



AGENDA

CITY OF SEASIDE
NEIGHBORHOOD IMPROVEMENT
COMMISSION

REGULAR MEETING
440 HARCOURT AVE
Tuesday, April 1, 2025
5:00 PM

NOTICE: *The City Council and the City's Boards, Commissions and Committees, will hold its public meetings in person, with a view option for public participation based on availability. The City of Seaside utilizes Zoom tele-conferencing technology for virtual public participation; however, we make no representation or warranty of any kind, regarding the adequacy, reliability, or availability of the use of this platform in this manner. Participation by members of public through this means is at their own risk.*

VIRTUAL PUBLIC PARTICIPATION INSTRUCTIONS

1. To view this meeting: Please click on the following link to the City of Seaside YouTube Channel: <https://www.youtube.com/c/CityofSeasideCalifornia>
2. To view or participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link: <https://ci-seaside-ca-us.zoom.us/j/81403301073>
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Enter the **WEBINAR ID:** 814 0330 1073 when prompted. There is no participate code – press the pound sign # after the recording prompts you.
4. To make public comment, the following options are available:

Before the Meeting via Email: Written comments can be emailed to agonzalez@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 by 2:00 p.m. on the day of the meeting.

During the Meeting: 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.

When the Chair calls for public comment, members of the public participating on Zoom and wishing to address the City Council can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9 to "Raise Hand"; press *6 to unmute.
5. In accordance with the City's Remote Meeting Participation Policy for Public Comment: The City of Seaside reserves the right to refuse, limit, and/or revoke use of video conferencing technology and the option for virtual public participation. Granting use of the virtual

participation in no way constitutes an endorsement of any person or group to display hateful conduct, including sending or posting hateful images, making violent threats, or targeting others with hateful or abusive speech. The City may remove any participant that violates its agreement or applicable policy with proper notice as outlined in the conditions of use/meeting access.

1. CALL TO ORDER

2. ROLL CALL - NEIGHBORHOOD IMPROVEMENT COMMISSION

Ray Riordan	Chair
Tiffinie Meyer	Vice Chair
Ramona Olaeta-Reed	Commissioner
Joan Costello	Commissioner
Shanda LeBeouf	Commissioner
Dennis Alexander	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 MINUTES FROM MARCH 13, 2024

6. BUSINESS

A. DISCUSSION ON PROVIDING PLAQUES FOR NIC COMPLETED PROJECTS

B. ASSIGN CLEAN UP SITE LOCATIONS TO COMMISSIONERS

C. DISCUSS AND CONSIDER ORDERING JACKETS FOR COMMISSIONERS

D. DISCUSS HAVING THE CITY'S MARKETING COMPANY CREATE A VIDEO FOR THE COMMISSION TO HIGHLIGHT COMPLETED PROJECTS AND TO FILL VACANCIES ON THE COMMISSION

E. DISCUSS THE POSSIBLE LOSS OF TOT FUNDS ALLOCATED TO THE COMMISSION

F. REVIEW PROPOSED PROJECTS, DRAFT WORK PLAN, AND MAKE FINAL RECOMMENDATIONS TO SUBMIT TO THE CITY COUNCIL

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:
May 6, 2025
5:00 PM

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<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the Office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



DRAFT MINUTES

CITY OF SEASIDE
NEIGHBORHOOD
IMPROVEMENT
COMMISSION

SPECIAL MEETING
COUNCIL CHAMBERS
Thursday, March 13, 2025
5:00 PM

1. **CALL TO ORDER**

Chair Riordan called the meeting to order at 5:00 p.m.

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

PRESENT: Meyer, Alexander, Olaeta Reed, Riordin, Costello, LeBoeuf
ABSENT:

3. **REVIEW OF AGENDA**

None

PUBLIC COMMENT:

None.

4. **APPROVAL OF MINUTES**

APPROVE MINUTES FROM FEBRUARY 25, 2025 AND MARCH 1, 2025

On motion by Commissioner Alexander and second by Vice Chair Meyer, and carried by the following vote, the Neighborhood Improvement Commission moved to approve February 25, 2025 and March 1, 2025 Minutes

RESULTS: 6, 0, 0, 0

AYES: Meyer, Alexander, Olaeta Reed, Riordin, Costello, LeBoeuf

NOES: None

ABSTAIN: None

ABSENT: None

5. **BUSINESS**

A. REVIEW AND SELECT THE HOUSE OF THE MONTH FOR FEBRUARY

Commissioners reviewed 6 nominees for House of the Month for February and 6 nominees for House of the Month for February

PUBLIC COMMENT:

None

On motion by Commissioner Alexdander and second by LeBoeuf, and carried by the following vote, the Neighborhood Improvement Commission chose 1605 Highland for February House of the Month and on motion by Commissioner Costello and second by Meyer, and carried by the following vote, the Neighborhood Improvement Commission chose 1614 Kenneth for March House of the Month.

RESULTS: 6, 0, 0, 0

AYES: Meyer, Alexander, Olaeta Reed, Riordin, Costello, LeBoeuf

NOES: None

ABSTAIN: None

ABSENT: None

ACTION: APPROVED & ADOPTED RESOLUTION

B. REVIEW AND SELECT THE BUSINESS OF THE QUARTER

Commissioners suggested to continue discussion on Business of the Quarter to the next scheduled Neighborhood Improvement Commission meeting.

PUBLIC COMMENT:

None

C. DISCUSSION ON PROVIDING PLAQUES FOR NIC COMPLETED PROJECTS

Commissioner Riordan provided a picture to Commissioners of a sample plaque made out of Brass and Metal to run about \$40-\$60 each. Commissioner Meyer suggested that every Commissioner come up with a saying they would like to see on the plaque, and then discuss and vote at the next scheduled NIC Meeting.

PUBLIC COMMENT:

Cunningham

On motion by Commissioner Alexander and second by Meyer, and carried by the following vote, the Neighborhood Improvement Commission moved to approve to discuss sayings for the plaque and vote at the next scheduled Neighborhood Improvement meeting.

RESULTS: 6, 0, 0, 0

AYES: Meyer, Alexander, Olaeta Reed, Riordin, Costello, LeBoeuf

NOES: None

ABSTAIN: None

ABSENT: None

D. REVIEW PROJECTS DISCUSSED AT RETREAT AND PROVIDE DIRECTION TO STAFF ON NEXT STEPS

Dan Meewis, Interim City Manager and NIC Liaison provided a power point with costs and continued discussion on the Proposed 2025-2026 Projects. He added the cost to the Welcome to Seaside in every language to be \$100,000. Thomas Korman discussed painting inside the Broadway and Fremont Crosswalk. Using a thermal plastic called MMA and cleaned every so often. Commissioner Meyer asked Thomas Korman to bring pictures of this project that has been done in other Cities. City Commissioners discussed the projects and listened to Liaisons from FOSPA, Sustainable Seaside, Homeless Commission and Public Works. Commissioner Alexander would like to review the 2025-26 Project list after all the costs have been entered. Commissioner Meyer suggested Commissioners go over the projects and mark the ones they want to support and go over it at the next scheduled NIC meeting.

PUBLIC COMMENT:

Higgins, Crockett, Elder, Kennedy, Cunningham, Korman

6. REPORTS FROM COMMISSIONERS

Commissioner Meyer will not be able to attend the June 3 NIC meeting.

Commissioner Olaeta-Reed suggest that the Fire Hydrants should be painted by the City and she will not be at the April NIC scheduled meeting.

Commissioner Alexander asked to add the Annual Smoke Alarm to the Annual Projects on the FY 25-26 Proposed Projects

Commissioner Costello impressed with the Oldemeyer Center. Housing for Kids over 100 in homes. Table at Earth Day Celebration on April 27th

NIC Business Cards and NIC Jacekts

7. REPORTS FROM STAFF

8. ADJOURNMENT

With no further business the meeting adjourned at 7:20 p.m.

Respectfully submitted,

Jennifer Hancock, Committee Clerk

Ray Riordan, Chair



CITY OF SEASIDE STAFF REPORT

Item No.: 6.A.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: April 1, 2025

SUBJECT: DISCUSSION ON PROVIDING PLAQUES FOR NIC COMPLETED PROJECTS

RECOMMENDATION

Discuss and provide direction on providing plaques for NIC completed projects

BACKGROUND

Since the establishment of the allocation of Transient Occupancy Tax (TOT) funds to the Neighborhood Improvement Commission. The NIC has recommended dozens of projects to improve the neighborhoods around the city. From capitol projects such as the Resurfacing of the Wheeler Street Tennis Courts and Playground for Lincoln Cunningham Park, to beautification projects like public art, and landscaping projects. The recommendations that the NIC makes are sometimes outside the box of what the City would normally provide.

The commission would like to discuss installing plaques for some of their larger projects, to show the community that the commission is working to make all the neighborhoods in City beautiful with a variety of projects. An example of a plaque would be "This project was made possible by a recommendation from the Neighborhood Improvement Commission."

At the March 13, 2025, NIC meeting, the Commissioners had a robust discussion on this topic. It was decided that the commissioners would think about possible wording for the plaques and bring it back to the next meeting.

FISCAL IMPACT

Plaques range from \$20-\$100 each, and would be funded through the NIC's budget and included on specific projects that are selected for funding.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: April 1, 2025

SUBJECT: ASSIGN CLEAN UP SITE LOCATIONS TO COMMISSIONERS

RECOMMENDATION

Approve locations for each commissioner to be assigned to for the community clean up.

BACKGROUND

The Neighborhood Improvement Commission will be hosting its annual community clean-up event on Saturday, April, 26, 2025 from 8am-12pm. The commission will need to assign specific locations for each commissioner to be located at to ensure that the community is abiding by the rules of using dumpsters.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.C.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: April 1, 2025

**SUBJECT: DISCUSS AND CONSIDER ORDERING JACKETS FOR
COMMISSIONERS**

RECOMMENDATION

BACKGROUND

The commission has expressed interest in ordering jackets that have Neighborhood Improvement Commissioner printed on them. The commission can discuss this item, and make a recommendation on how they would like to move forward.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.D.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: April 1, 2025

**SUBJECT: DISCUSS HAVING THE CITY'S MARKETING COMPANY CREATE
A VIDEO FOR THE COMMISSION TO HIGHLIGHT COMPLETED
PROJECTS AND TO FILL VACANCIES ON THE COMMISSION**

RECOMMENDATION

Have a discussion on this item, and provide direction.

BACKGROUND

The City of Seaside uses Voler Strategic Advisors for a variety of marketing and community engagement projects. They can draft and send media releases, create promotional videos, as well as create specific content for social media. One of the commissioners has requested to have a discussion about possibly having Voler produce a video that highlights the projects that the commission has recommended for funding, and also create a video that could be used for recruiting new commissioners.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.E.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: April 1, 2025

**SUBJECT: DISCUSS THE POSSIBLE LOSS OF TOT FUNDS ALLOCATED TO
THE COMMISSION**

RECOMMENDATION

Have a discussion on this item.

BACKGROUND

At the March 20, 2025, City Council meeting there was an item on the agenda to review the Short Term Rental (STR) transient occupancy tax (TOT) allocation. During the meeting, the council directed staff to come back with an amended ordinance to change the allocation of the funding. It currently states in the ordinance that 50% of the TOT tax will go to the affordable housing fund, and 50% will go to the Neighborhood Improvement Commission to make recommendations on neighborhood improvement projects throughout the city. Since the ordinance was adopted in 2021, the NIC has received over one million dollars to allocated to specific projects. Some of those projects have been:

- Murals
- Benches
- Various park amenities
- Resurfacing of the Wheeler Street Tennis Courts/addition of 4 pickleball courts
- Improved sidewalks
- Tree Giveaway program
- Bike Racks
- Imrpoved landscaping

The proposed ordinance change will shift the allocation from 50% to 35%, with the remaining 15% being assigned to the council for specific projects that they will choose. If this ordinance is adopted, the estimated change in funding allocated to the NIC would go from \$400,000 to \$280,000.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.F.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: April 1, 2025

**SUBJECT: REVIEW PROPOSED PROJECTS, DRAFT WORK PLAN, AND
MAKE FINAL RECOMMENDATIONS TO SUBMIT TO THE CITY
COUNCIL**

RECOMMENDATION

Review identified projects and provide recommendation for City Council

BACKGROUND

On March 1, 2025, the Neighborhood Improvement Commission held their annual retreat to review project ideas to be included in their annual work-plan. The commission solicited input from other commissions and local non-profits. In addition, each commissioner suggested their own project ideas. After a lengthy discussion, the commission narrowed down their projects to a list of 34 potential projects. However, there is some overlap where the same request was submitted by multiple commissions. Staff have provided some estimates for these potential projects, and the submitter has been notified to provide any more relevant information to the NIC at their special meeting. For projects that are selected, they will need to be completed by June 30, 2026.

At the March 13, 2025, meeting, the commission reviewed the consolidated list provided by the Liaison with some estimated costs. During this meeting, the commission also heard from some of the organizations that provided recommendations to the NIC for consideration. The NIC asked staff to research more costs, and bring back the list for further discussion, so the NIC can finalize their list so they can make a recommendation to the City Council.

Staff have also drafted a work-plan document for the commission to review, provide comments, and ultimately approve to submit to the City Council for approval.

FISCAL IMPACT

The Neighborhood Improvement Commission's work-plan is funded through their transient occupancy tax allocation. the allocation for fiscal year 25/26 has not been established yet and will be identified during the City's budget development.

ATTACHMENTS

1. DRAFT NIC FY 25-26 project lists
 2. DRAFT NIC Commissions Work Plan 2025-26
-
-

Annual Projects

	Quantity	Unit Cost	Total Cost
Neighborhood Clean up days, April and September			\$ -
Tree Giveaway Program	1	\$ 10,000.00	\$ 10,000.00
Neighborhood Watch			\$ -
Graffiti Abatement Program			\$ -
High Five Program			\$ -
			\$ -
			\$ -

Proposed 2025-2026 Projects

"Welcome to Seaside" in every language at Broadway and Fremont (Intersection Painting)	1	\$ 100,000.00	\$ 100,000.00
4-6 Benches on Eucalyptus Road that ADA compliant and in neighborhoods and parks around existing playground equipment-Highland Otis, Lincoln Cunningham, Pachetti and Capra	10	\$ 4,500.00	\$ 45,000.00
Enhance beach entrance-make it Instagram worthy- photo opportunity	1	\$ 80,000.00	\$ 80,000.00
New tables at Oldemeyer 10 - 8' and 6' tables	20	\$ 350.00	\$ 7,000.00
"Welcome" Banners in 7 languages	20	\$ 60.00	\$ 1,200.00
Electronic Bulletin Board at City Hall facing Canyon Del Rey	1	\$ 50,000.00	\$ 50,000.00
501C3's-Invite nonprofits to educational events, send a mailer to every resident	1	\$ 5,000.00	\$ 5,000.00
Funding and App informing Seaside residents what events are going on	1	\$ 10,000.00	\$ 10,000.00
Add Wheel chair accessibility to the benches on General Jim Moore	2	\$ 2,000.00	\$ 4,000.00
Nature Friendly lights on the Lagoon & Roberts Lake (\$1,000 EACH)	10	\$ 1,000.00	\$ 10,000.00
Paint House numbers on the curb for all homes with curbs	250	\$ 25.00	\$ 6,250.00
More wraps on electric boxes	5	\$ 1,700.00	\$ 8,500.00
More Murals everywhere	1	\$ 15,000.00	\$ 15,000.00
Paint all fire hydrants with a fresh coat of paint	400	\$ 25.00	\$ 10,000.00
solar powered charging stations at one of our parks	1	\$ 7,000.00	\$ 7,000.00
Lockers for personal items and (6 per tower)	2	\$ 1,000.00	\$ 2,000.00
Bikes Racks (Multiple Requests) include Lincoln Cunningham Park Basketball court and Havan Soliz Park BBQ area	5	\$ 1,300.00	\$ 6,500.00
Shade Structure at Lincoln-Cunningham Park	1	\$ 50,000.00	\$ 50,000.00
Adult Recreation equipment	1	\$ 150,000.00	\$ 150,000.00

PAL Basketball Program Partnership	1	\$	2,500.00	\$	2,500.00
Art Focused Block Party	1	\$	5,000.00	\$	5,000.00
Community Mural Wall	1	\$	10,000.00	\$	10,000.00
5 Utility Boxes	5	\$	1,600.00	\$	8,000.00
Additions	8	\$	5,000.00	\$	40,000.00
Laguna Grande Grandstand/Gazebo	1	\$	75,000.00	\$	75,000.00
Canyon Del Rey Median Landscaping	1	\$	25,000.00	\$	25,000.00
Skyview Outlook Landscaping	1	\$	50,000.00	\$	50,000.00
Place signage with a directional arrow pointing Southward toward the Eucalyptus Road monument gate for Fort Ord National Monument located at the intersection of Lightfighter Drive and General Jim	1	\$	10,000.00	\$	10,000.00
Help fund Seasides annual Earth Day Celebration	1	\$	1,500.00	\$	1,500.00
Install a "Welcome to Seaside" sign on General Jim Moore Blvd on the median between City of Del Rey Oaks boundary line and Hilby Avenue	1	\$	15,000.00	\$	15,000.00
Murals in Seaside: Allocate \$2000 to hire a consultant to identify possible locations for mural art	1	\$	2,000.00	\$	2,000.00
Total				\$	821,450.00



<http://www.ci.seaside.ca.us/>

CITY OF SEASIDE

Neighborhood Improvement Commission

FY 2025-2026 Work Plan

Members

Ray Riordan, Chair
Tininie Meyer, Vice Chair
Ramona Olaeta-Reed
Joan Costello
Dennis Alexander
Shanda LeBoeuf

Staff Liaison

Dan Meewis, Assistant City Manager – Community Services
Jennifer Hancock – Commission Clerk

MISSION STATEMENT

The mission of the Seaside Neighborhood Improvement Commission is to make recommendations to the City Council and advising the Council in matters pertaining to the general improvement of neighborhoods in the City.

THE PEOPLE

The City of Seaside Neighborhood Improvement Commission consists of seven members appointed by the City Council to a three-year term in office. Members are residents of the City of Seaside and serve on a voluntary basis without compensation.

HISTORICAL BACKGROUND

The Neighborhood Improvement Commission was created December 3rd 1981 by City of Seaside Ordinance Number 596 and later amended by Ordinance Number 773 under the name "Neighborhood Improvement Program Commission".

OBJECTIVES

- Encourage citizens to beautify and upgrade their property and landscaping, and to remove items that adversely influence property values
- Encourage citizens to voluntarily comply with the various city codes relating to the general appearance of the City
- Make recommendations to the City Council on ways to improve the appearance of the City and to elicit voluntary cooperation to beautify and minimize vandalism in the City
- Work with service clubs and civic organizations, as appropriate, to help clean up the City and to promote and implement programs which help achieve this goal
- Work towards the establishment of neighborhood block organizations to help encourage beautification and reduce vandalism in the neighborhoods
- Encourage citizens and merchants to decorate their homes and businesses with decorations during the holiday season and to appropriately display the United States flag on national holidays
- Conduct administrative hearings relating to property maintenance

FY 25-26 WORK PLAN

The Seaside Neighborhood Improvement Commission desires and encourages community participation in the decision making process.

<i>GOAL/OBJECTIVE</i>	<i>PROPOSED ACTIVITIES</i>	<i>PRIORITY RANKING</i>	<i>TIMELINE FOR COMPLETION</i>
Solicit, gather, review and endorse other Commission project ideas that will improve, beautify and unify the City	Items in this category are highlighted in the annual recommended project list	High	June 30, 2026
Promote public input	Identify ways to get community involvement in programs and activities that the commission sanctions		
Collaborate with other Commissions and local non-profits	Identify ways to effectively collaborate with other City Commissions and non-profits to		
Bi-annual community cleanup days	Twice a year work with green waste to place dumpsters in the community	High	Spring 2026 Fall 2026
House of the Month	Identify Homes that have improved the curb appeal	High	Monthly
Business of the Quarter	Identify local businesses that have made an impact in the community	High	Quarterly in 2025/2026

PRIOR YEAR ACCOMPLISHMENTS

<i>GOAL/OBJECTIVE</i>	<i>ACTIVITIES SUPPORTING GOAL</i>	<i>STATUS</i>
Cutino Park Mural	Art & History Commission collaboration	Complete
Cutino Park Picnic Area	PW works Collaboration	Complete
Wheeler Street Tennis Courts	Parks & Rec Collaboration	Complete
Tree-Giveaway program	Parks & Rec Collaboration	Complete
4 benches on GJM	PW works Collaboration	Complete
Fernando Park Improvements	FOSPA Collaboration	Complete
New bike racks – Martin & Trinity Parks	PW works Collaboration	Complete
Oldemeyer Mural	Art & History Commission collaboration	Complete
Utility Box Project	Art & History Commission collaboration	Complete
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ONGOING PROJECTS

<i>PROJECT</i>	<i>ACTIVITIES</i>
Neighborhood Cleanup twice a year	Dumpsters located at 4 locations for City of Seaside Residents to dispose of household items and debris
Tree Giveaway Program	Fund the Parks & Recreation Commission Tree Giveaway Program
House of the Month	Commissioner Identifying homes in the community
Business of the Quarter	Commissioner Identifying Businesses in the community

DRAFT