



## **AGENDA**

CITY OF SEASIDE  
NEIGHBORHOOD IMPROVEMENT  
COMMISSION

REGULAR MEETING  
440 HARCOURT AVE  
Tuesday, February 6, 2024  
6:00 PM

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  - Before the Meeting via Email: Written comments can be emailed to [mramos@ci.seaside.ca.us](mailto:mramos@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.
  - During the Meeting via Oral Comments: When the Chair calls for public comment, members of the public participating in person and wishing to address the Commission may approach the podium when the Chair calls for public comment.

### **1. CALL TO ORDER**

### **2. ROLL CALL - NEIGHBORHOOD IMPROVEMENT COMMISSION**

|                    |              |
|--------------------|--------------|
| Joan Costello      | Chair        |
| Shanda LeBoeuf     | Vice Chair   |
| Dennis Alexander   | Commissioner |
| Ramona Olaeta-Reed | Commissioner |
| Ray Riordan        | Commissioner |
| Tiffinie Meyer     | Commissioner |

### **3. REVIEW OF AGENDA**

*If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).*

**4. PUBLIC COMMENT**

*Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Comments on specific agenda items are heard under that item. For the public record, please state your name.*

**5. APPROVAL OF MINUTES**

**A. APPROVE THE MINUTES FROM JANUARY 2, 2024**

**6. BUSINESS**

**A. RECIEVE AN UPDATE ON THE NEIGHBORHOOD WATCH PROGRAM**

**B. APPROVAL OF THE SOUTH END OF GENERAL JIM MOORE BOULEVARD AS THE LOCATION FOR THE CITY OF SEASIDE SIGN PROJECT**

**C. APPOINT COMMISSIONERS TO AREA ASSIGNMENT FOR HOUSE OF THE MONTH AWARDS**

**D. CONSIDER AND ELECT THE BUSINESS OF THE QUARTER**

**E. CONSIDER AND ELECT THE HOUSES OF THE MONTH FOR OCTOBER AND NOVEMBER 2023**

**F. DISCUSS AND DECIDE THE PROSPECTIVE DATES FOR THE SPRING CITYWIDE CLEANUP**

**G. DISCUSS AND RE-AFFIRM THE NEIGHBORHOOD IMPROVEMENT COMMISSION POSITION REGARDING ANNUAL HOLIDAY CONTEST**

**7. REPORTS FROM COMMISSIONERS**

This is a time specifically set aside for Commissioners to make brief comments of general interest to the community, make requests that items be added to future meeting agendas as necessary, and report on Committee Assignments.

**8. REPORTS FROM STAFF**

This is a time specifically set aside for the Staff Liaison to provide updates on non-agendized requests from the Commission, and to provide brief information on topics under the purview of the Commission.

**9. ADJOURNMENT**

Next Regularly Scheduled Meeting:  
March 5, 2024  
6:00 p.m.

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## DRAFT MINUTES

CITY OF SEASIDE  
NEIGHBORHOOD  
IMPROVEMENT  
COMMISSION

REGULAR MEETING  
COUNCIL CHAMBER  
Tuesday, January 2, 2024  
6:00 PM

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**1. CALL TO ORDER**

Chair LeBoeuf called the meeting to order at 6:00pm

**2. ROLL CALL - NEIGHBORHOOD IMPROVEMENT COMMISSION**

PRESENT: ALEXANDER, LEBOEUF, OLEATA-REED, RIORDAN, COSTELLO.  
ABSENT: MEYER

**3. REVIEW OF AGENDA**

No changes.

**4. PUBLIC COMMENT**

None.

**5. BUSINESS**

**A. APPROVE A FINAL LOCATION FOR THE CITY OF SEASIDE SIGN PROJECT**

*On Motion by Commissioner Costello and second by Commissioner Olaeta-Reed, and carried by the following vote, the Neighborhood Improvement Commission moved to approve the City of Seaside sign project on Lightfighter Blvd. and Gen. Jim Moore Blvd., and Fremont St. and Del Monte Ave.*

*RESULTS: 5-0-0-1*

*AYES: Alexander, LeBoeuf, Oleata Reed, Riordan, Costello*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Meyer*

**B. RECEIVE AN UPDATE ON UTILITY BOX ARTWORK PROGRAM AND PROVIDE FEEDBACK ON PROGRAM ELEMENTS**

Recreation Superintendent, KeeHyon Higgins, provided an update and informed the Commission that there were approximately nine (9) utility boxes on Fremont Street, and indicated that he hoped the utility box artwork program would be something youth can work on around the area.

Mr. Higgins also advised the Commission that staff intends to get feedback, ideas and

the perspective of the Art and History Commission.

This item was for informational purposes only; there was no action from the Commission on the item.

**C. OBTAIN INPUT ON THE LIGHT POLE BANNERS ON FREMONT BOULEVARD AND MURAL AT CUTINO PARK PROJECTS**

*On Motion by commissioner Alexander and second by Commissioner Oleata- Reed, and carried by the following vote, the Neighborhood Improvement Commission moved to approve the theme of the light pole banners and mural to celebrate City staff.*

*RESULTS: 5-0-0-0-1*

*AYES: Alexander, LeBoeuf, Oleata Reed, Riordan, Costello*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Meyer*

**D. RECEIVE AN UPDATE ON SHORT TERM RENTALS/TRANSIENT OCCUPANCY TAX (FINANCE DEPARTMENT)**

Code Compliance Coordinator, Alfred Soto provided a review of the item and relayed information that was determined in consultation with Finance Director, Victor Damiani. In regards to Short Term Rentals (STR), the NIC spent the allocated fiscal funds for 2023-2024, and at the first meeting in March, the Finance Department will present a report to the NIC in regards to the Transient Occupancy Tax for fiscal year 2024-2025.

This item was for informational purposes only; there was no action from the Commission on the item.

**E. RECEIVE REPORT ON CITY STAFF POSITIONS AND DUTIES AS IT RELATES TO THEIR ROLES WITH THE NEIGHBORHOOD IMPROVEMENT COMMISSION**

The Commission was informed that communication between the commission and staff, should start with the staff liaison, Chief Building Official, Romeo Herrera, and he will report back to Commissioner appropriately. In the event the staff liaison is absent from a meeting, a staff person will be assigned to attend the meeting on his behalf.

**F. ELECTION OF OFFICERS: NOMINATE AND VOTE FOR CHAIR AND VICE CHAIR**

*On motion by Commissioner Alexander and second Commissioner Riordan, and carried by the following vote, the Neighborhood Improvement Commission moved to nominate Commissioner Costello for Chair, and Commissioner LeBoeuf for Vice Chair.*

*RESULTS: 5-0-0-0-1*

*AYES: Alexander, LeBoeuf, Oleata Reed, Riordan, Costello*

*NOES: None*

*ABSTAIN:None*

*ABSENT: Meyer*

## **6. REPORTS FROM COMMISSIONERS**

- Item for the next agenda - to have business of the quarter
- Item for the next agenda - date for spring cleanup for February,
- A new 501©3 organization, Monterey County Family Justice Center, for people who are experiencing a variety of issues including domestic abuse, and the location will offer services and be one stop. The location is on Broadway and Noche Buena, and meetings will be held monthly.

## **7. REPORTS FROM STAFF**

Public Work Director/ City Engineer, Nisha Patel reported:

- PROJECT 2: 2 to 3 Picnic Areas at Cutino Park - The project is in progress. The concrete pads have been poured, but the landscaping, irrigation, picnic benches and tables, and benches still need to be installed. Because of weather, the earliest its expected to be complete is the end of the January.
- PROJECT 3: Neighborhood Watch Program - The Police Department has not made progress on this, they are open to working with the Commission to re-establish the program in an effective manner.
- PROJECT 6: Repair of Wheeler Tennis Courts - This project is being managed by Dave Fortune in PW Maintenance, Rec. Director Dan Meewis received a quote and it's not necessary to go out to bid. The bid is good if we can wait to have the repair, painting, and striping in May. The funds will be encumbered before the end of the fiscal year. There may be an opportunity for savings if there is an interest in still doing bike racks or another improvement.
- PROJECT 7: Tree giveaway and planting of native trees - This project is being managed by Dave Fortune in PW and Rec. Director Dan Meewis, experts advised that it is best to plant trees in the spring. Staff suggests to plant trees on public property, not parks, because we really need trees planned as part of a project to ensure that they have irrigation and they are planted in a location where they won't need to be moved.
- PROJECT 8: Four benches on General Jim Moore facing the Ocean – staff will need to go out with Commissioner Tiffanie Meyer or another Commissioner to geo-locate where the benches will go, and benches ordered now – the Commission needs to decide if it would like a backed bench or a backless bench.
- PROJECT 10: Fernando Park Walkway - the walkway and stairs are poured, the bench and railing still need to be poured, and the entire project should be complete and open to the public in mid-January. For this project, Cutino, and Highland Otis, the NIC will be invited to the ribbon cutting ceremonies.

## **8. ADJOURNMENT**

With no further business, the meeting adjourned at 7:46 p.m.

**Respectfully submitted,**

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**Maricela Ramos, Commission Clerk**

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**Shanda LeBeouf, Chair**



## **CITY OF SEASIDE STAFF REPORT**

**Item No.: 6.B.**

**TO:** Neighborhood Improvement Program

**BY:** Kirstin van Gend, Administrative Analyst II

**DATE:** February 6, 2024

**SUBJECT: APPROVAL OF THE SOUTH END OF GENERAL JIM MOORE  
BOULEVARD AS THE LOCATION FOR THE CITY OF SEASIDE  
SIGN PROJECT**

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### **PURPOSE & RECOMMENDATION**

#### **BACKGROUND**

At their meeting on November 2, 2023, the Seaside City Council approved the Neighborhood Improvement Commission (NIC) recommendation for an additional Welcome to City of Seaside sign for an amount up to \$70,000.00 to be allocated from transient occupancy tax (TOT) from short term rentals (STRs).

The location that the NIC had proposed for the new sign was within the landscaped median island between Fremont Boulevard and Del Monte Boulevard in a triangle parcel 800 feet just south from the City of Seaside wall sign located on Fremont Boulevard and Monterey Road.

At the January 2, 2024, NIC meeting, staff presented several other locations as options for Commission review to select a final location. The Commission recommended the Lightfighter Drive and General Jim Moore Boulevard intersection as the first choice location and the landscaped median island between Fremont Boulevard and Del Monte Boulevard as the second choice location. Staff completed additional review of the first location and found the project not feasible due to the upcoming Campus Town development and improvements at that intersection.

At the November 2, 2023, Council meeting, the landscaped median island between Fremont Boulevard and Del Monte Boulevard was mentioned as a potential location but

was not a preferred option by the Council. Therefore, staff re-evaluated locations brought for consideration at the January 2, 2024, NIC meeting are coming with a new recommended location.

Staff recommend that the new Seaside Sign project be located at the South End of General Jim Moore (GJM) Boulevard for the following reasons:

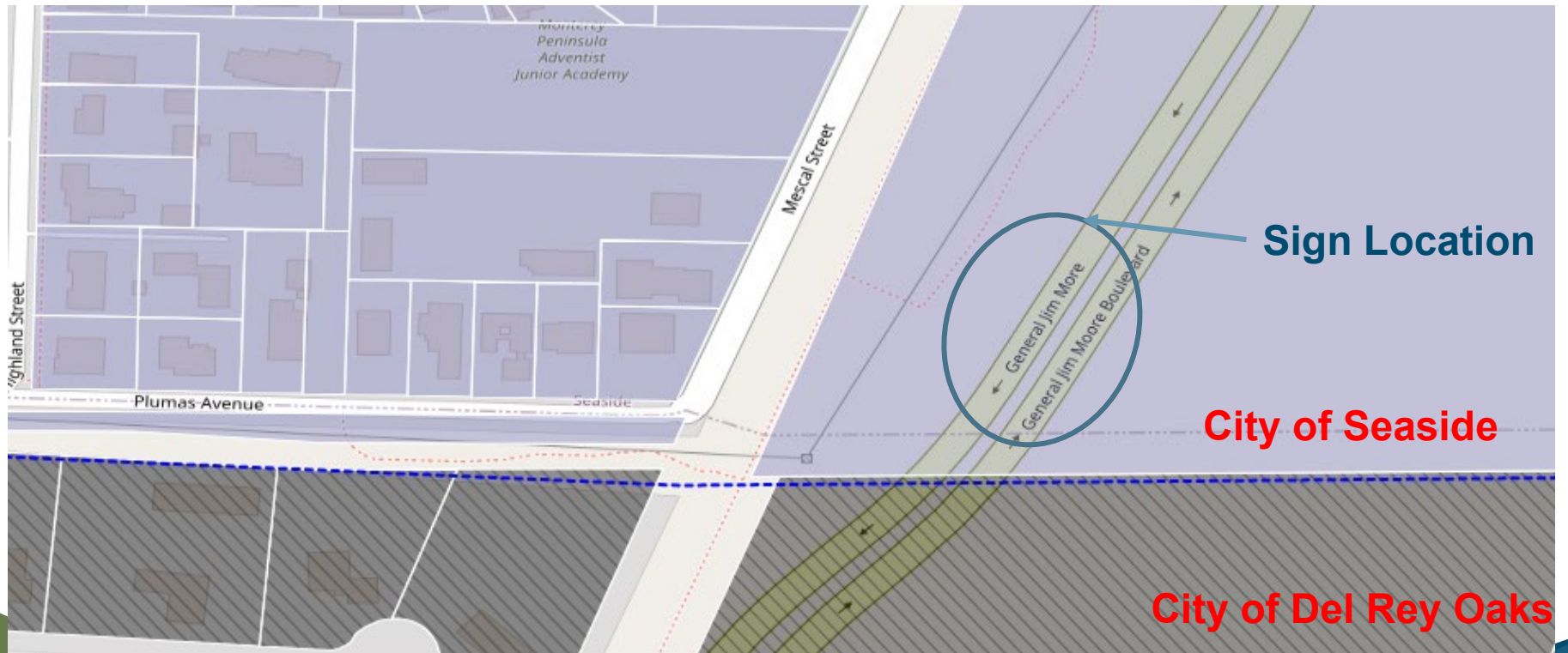
1. There is no decorative Seaside sign here, only a city limit sign.
2. The General Plan notes this entryway to the City has no Gateway and needs considerable enhancements.
3. GJM connects residents and visitors to the Fort Ord National Monument trails and the Bayonet & Black Horse Golf Course.
4. GJM will connect residents and visitors to new developments in the coming years, including The Enclave housing community and the Grand Hyatt Hotel.
5. NIC funded the placement of four benches along GJM facing the ocean. A sign will help celebrate the views that Seaside offers.
6. GJM feeds into other important Seaside roadways, including Hilby Avenue and Broadway Avenue.
7. The South End of GJM is the welcome point for many entering the City from Del Rey Oaks and Highway 68.

## **ATTACHMENTS**

1. Location: Map and Photos
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# Recommended Location

General Jim Moore Boulevard, south end



# Recommended Location

General Jim Moore Boulevard, south end



Sign Location

# Recommended Location

General Jim Moore Boulevard, south end



