



**A G E N D A**  
CITY OF SEASIDE  
HOMELESS COMMISSION

REGULAR MEETING  
440 HARCOURT AVE (COUNCIL CHAMBER)  
Wednesday, August 6, 2025  
5:30 PM

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***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.*

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**VIRTUAL PUBLIC PARTICIPATION INSTRUCTIONS**

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4. To make public comment, the following options are available:

**Before the Meeting via Email:** Written comments can be emailed to [delder@ci.seaside.ca.us](mailto:delder@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 participate 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 - HOMELESS COMMISSION**

Benjamin Strickland	Chair
Leslie Mugan	Vice Chair
Lynda Cunningham	Commissioner
Chance Freeman	Commissioner
Kathy Hughes	Commissioner
Joseph Ruffin III	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 JUNE 4, 2025, REGULAR MEETING**

**RECOMMENDATION:** Approve minutes as presented in agenda packet.

**6. BUSINESS ITEMS**

**A. RECEIVE UPDATE ON COLLABORATIVE PROPOSAL TO SEASIDE NEIGHBORHOOD IMPROVEMENT COMMISSION REGARDING DEVICE CHARGING STATION AND STORAGE LOCKERS**

**RECOMMENDATION:** Commissioners will be updated on the city council decision regarding the collaborative proposal presented to the Seaside Neighborhood Improvement Commission seeking funding to complete work plan projects to provide a device charging station and storage lockers for community members. Commissioners will begin exploring strategies for developing work plan projects and proposals that may be more strongly considered for approval by city council in the future.

**B. DISCUSS FORMATION OF SUBCOMMITTEE FOR AWARDING CHALLENGE COINS**

**RECOMMENDATION:** Commissioners will identify members to form a subcommittee to develop policy for the distribution of challenge coins to encourage/reinforce efforts by partners and stakeholders to actively engage in addressing the needs of homeless individuals and families in the Seaside community.

**C. RECEIVE UPDATE AND DISCUSSION ON SEASIDE HOMELESS COMMISSION FISCAL YEAR 2025-2026 BUDGET**

**RECOMMENDATION:** Staff liaison will share the approved fiscal year budget for the Seaside Homeless Commission to begin identifying work plan activities and projects to focus on.

**7. REPORTS FROM COMMISSIONERS**

**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:  
Wednesday, September 3, 2025  
5:30 PM

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

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**FINAL MINUTES**  
CITY OF SEASIDE  
HOMELESS COMMISSION

REGULAR MEETING  
Council Chamber  
Wednesday, June 4, 2025  
5:30 PM

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**1. CALL TO ORDER**

Chair Strickland called the meeting to order at 5:30 PM

**2. ROLL CALL - HOMELESS COMMISSION**

PRESENT: Strickland, Mugan, Cunningham, Hughes, Ruffin

ABSENT: Freeman

**3. REVIEW OF AGENDA**

None

**4. PUBLIC COMMENT**

Jim Vossen

**5. APPROVAL OF MINUTES**

**A. APPROVE MINUTES FROM MAY 7, 2025, REGULAR MEETING**

*On motion by Commissioner Cunningham and second by Commissioner Hughes and carried by the following roll call vote, the Homeless Commission moved to approve the minutes for the May 7, 2025 Regular Meeting.*

*RESULT: 5-0-0-1*

*AYES: Strickland, Mugan, Cunningham, Hughes, Ruffin,*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Freeman*

***ACTION: Passed***

**6. BUSINESS ITEMS**

**A. DISCUSS FEASIBILITY OF CHANGING THE NAME OF THE SEASIDE HOMELESS COMMISSION**

The commission discussed the process of changing its name, seeking a more impactful title than "homeless commission" to void deterring potential participants. Their goal is to have the new name clearly communicate their objectives. They have proposed "Seaside Homelessness Solution Advocacy" as a potential new name. The commission will decide whether to formally adopt a new

name once the process for changing it is clearer. Even if a full name change does not happen, adding a headline or tagline to the exciting commission name is being consider to better convey their mission.

**PUBLIC COMMENT: None**

*On motion by Commissioner Mugan and second by Chair Strickland and carried by the following roll call vote, the Homeless Commission moved to changing the name of the commission to Seaside homelessness solution advocacy commission, if not allowed to change the name then underscore the idea of support, advocacy and solution not exactly in that order.*

*RESULT: 5-0-0-1*

*AYES: Strickland, Mugan, Cunningham, Hughes, Ruffin,*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Freeman*

***ACTION: Passed***

**B. DISCUSS PROCESS OF DESIGNING, APPROVING, AND COMMISSIONING NAME TAGS FOR COMMISSIONERS AND STAFF AND FOR THE CREATION OF A CHALLENGE COIN TO SUPPORT COMMUNITY ENGAGEMENT ACTIVITIES**

The commission discussed several businesses for the nametag options and found Cyprus Trophies offers magnetic nametags for \$10 each. After evaluating different shapes and color options, they selected a brush silver rectangular tag with rounded corners, black lettering, and a magnetic backing. The design with include the Seaside logo, the commissioners full name, and the phrase "Solutions, Advocacy, Support" beneath the logo.

**PUBLIC COMMENT: None**

*On motion by Commissioner Cunningham and second by Commissioner Ruffin and carried by the following roll call vote, the Homeless Commission moved to purchases the brushed silver, rectangular name tags (3 inches by 1 ½) with rounded corners. The design with feature the Seaside logo, the commissioners first and last name, the word "Seaside Homeless Commission" and the phrase "Solution Advocacy, and Support."*

*RESULT: 5-0-0-1*

*AYES: Strickland, Muga, Cunningham, Hughes, Ruffin,*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Freeman*

***ACTION: Passed***

The commission discussed potential designs for challenge coins intended to recognize community members who support others, with a total budget of \$500 allocated for both the coins and nametags. They agreed to feature the City of Seaside's Boards and Commissions logo on the front, along with the text "Seaside Homeless Commission" and "City of Seaside." For the back, they considered using imagery such as the FDR Memorial or the Statue of Liberty, paired with phrases like "You are the reason" or "The smallest act of kindness." decided that all coins should be given to community members, with none retained by the commission.

**PUBLIC COMMENT: None**

*On motion by Commissioner Cunningham and second by Chair Strickland and carried by the following roll call vote, the Homeless Commission approved the purchase of challenge coins within the allocated budget. The coins will feature the Seaside Boards and Commissions logo on the front, with the text "Seaside Homeless Commission" across the top and "City of Seaside, CA" at the bottom. The reverse side will include the phrase, "You are the reason someone believes in the goodness of people," along with the year 2025 at the bottom. The outer edge of the coin will be inscribed with the words: "Solutions, Advocacy, and Support."*

*RESULT: 5-0-0-1*

*AYES: Strickland, Muga, Cunningham, Hughes, Ruffin,*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Freeman*

***ACTION: Passed***

The commission discussed the design and production of challenge coins, including the year and specific wording for both the front and back. They explored options from three websites: coinsforanything.com and gs-jj.com. A

third site, franksengraving.com, was not pursued as it exclusively served military clients.

**PUBLIC COMMENT: None**

*On motion by Commissioner Mugan and second by Commissioner Hughes and carried by the following roll call vote, the Homeless Commission moved to delegating to the subcommittee on name tags and challenges coins the task of selecting the vendor that can provide the greatest number of challenge coins within the available budget.*

*RESULT: 5-0-0-1*

*AYES: Strickland, Mugan, Cunningham, Hughes, Ruffin,*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Freeman*

***ACTION: Passed***

**7. REPORTS FROM COMMISSIONERS**

Commissioners provided reports.

**Commissioner Cunningham:** attended the NIC meeting, noting that the solar panel charging station remained on their list, but no mention was made of the lockers. The city opted not to pursue the Homekey project on Fremont. The building at 962 Hilby is currently vacant and slated for demolition to make way for 7-8 affordable housing units, part of the Campus Town project. Finland was successful in ending homelessness through a "housing first" policy, which provides apartments and mental health support. He contrasted this with the U.S. average income of \$74,500, pointing out that many Americans earn closer to \$35,000 annually while facing \$3,000 monthly rent.

**Commissioner Strickland:** attended the council meeting where Adam Connor and Dean Sparks presented. Public comments, primarily from business owners, expressed opposition to the project. Chair Strickland was appointed as an alternate to the Monterey County Republican Party Central Committee by former Del Rey Oaks Mayor Jerry Edelen. He was also inducted into the Rotary Club of Monterey Bay Passport. Councilman Alex Miller lauded the homeless commission with a five-star rating in his newsletter, commending their outstanding work. Finally, Commissioner Strickland noted that Hope's Closet in Seaside at the Monterey Bay Christian Center (on Hilby) accepts clothing and toiletry donations every last Saturday of the month.

**8. REPORTS FROM STAFF**

Staff provided report.

**Derrick:** Stepping Stone Inc. has relocated from the Cardinal Building on Fremont and is now situated next door to the Oldemeyer Center. They are also collecting donations at their new location. Budget sessions are scheduled for June 10th and June 12th, from 5 PM to 9 PM. Anyone wishing to advocate on specific issues can do so during the public comment period at these sessions. Will inquire about updating meeting schedules on the website to ensure the public knows the actual dates, and he will work on providing the commission with a fiscal year calendar. Key areas of focus will be the fiscal year beginning, when to start planning for the following fiscal year and budget sessions.

**9. ADJOURNMENT**

With no further business, the meeting adjourned at 7:56 PM

**Respectfully submitted,**

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**Denise Mejia, Commission Clerk**

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**Ben Strickland, Commission Chair**

**MANAGING DEPARTMENT: Recreation  
Homeless Committee**

Account	Account Name	FY 2024 Actual	FY 2025 Adjusted Budget	Activity thru 2/27/2025	Projected FY 2025	FY 2026 Request
100-1340-1024	COMMUNITY SUPPORT	\$ 3,500	\$ 2,500	\$ -	\$ -	\$ 2,500
100-1340-3095	DEPARTMENT CONSUMABLES	-	25,000	25,000	25,000	25,000
Total		\$ 3,500	\$ 27,500	\$ 25,000	\$ 25,000	\$ 27,500



**City of Seaside  
Homeless  
Commission**

**Annual Work Plan  
FY 2025-2026**

**Adopted by the Commission  
April 2, 2025**

**Commission Members**

**Benjamin Strickland – Chair**

**Leslie Mugan – Vice Chair**

**Lynda Cunningham - Commissioner**

**Kathy Hughes - Commissioner**

**Joseph Ruffin III - Commissioner**

**Chance Freeman - Commissioner**

**Vacancy**

**Staff Liaison – Derrick Elder, Family & Community Support Practitioner**

**Liaison Assistant – Denise Mejia, Family & Community Support Technician**

## **Mission Statement**

To plan, advocate, support and collaborate with those affected by homelessness and the organizations that serve them and the public as a whole.

## **Historic Background**

The Seaside City Council created the Homeless Commission on November 2, 2017. The Commission will have completed its seventh full year as of November 2, 2024.

## **General duties of the Homeless Commission**

The Commission on the Status of Homelessness shall have the power, and it shall be the duty of the commission to make recommendations to the City Council and to advise the Council in the following matters:

- Monitor and assist the City's and County's progress in implementing needed homeless services and facilities, and other poverty mitigation programs;
- Identify strategic goals for the City and estimate resources needed to accomplish these goals; investigate funding to implement programs to benefit the homeless community.
- Identify partnerships with County, City and other community programs that achieve the goals of ending or preventing homelessness in the City of Seaside.

## **Responsibilities**

### **The commission on the status of homelessness shall:**

- Hold public meetings on matters related to homelessness;
- Investigate best and contemporary practices with regard to eliminating and preventing homelessness;
- Serve in advisory capacity to the City Council, commissions, committees, and boards on related issues;

- Prepare an annual report to the City Council on progress and effectiveness of various programs and policies.
- Ensure regular maintenance of homeless commission resources on the City website.

## **Fiscal Year 2025-2026 Work Plan**

### **A. Cultivate a “Housing First” culture which includes bold and innovative ideas and activities:**

- Identify additional City properties to utilize as transitional housing
- Advocate for rental assistance programs
- Advocate for viable emergency housing programs and emergency temporary housing
- In the event of a vacancy, ensure a member of the City Staff is appointed as the Homeless Commission Liaison
- Collaborate with the City of Seaside Family and Community Support Program Staff whose job duties include address housing and homelessness

### **B. Engage, amplify and collaborate with organizations that work with our Seaside community members who are at risk of homelessness:**

- Identify, participate and collaborate with food programs that serve the community
- Amplify support and improve current safe parking programs in the community through partnerships

- Engage, collaborate and participate with Monterey Peninsula Unified School District (MPUSD) programs that serve at risk and homeless youth
- Identify and collaborate with agencies that provide supportive services for young children
- Identify, participate and collaborate with organizations that service pets of the unhoused
- Increase awareness of homelessness solutions and outreach by participating in a public outreach campaign. Examples include:
  - Speak at School Assemblies
  - Neighboring City Council Meetings
  - School Board Meetings

**C. Invite all voices to the table and in our conversations; especially our Seaside community members who are at risk of homelessness:**

- Receive regular updates from local organizations that serve those at risk of homelessness to include but not limited to:
  - Casa De Noche Buena Family Center
  - Gathering for Women
  - Salvation Army
  - I-Help for Women and Men
  - Coalition of Homeless Service Providers
- Partner with the City of Seaside Family and Community Support Program to host community forums where neighbors can share their ideas for addressing housing and homelessness
- Partner with City of Seaside staff and commissions to collaborate on endeavors to assist the unhoused

**D. Investigate options to provide additional services to the unhoused to include but not limited to:**

- Lockers for storage of personal items
- Device charging station/Portable Battery
- Mobile hygiene station

**E. Investigate options to secure funding through the City of Seaside Boards and Commissions, and any appropriate channels to satisfy needs of the work plan to include but not limited to:**

- Explore possibility of City allocating a percentage of Transient Occupancy Tax and Short-term Rentals Revenue to Homeless Commission Budget
- Submit proposal(s) to Neighborhood Improvement Commission to seek funding for specific projects and programs

**Fiscal Year 2024-2025 Homeless Commission Accomplishments:**

- **Provided \$1,000 in funds to "All-IN" to support their efforts as a Homeless Youth-Focused Advocacy Organization**
- **Provided \$1,000 in funds to "CHS – Safe Place" to support their efforts as a Homeless Youth-Focused Advocacy Organization**
- **Provided \$1,000 in funds to "Casa De Noche Buena Family Shelter" to support their efforts as a Homeless Youth-Focused Advocacy Organization**
- **Provided \$1,000 in funds to "Epicenter" to support their efforts as a Homeless Youth-Focused Advocacy Organization**

- **Provided \$1,000 in funds to "Salvation Army – Fredericksen House" to support their efforts as a Homeless Youth-Focused Advocacy Organization**
- **Provided \$1,000 in funds to "Pass the Word Ministry" to support the needs of their residents during the holidays**
- **Provided \$1,000 in funds to "Outreach Unlimited (I-HELP)" to support their efforts to transport and shelter unhoused women and men during the holidays**
- **Provided \$1,000 in funds to "Refresh Start" to support the needs of their residents during the holidays**
- **Provided \$500 in funds to "Veteran's Transition Center" to support the needs of their residents during the holidays**
- **Provided \$500 in funds to "Bethel Missionary Baptist Church Ministry" to support the needs of their residents during the holidays**
- **Provided \$500 in funds to "World Outreach Services" to support the needs of their residents during the holidays**
- **Provided \$500 in funds to "Al & Friends" to support the needs of their residents during the holidays**
- **Provided \$8,000 in funds to "Stepping Stones Outreach Inc." to support their Food Insecurity Program**
- **Provided \$2,500 in funds to "Pass the Word Ministry" to support their Food Insecurity Program**
- **Provided \$2,500 in funds to "World Outreach Services" to support their Food Insecurity Program**
- **Provided \$2,000 in funds to "Al & Friends" to support their Food Insecurity Program**

**Expected Expenditures for Projects and Programs - Budget Request**

**\*Work Plan Part B - Engage, amplify and collaborate with organizations that work with our Seaside community members who are at risk of homelessness**

**\$15,000** a year - City of Seaside food insecurity programs

**\$5,000** - Holiday Donations to local homeless advocacy organizations and non-profits

**\$5,000** – Donations to local youth-focused, homeless advocacy organizations and non-profits

**\$5,000** – Funding for one-time and emergency expenses to support local homeless advocacy organizations and non-profits

**\*Work Plan Part C - Invite all voices to the table and in our conversations; especially our Seaside community members who are at risk of homelessness:**

**\$1,000** - Support / Facilitate a minimum of one community homeless outreach forum (advertising costs etc.)

**\$1,000** - Support misc. needs of Homeless Commission community engagement (challenge coins, nametags, etc.)

**\*Work Plan Part D - Investigate options to provide additional services to the unhoused to include:**

**Total: \$32,000**