet
-

**Broadway Walk of Fame
2nd Round of Ranking**

Participant	Average	Ranking	Notes
Helen Rucker	9.33	1	
Carlos Ramos	8.83	2	
Col. Alfred Glover	7.67	3	
Jerry Smith	6.67	4	Tied
Ruthie Watts	6.67	4	
Dr. Bettye Lusk	6.17	5	
Lanny Olis	5.33	6	Tied
Melvin Mason	5.00	6	
Herm Edwards	3.83	7	
Don Jordan	3.50	8	
Daniel and Claudia Washington	3.00	9	



CITY OF SEASIDE STAFF REPORT

Item No.: 2.C.

TO: Broadway Walk of Fame Ad-Hoc Committee

BY: Ashley Collick, Assistant City Manager

DATE: May 25, 2022

SUBJECT: RECEIVE AN OVERVIEW AND UPDATE ON BROADWAY WALK OF FAME INSTALLATION

PURPOSE & RECOMMENDATION

Receive update on the installation of the Broadway Walk of Fame.

BACKGROUND

The committee received an update on May 4th, 2022. Since that time, staff has received a bid on the installation of the star plaque from FMG concrete (attached), and a quote on the cost of the "future home" flags.

\$40,000 has been allocated for the star plaques on Broadway. Staff spent a large amount of time reaching out to vendors to obtain bids for the project. Staff reached out to Monterey Signs, Graniterock and FMG Custom Concrete. The other two companies weren't interested in bidding on the project.

1 14"x14" Plaque = \$6082

6 plaques = \$36,492

1 "future home" flag = \$170.50

12 flags = \$2046

Total: \$38,538

ATTACHMENTS

1. Flags Quote
-

2. FMG - City of Seaside walk of fame estimate 2022

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to read "R Greathouse", with a long horizontal flourish extending to the right.

Roberta Greathouse, Acting City Manager

WORK ORDER

Customer Name: Ashley Collick, Asst. City Mgr
 Company: City of Seaside
 Address:
 Phone: 899.6812
 Email: ACollick@ci.seaside.ca.us

**TRUCKSIS ENTERPRISES INC**

BRANDING / SIGNAGE / GRAPHIC DESIGN
 PROMOTIONAL ITEMS - PRINT COLLATERAL
 2700 Garden Road Monterey, Ca. 93940-5337
 831.647.8100 trucksis.com

CLIENT STATUS: established
ORDER DATE: 5/17/22
MFG TIME: 3.5-4 w. days
TERMS: 30 days

Prices reflects 3% discount
 pymt by check/cash

\$170.50 each + tax
 Double sided
 Medium Angled Flag
 w/ pole & ground stake kit.

*Complimentary / no charge for design set up.
 *Delivered to Public Works Dept.
 *Mfg time is currently about 3.5-4 w. days.



Turnaround times: 1.5 day 11:15 am. Standard: 2.5-3.5 w. days 2 pm & 3pm. No cancellations after work order approval.
 NOTE: Should color accuracy be critical, client must provide a color paper proof with color call outs indicated. Add'l fee applies if correction needed
 Size and alignment variances apply to all printed/dyed materials

Prices as indicated above, are estimates only. Changes and/or additions must be in writing. Delays caused by the client, special consultations, and all other work expense will be billed extra unless otherwise specified herein. After initial design, \$7.00 fee added per layout change. The design remains property of Trucksis Ent. Inc. Repeat orders do not necessarily guarantee exact color precision from previous order. Small size full bleed stickers may curl on edges; recommend 1/32" white border. We are not responsible for errors or omissions on approved finals. Proofreading layout and specs is clients responsibility. Finish products may have a variance in size of 1"-2". All printing orders are subject to slight overruns/underruns, possible ink/fabric imperfections. We are not responsible for files received with low size/low dpi at final output size or hidden layers. All agreements contingent upon strikes, machinery breakdown or delays beyond our control. 50% Deposit non-refundable due to out of pocket expenses. Estimates for installations are only estimates due to underground variables or obstructions at job site that impede progress. Sales tax and possible freight charges are excluded from above costs. 50% Deposit must arrive to office 3-5 days from date below. Purchase Order forms submitted wave deposit unless total exceeds \$3,000.00. Invoices not paid by term date incur 1.5% fee on total due for every month after 30 days. Signee agrees to carry fire, liability & other insurance. Trucksis Ent. Inc. will not be held responsible for accidents/damages due to underground /restricted height variables. prices valid 5 days

CLIENTS AUTHORIZATION TO PROCEED: _____

Date: _____

On May 16, 2022, at 3:05 PM, Ashley Collick <ACollick@ci.seaside.ca.us> wrote:

Hi Mary,

Apologies for the delay. We would like to go with this design. Please send me a quote for 12 flags please.

Thank you!



California State License Board
P.O. Box 26000
Sacramento, C.A. 95826
C.A. LIC# 1010708

Estimate for The City of Seaside

Tuesday, May 17, 2022

Broadway walk of fame concrete plaques

14 x 14 concrete square with brass inlay design

Estimate price per concrete plaque..... 6,082

Price includes-

- . All materials
- . Cutting concrete for plaque
- . Demo out of old concrete
- . Haul away of broken concrete
- . Brass star inlay
- . Brass seahorse
- . 1.5 inch high brass letters (rate is at \$45 each letter)
- . 6.75 inch precision tool brass circle
- . Colored concrete
- . Set up concrete form
- . install steel rebar
- . Pour black concrete on outer star
- . Pour red concrete on interior of star
- . Install inlay brass pieces
- . Strip all concrete forms
- . Install finished concrete plaque in city sidewalk
- . All clean up

FMG CUSTOM CONCRETE
1222 PROSPECT ST. SEASIDE CA.
93955
OFFICE: (831) 884-5999
CELL: (831) 869-1607