



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, June 1, 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

Annalisa Mitchell
Franco Pacheco
Joy Anderson
Emerson Brown
Francoise Avery
Bobby Maxwell
Jeanette Walton
Gracie Rubio
Ruthie Watts

Chair
Vice Chair
C-JOBS
Art and History Commission
Art and History Commission
Parks and Recreation Commission
Parks and Recreation Commission
Community Member
Community Member

2. BUSINESS ITEMS

A. APPROVE MAY 25, 2022 MEETING MINUTES

B. APPROVE FINAL BROADWAY WALK OF FAME INSTALLATION REPORT DETAILS

3. ADJOURNMENT

Next Regularly Scheduled Meeting:



CITY OF SEASIDE STAFF REPORT

Item No.: 2.A.

TO: Broadway Walk of Fame Ad-Hoc Committee

BY: Ashley Collick, Assistant City Manager

DATE: June 1, 2022

SUBJECT: APPROVE MAY 25, 2022 MEETING MINUTES

PURPOSE & RECOMMENDATION

Approve the minutes from May 25, 2022.

BACKGROUND

The Committee met on May 25, 2022.. The minutes are attached.

ATTACHMENTS

1. May 25, 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 25, 2022
6:00 PM

1. CALL TO ORDER

Chair Mitchell called the meeting to order at 6:00 p.m.

2. ROLL CALL – ESTABLISHMENT OF QUORUM

PRESENT: Mitchell, Pacheco, Anderson, Brown, Maxwell

ABSENT: Rubio

2. BUSINESS ITEMS

A. APPROVE MAY 4, 2022 MEETING MINUTES

Commissioner Maxwell motioned to approve minutes from May 4, 2022

Commissioner Anderson seconded the motion.

RESULT: 5-1

AYES: Mitchell, Pacheco, Anderson, Brown, Maxwell

NOES: NONE

ABSTAIN: NONE

ABSENT: Rubio

- ACTION: Motion to approve May 4, 2022 minutes passes.

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

Commissioner Anderson asked if the two tied at spot number four be accepted as four and five ranking. Vice Chair Pacheco reminded commission they voted on the top six going to Council regardless of being tied.

Vice Chair Pacheco motioned the top six nominees going to Council ending with Dr. Lusk. Commissioner Maxwell seconded.

RESULT: 5-1

AYES: Mitchell, Pacheco, Anderson, Brown, Maxwell

NOES: None

ABSTAIN: None

ABSENT: Rubio

- ACTION: Motion to take top six from the new rankings to Council passes.

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

Staff provided examples of the star's presentation on the sidewalk. Advertising flag examples from last meeting have been ordered ahead of time. Staff plans to have a larger ceremony around the City's birthday. Staff will inform nominees and provide next steps.

3. ADJOURNMENT

Chair Mitchell called for adjournment.

- ACTION: Meeting adjourned at 6:27 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: June 1, 2022

**SUBJECT: APPROVE FINAL BROADWAY WALK OF FAME INSTALLATION
REPORT DETAILS**

PURPOSE & RECOMMENDATION

Approve final Broadway Walk of Fame Installation Report Details

BACKGROUND

The Broadway Walk of Fame policy was approved by Council on February 3, 2022.

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. The purpose of the ad hoc committee is 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.

Timeline of work to date:

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.

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

offline.

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 rerank those applications and discuss the final recommendations at their next meeting.

May 25, 2022: The committee received a report on the final ranking of the top 11 nominations and approved the top 6 candidates listed to be forwarded to the Council for approval. They also reviewed the cost of the plaque installation and flags to promote the "future home of the walk of fame".

1 14"x14" Plaque = \$6082

6 plaques = \$36,492

1 "future home" flag = \$170.50

12 flags = \$2046

Total: \$38,538

The initial plans for installation included installing 2 stars at each of the Intersections of Broadway with Hillsdale, Alhambra, and Calaveras. Staff would like to hear from the committee before finalizing this recommendation to Council.

Items to be sent to Council

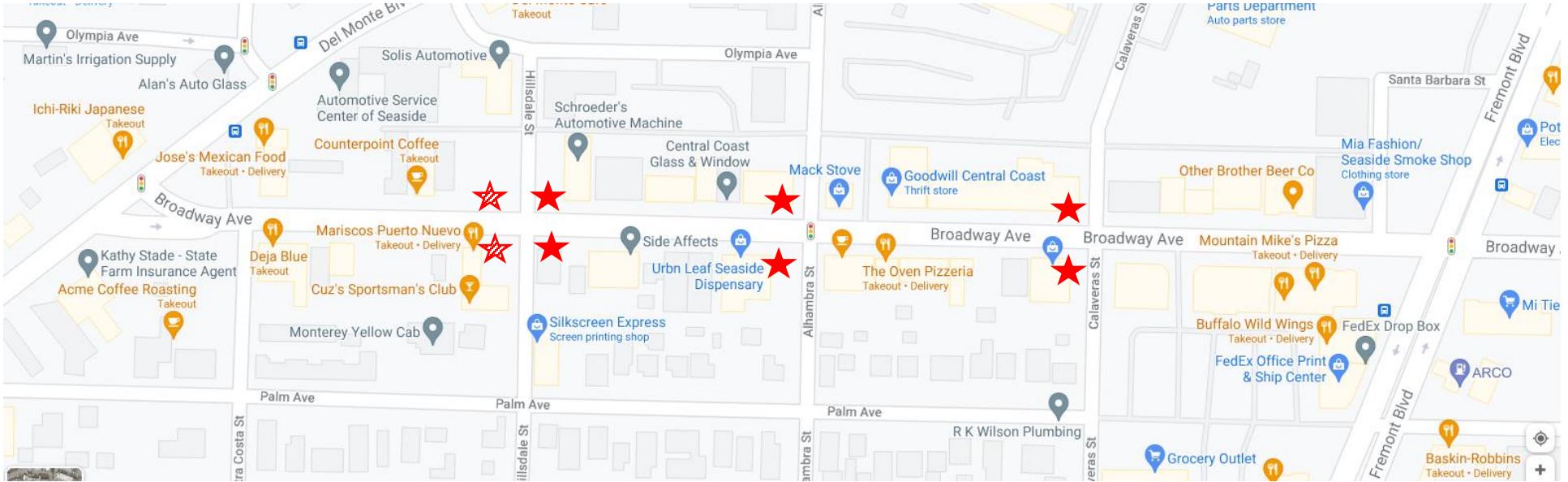
- 6 Nominations (attached)
- Star Design (attached)
- Installation Locations (map attached)
- Tentative plans for unveiling

ATTACHMENTS

1. Potential Location Recommendations
 2. Star 2
 3. Star 1
 4. emblems
 5. 2022 Walk of Fame Recommendations
-

Walk of Fame Initial Star Locations

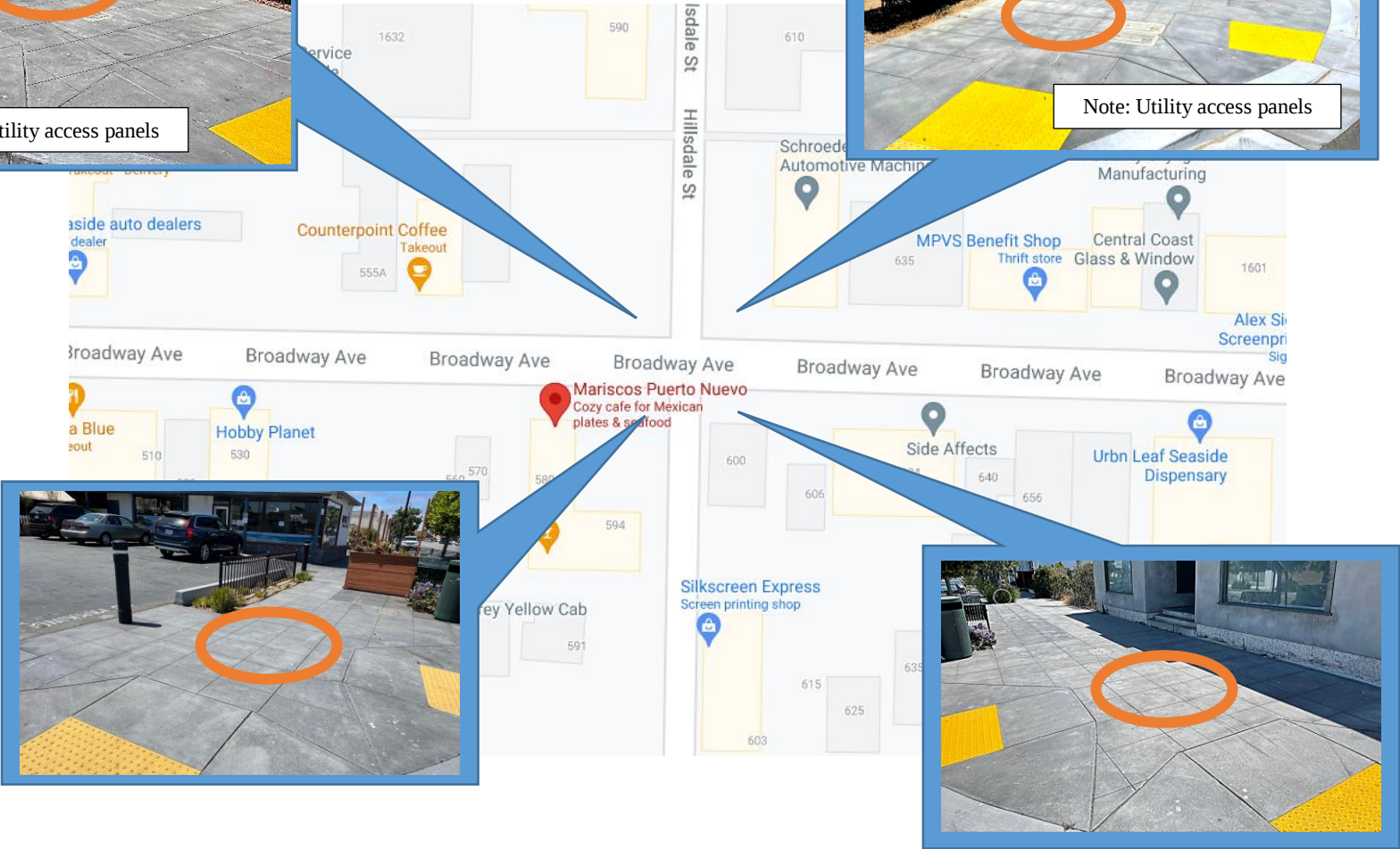
Recommendations: Install 2 stars at each of the Intersections of Broadway with Hillsdale, Alhambra, and Calaveras (6 total)



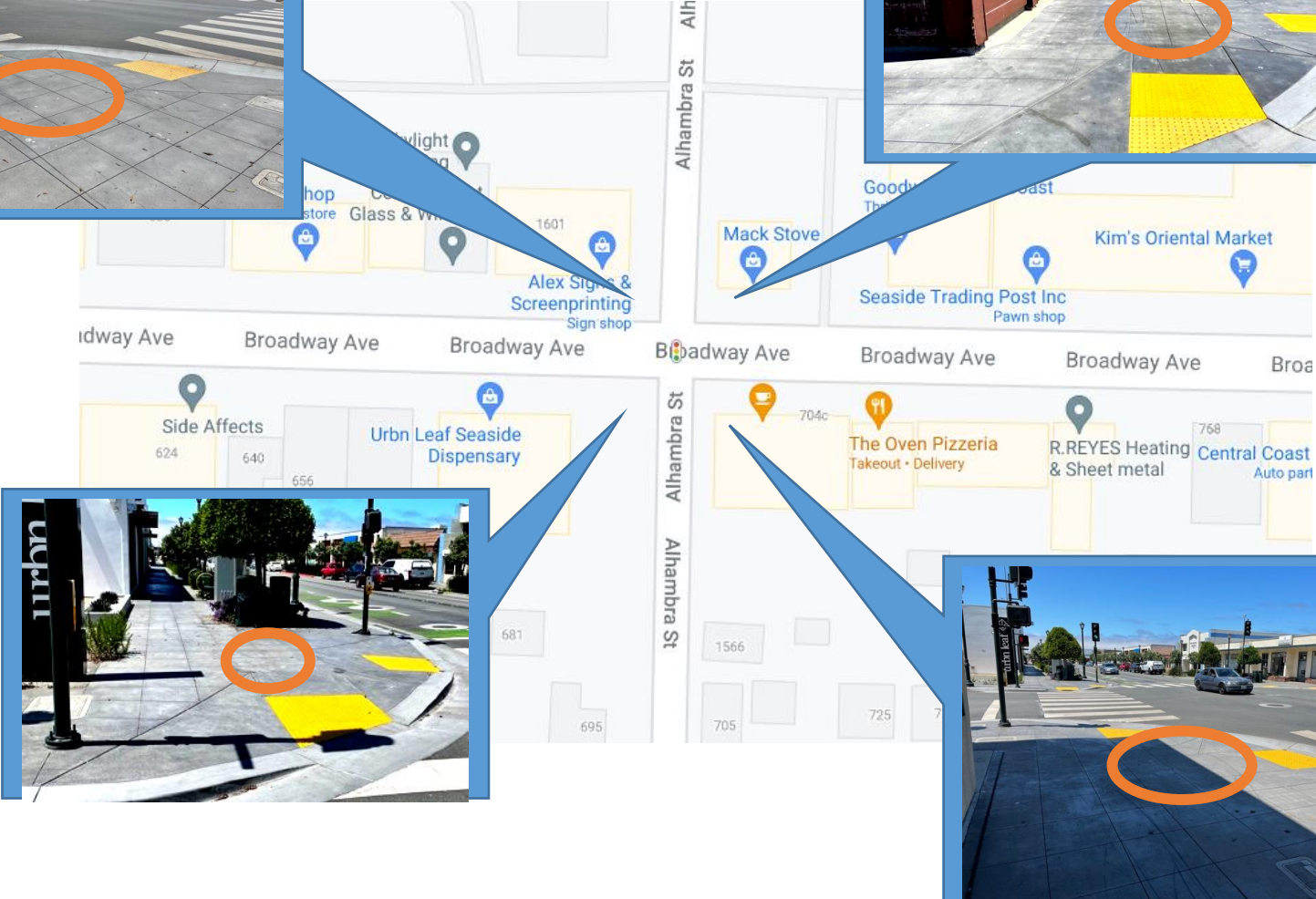
★ Initial Locations

★ Tentative Locations

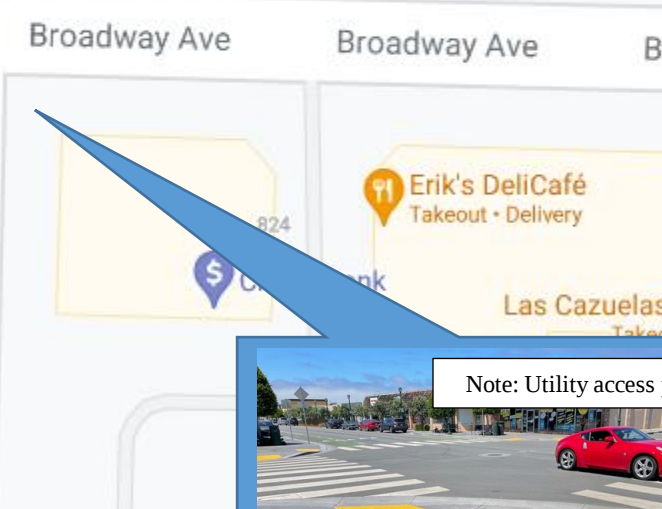
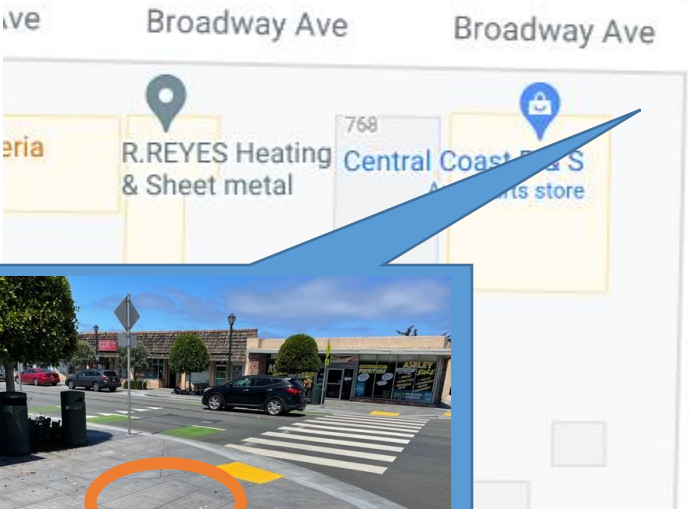
Hillsdale St & Broadway (2 stars)



Alhambra St & Broadway (2 stars)



Calaveras St & Broadway (2 stars)



Note: Utility access panels



SEASIDE WALK OF FAME

Materials:

Outer:

Black sparkle grain
concrete

Inner:

Red concrete

Lettering and Icon:

Brass inlay



EXAMPLES



CATEGORIES

Significant Contributions to:



GOVERNMENT
AND CIVICS



COMMUNITY
AND SOCIAL
EQUALITY



JOURNALISM
AND
LITERATURE



ARTS AND
PERFORMING
MEDIA



EDUCATION



HISTORIC
SIGNIFICANCE



ATHLETICS AND
COMPETITION



ENVIRONMENT
AND
CONSERVATION

Broadway Walk of Fame Recommendations to Council
Helen Rucker
Carlos Ramos
Col. Alfred Glover
Jerry Smith
Ruthie Watts
Dr. Bettye Lusk