



A G E N D A
CITY OF SEASIDE
ART AND HISTORY
COMMISSION

REGULAR MEETING
986 HILBY AVENUE (SEAHORSE ROOM)
Tuesday, August 12, 2025
5:45 PM

NOTICE: *The City Council and the City's Boards, Commissions and Committees, will hold its public meetings in person, with a virtual 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.*

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 view or participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link:
<https://us02web.zoom.us/j/81458575672?pwd=bVB3eFN0dnBCc01FYUdwSzA2WnMvQT09>
WEBINAR ID: 814 5857 5672
3. To listen or participate by phone: Please call (669) 900-9128
Enter the **WEBINAR ID:** 814 5857 5672 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 khiggins@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 – ESTABLISHMENT OF QUORUM

Emerson Brown	Chair
Robert Daniels, Jr.	Vice Chair
Keylin Figueroa	Commissioner
Julie Ann Hughett	Commissioner
Ethelyn Thomas	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. JUNE 10TH 2025

6. BUSINESS ITEMS

A. REVIEW APPLICATION FOR NAMING OF PARKS, STREETS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES FOR NAMING THE BASKETBALL COURT AT LINCOLN CUNNINGHAM PARK AFTER E.J. ROWLAND AND THE PLACEMENT OF A COMMEMORATIVE PLAQUE ON A BENCH NEXT TO THE BASKETBALL COURT IN HONOR OF HIS FATHER EARL ROWLAND AND MAKE RECOMMENDATION TO THE CITY COUNCIL

RECOMMENDATION: It is recommended that the Arts and History Commission review the application for naming the basketball court after E.J. Rowland and place a commemorative plaque in honor of his father, Earl Rowland and forward a recommendation to the City Council for consideration.

B. SEASIDE ATTRACTIONS/BUSINESS GUIDE WITH ARTIST MARIA SCHOETTLER

C. FINALIZE REQUEST FOR PROPOSAL FOR THE POSTCARD PROGRAM

7. COMMISSIONER REPORTS

8. STAFF COMMUNICATION

9. ADJOURNMENT

Next Regularly Scheduled Meeting:
September 9, 2025
5:45 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:

<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 Governor Newsom's Executive Orders N-29-20 and N-33-20.



MINUTES
CITY OF SEASIDE
ART & HISTORY
COMMISSION

REGULAR MEETING
986 HILBY AVE (Seahorse Room)
Tuesday, JUNE 10, 2025
5:45 p.m.

1. CALL TO ORDER:

Chair Brown called the meeting to order at 5:52 PM

2. ROLL CALL – ESTABLISHMENT OF QUORUM:

ART & HISTORY COMMISSION:

Emerson Brown	Chair	PRESENT (Shown up at 5:50 PM)
Robert Daniels Jr	Vice Chair	EXCUSED ABSENCE
Keylin Figueroa	Commissioner	PRESENT
Julie Ann Hughett	Commissioner	PRESENT
Ethelyn Thomas	Commissioner	PRESENT

STAFF:

Kee Hyon Higgins	PRESENT
Sandra Gray	PRESENT

GUEST:

Jacquie Atchison
Alejandra Ramirez
Hanif Panni

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)

* Item D has been switched with Item A in terms of order in favor of having The Arts Council of Monterey Present their Mural they set to have on Fremont Blvd.

4. PUBLIC COMMENTS:

* None

5. APPROVAL OF MAY 13, 2025 MINUTES:

* Emerson Brown/Julie Hughett M/S/P
* *Motion passes unanimously*

6. BUSINESS ITEMS:

A. REVIEW AND DISCUSS POSTCARD PROGRAM

- Order of Item has been switched to Item D in favor of having Arts Council of Monterey present.

- Brief rundown of how Program will run prior information from last meeting.
- More information regarding college printing services, with possibility to work alongside local businesses around the area.
- General decision on whether if we should sell or give postcards away free of charge.
- More concise discussion of how we should move forward with Post Card Program.

Motion to proceed with post card project with 4 artists allocating \$500 stipend followed with post card printing cost and moving forward with 4 RFP: Chair Brown

Second: Commissioner Keylin
Motion passes unanimously

* No Public Comment.

B. SEASIDE ATTRACTIONS/BUSINESS GUIDE WITH ARTIST MARIA SCHOETTLER

- Commissioner Brown contacted Artist Maria Schoettler, possibly commissioning her work to curate guide or brochure. Cost would range around 2.5-5 thousand dollars.
- General decision to what to include if we move forward, local businesses, notably places in Seaside, general area of where we would like to focus on in terms of location and vision.
- Commissioner Keylin suggests to brainstorm individually of lists of places to include in Artist Rendering Map and to combine ideas next meeting.
- Agenda Item holds potential to collaborate with the Parks and Rec Commission.
- Item has been rolled over to next meeting.

* No Public Comment.

C. DISCUSS BLUE SEAHORSE INSTALLATION

- Commissioner Ethelyn is requesting information regarding seahorse sculpture on upper Seaside, and whether if they are finished with it or not.
- Kee Hyon explains that sculptures were prior preapproved seahorse sculpture designs predated years ago by a number of submissions from artists, architects, etc that are to be installed in certain locations.
- Commissioner Ethelyn comments how blue seahorse design of sculpture is not cohesive, does not fit the aesthetic or general consistency of prior seahorse sculptures. Remarks that signage is not clear enough to make a point that it is completed.
- Kee Hyon mentions that seahorse sculptures were not approved by art commission and has been approved by another commission.

* No Public Comment.

D. ARTS COUNCIL OF MONTEREY FREEMONT BLVD MURAL PRESENTATION

- Item switched to Item A in favor of Arts Council of Monterey presentation.
- Jacquie presents Mural presentation. Explains that art will be done by Hanif Panni, and is sponsored by the SB1383 to promote reduced organic waste in landfills and increase food recovery efforts.
- Building mural has permission by building owner to be made on the property.
- Organization is looking to do more murals in Salinas Valley.
- Project is not dependent on commission approval but is gladly accepted.

* No Public Comment.

7. REPORTS FROM COMMISSIONERS:

* **Emerson Brown:** Utility Box locations

Motion to airmark balance of 3k of current budget to curate a grand unveiling of murals of the Oldemeyer Center, and additional items: Commissioner Julie

Second: Commissioner Ethelyn
Motion Passes Unanimously

9. REPORTS FROM STAFF:

* **Kee Hyon:** Mural timeline updates, Hanif is almost finished with the mural by the east entrance of the Oldemeyer Center while the hallway mural is completed, and Preschool Mural is set to be finished in August. Proposes idea to curate a mural unveiling celebration for all three murals while current round of Utility Boxes is still in the works.

Budget meeting tonight at City Hall, Budget increase is up for approval.

Sandra Gray: Upcoming Fiber Art Exhibit in July

Juneteenth Popup art exhibit at the Oldemeyer center to be open to the public on June 18th, No Reception required.

10. ADJOURNMENT:

The meeting adjourned at 7:06 pm

RESPECTFULLY SUBMITTED,

Hailie D. Bringas, SAHC Clerk

Emerson Brown, SAHC Chair

Next Regular Scheduled Meeting

July 8th, 2025

Time: 5:45 p.m.

HYBRID (Virtual & In-Person)



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: Art and History Commission

BY: Dan Meewis, Assistant City Manager

DATE: August 12, 2025

SUBJECT: REVIEW APPLICATION FOR NAMING OF PARKS, STREETS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES FOR NAMING THE BASKETBALL COURT AT LINCOLN CUNNINGHAM PARK AFTER E.J. ROWLAND AND THE PLACEMENT OF A COMMEMORATIVE PLAQUE ON A BENCH NEXT TO THE BASKETBALL COURT IN HONOR OF HIS FATHER EARL ROWLAND AND MAKE RECOMMENDATION TO THE CITY COUNCIL

RECOMMENDATION

It is recommended that the Arts and History Commission review the application for naming the basketball court after E.J. Rowland and place a commemorative plaque in honor of his father, Earl Rowland and forward a recommendation to the City Council for consideration.

BACKGROUND

In accordance with the City of Seaside's **Parks, Recreational Facility, City-Owned Building and Street Naming Policy**, the City has received a formal request to name the Basketball Court located at Lincoln Cunningham in honor of E.J. Rowland, and place a commemorative plaque on one of the benches near the court in honor of his father Earl Rowland.

The City's Naming Policy establishes uniform guidelines, criteria, and procedures for naming or renaming city-owned land and facilities, including parks, recreational facilities, buildings, and streets. The policy encourages names that reflect Seaside's

history, cultural diversity, native geography, and individuals who have made substantial contributions to the community.

In June 2025, the Recreation Department received the completed application from the applicant. After staff reviewed the application, it was deemed complete. In the policy under section IV. Naming Procedure item D, it states "Completed applications will be forwarded concurrently for review to the Parks and Recreation Commission and the Historical Commission at a regularly scheduled meeting within a thirty (30) day period." and item E states "Notice of intent to name a park, recreational facility, city-owned building, or commemorative naming of a street shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's Commissions".

Staff have published the public notification on Tuesday, July 1, 2025, to begin the thirty-day public comment period. The Art and History Commission meets on the second Tuesday of each month, so the first meeting it will be available for review is Tuesday, July 8, 2025. However, the July 8th meeting was canceled, so the next available meeting to review the application is Tuesday, August 12, 2025. The Parks and Recreation Commission meets on the third Monday of the month, and they reviewed the application on Monday, July 21, 2025. After both commissions reviewed, the application will be brought before the City Council on Tuesday, August 12, 2025.

FISCAL IMPACT

There is no fiscal impact with this item as it is only to provide direction to staff.

ATTACHMENTS

1. Park, Recreational Facility, City-Owned Building and Street Naming Policy and Application (PDF)
 2. Naming Application EJ Rowland
 3. EJ Rowland Naming Proposal Presentation
-
-

City of Seaside
PARK, RECREATIONAL FACILITY, CITY-OWNED BUILDING AND STREET
NAMING POLICY

I. PURPOSE:

To establish a uniform policy regarding requests for the naming or renaming of City-owned land and facilities including parks, recreation facilities, buildings, streets, and the designation of commemorative street names and plaques, that are compatible with community interest and will enhance the values and heritage of the City of Seaside.

II. GENERAL :

- A. This policy shall establish the guidelines, criteria and process for naming or renaming of city-owned facilities.
- B. The City Council shall have the final authority to name and rename City parks, recreational facilities, city-owned buildings, streets and to designate commemorative street names and plaques.
- C. Under extraordinary circumstances that would cast a negative image upon the City, any naming of city-owned facilities in honor of an individual, family or group may be revoked at the discretion of the City Council.
- D. The names of individuals or corporations or groups involved in controversial enterprises or activities, such as those that would be detrimental to the mission or image of the City of Seaside should be avoided.
- E. The donation of land, facilities, or funds for the acquisition, renovation or maintenance of land or facilities, shall not constitute an obligation by the City to name the land and/or facility or any portion thereof after an individual, family or organization.
- F. Existing names are deemed to have historic recognition. It is the City of Seaside's policy to keep the name of any existing park, city-owned buildings, or recreational facility, particularly one whose name has City or regional significance, unless there are compelling reasons to consider such a change; after a thorough study and a unanimous vote of the City Council. Furthermore, the City will consider renaming to commemorate a person or persons, posthumously, only when the person or persons have made a major, overriding contribution to the City and whose distinctions are as yet unrecognized.
- G. It is the intent of this policy to prohibit, except under extraordinary circumstance with a super majority vote (4 to 1) of the City Council and a required minimum of 2/3 of the affected property owners (as shown on the latest Monterey County Tax Roll) written approval, the changing of street names that have existing homes or businesses using the street name in their address, or streets which connect with adjacent jurisdictions.

- H. Street naming and renaming shall be made by City Council resolution or as a result of an approval and recordation of a subdivision map.
- I. All costs including staff time, labor and materials associated with the installation of plaques, monuments and/or replacement of signs resulting from this policy will be borne by the individual, group or organization sponsoring the request.

III. NAMING CRITERIA

A. PARKS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES:

- 1. Naming shall begin early in the development and/or acquisition as possible.
- 2. Names should be appropriate to the park, city-owned building, or recreational facility by reflecting the native wildlife, history, flora, fauna, geographic area, or natural geologic features related to the Community of Seaside.
- 3. Names can be from significant historical events, cultural attributes, a local landmark or for a historical figure.
- 4. Areas that can be recognized include: Points of entry, walkways, trails, room or patio within a city-owned building, recreational facilities such as group picnic areas or ball fields, and physical features such as valley, hills, streams or vista views.
- 5. Names which reflect the City's ethnic and cultural diversity are encouraged. Signage shall be in English.
- 6. Commemorative names honoring individuals or families should be based on the following criteria:
 - a. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - b. made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility;
 - c. made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside;
 - d. be associated to an economic development or redevelopment activity;
 - e. had a positive impact on the lives of Seaside's residents;
 - f. has volunteered for ten (10) or more years of service to the community;
 - g. an individual who is to be honored shall be deceased for a minimum period of three (3) years.

B. STREETS:

- 1. Names shall be unique, easily discernable, and simple to pronounce for public safety consideration. Similar sounding or duplicate street names shall not be considered.
- 2. North and South thoroughfares shall be called streets, and East and West thoroughfares shall be called avenues or boulevards.

3. Street names may recognize native wildlife, flora, fauna or natural geologic features related to the community and the City of Seaside.
4. Names with the same theme (i.e. flowers, states) are suggested for naming streets in an entire subdivision, as a means of general identification.
5. Street names shall not contain more than 18-letter characters, including any combinations of spaces, or letters, designations in the base portion of the name.
6. Cumbersome, corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sex, color, creed, ethnicity, religious affiliation, political affiliation or other social factors are not acceptable.
7. Names for public and private streets in a new subdivision shall be proposed by the developer, reviewed by the Planning Commission, approved by the City Council. The street names are adopted by the City when the final subdivision map for the development is recorded.

C. COMMEMORATIVE STREETS NAMES AND PLAQUES:

1. Commemorative street name signs are additions to the street name and will not change the street address. Existing street name shall be retained and a supplemental sign or plaques shall be installed beneath the existing street name signage. Commemorative street name signs shall consider the same criteria for naming of streets.
2. Commemorative plaques shall be placed in common areas such as the entrance columns of City Hall and public benches. In recognition of individuals that should be honored for their accomplishments and contribution to the city, a community COLUMN OF HONOR is to be established at City Hall on the entrance columns of the building. The COLUMN OF HONOR will be a permanent honor, consisting of a marker describing the honorees accomplishments, placed on a bronze plaque. Recognition will be made either at a City Council Meeting or at a special ceremony at the COLUMN OF HONOR. The applicant or sponsoring group/organization will be responsible for the cost of the plaque. If a special recognition ceremony is requested, the applicant may be charged for the cost.
3. Criteria for commemorative street names and plaques are as follows:
 - a. Names honoring **individuals (posthumously)**, groups, or families should be based on the following criteria:
 - i. made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside;
 - ii. made substantial contributions to the betterment of the City of Seaside which has positively impacted the lives of citizens of the City of Seaside,
 - iii. be associated to an economic development or redevelopment activity in fulfillment of the City's mission;
 - iv. commemorates a significant historical event;

- v. contributed outstanding civic service to the City for a minimum period of ten (10) years;
 - vi. an individual who is to be honored shall be deceased for a minimum period of three (3) years.
- b. Names of **living persons** shall be considered only under the following circumstances:
- i. The honoree contributed half or more of the cost of a major facility;
 - ii. The honoree initiated or contributed major time to the establishment of the city project;
 - iii. The overwhelming belief (public opinion) that the honoree would be likely be honored of that facility posthumously;
 - iv. No other individual now living has, or is likely to have, greater public support for being honored;
 - v. The honoree has given extraordinary service to the City and to the community;
 - vi. The honoree has attained national or international prominence and achievement.
- c. Naming after an individual who has served as a **City Official** or as a **City employee** shall occur after the person has separated from City service and should be based on the following criteria:
- i. Made contribution over and above the normal duties required by their positions.
 - ii. Had a positive impact on the past and future development of programs, projects, or facilities in the City of Seaside.
 - iii. Made significant volunteer contributions to the community outside the scope of their job.
 - iv. Had exceptionally long tenure with the City of Seaside; a minimum of ten (10) years.
 - v. Significant public support for a memorial to the city official or city employee on the occasion of their death or retirement.

IV. NAMING PROCEDURE

- A. A request shall be submitted in writing on the standard application form. Fees associated with administrative and hard costs for the sign or plaque placement will be at the expense of the applicant, such as sign procurement and installation costs. An application fee has been established and will be based on the most current adopted city's Fees & Charges Schedule. The payment of the application fee is required at time of application submission.
- B. The applicant shall be able to provide clear evidence that the individual to be honored has made a significant contribution to the economic vitality and/or quality of life in the Seaside community.

- C. The application will be reviewed for completeness based upon the naming criteria by staff in the Resource Management Services Department. All recommendations or suggestions will be given the same consideration without regard to the nomination source.
- D. Completed applications will be forwarded concurrently for review to the Parks and Recreation Commission and the Historical Commission at a regularly scheduled meeting within a thirty (30) day period.
- E. Notice of intent to name a park, recreational facility, city-owned building, or commemorative naming of a street shall be posted in public places and published in the City's paper of record during the same 30-day review period of the City's Commissions.
- F. After the 30-day review and public comments period, the request will be placed in the agenda for the next regularly scheduled City Council Meeting as a noticed public hearing for the City Council's consideration.

City of Seaside
Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Applicant's Name: _____

Mailing Address: _____

E-mail: _____ Phone: _____

Park Location _____

Recreational Facility Location _____

Commemorative Street Name Location _____

Street Location _____

City-owned Building Location _____

COLUMN OF HONOR

Yes No

Honoree Name, if yes, please complete the following page.

Does this pertain to only a portion of the site or facility? _____

If yes, portion suggested for naming: _____

Signature

Date

Print Name

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No
D **D**

Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.

If yes please explain:

Yes No
D **D**

Has made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility, or to the City of Seaside which has positively impacted the lives of citizens.

If yes please explain:

Yes No
D **D**

Has made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.

If yes please explain:

Yes No
D **D**

Is associated with an economic development or redevelopment activity that meets the Mission of the City of Seaside and improves the quality of life for its residents.

If yes please explain:

Yes No
D **D**

Commemorates a significant historical event.

If yes please explain:

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No
D **D** The name preserves the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole.

If yes please explain:

Yes No
D **D** The land, facility, or the funds for the purchase, construction, renovation or maintenance was donated by the individual, family or organization.

If yes please explain:

Yes No
D **D** An in-kind contribution or service of major and lasting significance was made to the acquisition of the land, facility, or the planning, development, construction, renovation or maintenance of a facility.

If yes please explain:

Yes No
D **D** The name recognizes a benefactor organization, group or business that contributed to the site or facility.

If yes please explain:

Yes No
D **D** The name commemorates a significant historical figure.

If yes please explain:

City of Seaside
Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Applicant's Name: Annalisa Mitchell.
Mailing Address: P.O. Box 972. Seaside Ca. 93955

E-mail: Juzaliza@yahoo.com Phone: 831-869-8053.

- Park Location Lincoln Cunningham.
- Recreational Facility Location _____
- Commemorative Street Name Location _____
- Street Location _____
- City-owned Building Location _____
- COLUMN OF HONOR
- Yes No
- Honoree Name, if yes, please complete the following page.

Does this pertain to only a portion of the site or facility? _____

If yes, portion suggested for naming: Basketball Court¹/₄ / Bench.

Annalisa Mitchell.
Signature

4-5-2025
Date

Annalisa Mitchell.
Print Name

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No Has made lasting and significant contributions to the protection of natural or cultural resources of the City of Seaside.

If yes please explain:

see attached

Yes No Has made substantial contributions to the betterment of a specific facility or park consistent with the established standards for the facility, or to the City of Seaside which has positively impacted the lives of citizens.

If yes please explain:

see attached

Yes No Has made substantial contributions to the advancement of commensurate types of recreational opportunities with the City of Seaside.

If yes please explain:

see attached

Yes No Is associated with an economic development or redevelopment activity that meets the Mission of the City of Seaside and improves the quality of life for its residents.

If yes please explain:

see attached

Yes No Commemorates a significant historical event.

If yes please explain:

City of Seaside

Application for Naming of Parks, Streets, City Owned Buildings and Recreational Facilities

Please indicate which criteria below pertain to the application and provide a brief description of how the application meets these criteria (attach additional sheets if necessary):

Yes No The name preserves the geographic, environmental (relating to natural or physical features), historic or landmark connotation of particular significance to the area in which the land or facility is located, or for the City as a whole.

If yes please explain:

Yes No The land, facility, or the funds for the purchase, construction, renovation or maintenance was donated by the individual, family or organization.

If yes please explain:

Yes No An in-kind contribution or service of major and lasting significance was made to the acquisition of the land, facility, or the planning, development, construction, renovation or maintenance of a facility.

If yes please explain:

Yes No The name recognizes a benefactor organization, group or business that contributed to the site or facility.

If yes please explain:

Yes No The name commemorates a significant historical figure.

If yes please explain:

JUSTIFICATION:

Please provide written justification supporting your proposed naming of a city owned facility or provide additional comments related to this application. Attach additional pages or supplemental information, if applicable.

see attached

Please attach petitions and/or letters of support from City community groups and organizations.

If you have any questions, please call the Resource Management Services Department at (831) 899-6825.

Please return completed application to:

City of Seaside
Resource Management Services Department
440 Harcourt Avenue
Seaside, CA 93955

FAX: (831) 899- 6211

Subject: Proposal to Name the Lincoln Cunningham Park Basketball Court in Honor of E.J. Earl Rowland

To Whom It May Concern,

I am writing to respectfully propose that the basketball court at Lincoln Cunningham Park be named in honor of Mr. E.J. Earl Rowland, a lifelong resident of the City of Seaside whose personal and professional achievements have had a significant and lasting impact on our community.

Mr. Rowland was raised in Seaside, attending Manzanita Elementary School and King Middle School. He later graduated from Palma High School in Salinas, where he distinguished himself as a talented student-athlete. His athletic excellence continued at Saint Mary's College, ultimately leading to a professional basketball career that spanned nearly two decades overseas. In recognition of his accomplishments, Mr. Rowland has been inducted into both the Palma High School Hall of Fame and the Hall of Fame for his international basketball career.

Beyond his achievements in sports, Mr. Rowland is a dedicated business owner within the City of Seaside. He has remained actively involved in community development, consistently giving back by mentoring youth and promoting wellness through sports and education. His ongoing efforts to empower young people and foster a healthier, more connected community exemplify the values that this city holds dear.

In addition to honoring E.J. Rowland, I also respectfully propose the placement of a commemorative plaque on one of the benches at the court in memory of his father. Mr. Rowland's father was a long-time city employee and a devoted volunteer youth basketball coach. His mentorship and commitment to the young athletes of Seaside played a pivotal role in helping many pursue collegiate and professional athletic careers.

Naming the basketball court in Mr. E.J. Rowland's honor—and placing a plaque in memory of his father—would serve as a lasting tribute to a family whose legacy continues to inspire and uplift generations in the City of Seaside.

Sincerely
Annalisa Mitchell
831-869-8053.



**Greater Victory Temple Church of God in Christ
Dr. Ronald Britt, Pastor
Business office (831)394-2774**

Fax (831)583-7583

Email: gvtcogic@comcast.net

Ronald Britt, Pastor
Greater Victory Temple COGIC
P.O Box 1070
Seaside, CA 93955

June 13, 2025

Seaside City Council
City of Seaside
440 Harcourt Avenue
Seaside, CA 93955

Dear Members of the City Council,

I am writing to express my enthusiastic support for naming the basketball court at Lincoln Cunningham Park in Seaside, California, in honor of Mr. EJ Rowland Jr. As a distinguished athlete, mentor, and community role model, Mr. Rowland's contributions to the world of basketball and his enduring connection to Seaside make this a fitting and meaningful tribute.

EJ Rowland Jr., an alumnus of Saint Mary's College, recently concluded an outstanding 20-year professional basketball career that took him across four continents—North America, Europe, Asia, and Australia. Now serving as an assistant coach for the Saint Mary's Men's Basketball team, Mr. Rowland is committed to mentoring the next generation of athletes. In addition to his coaching role, he remains dedicated to youth empowerment and is also an active entrepreneur with a business based in his hometown of Seaside.

What makes this proposal especially meaningful is not just EJ Rowland's excellence as an athlete, but also his embodiment of perseverance, discipline, and service—values that resonate deeply within our Seaside community. Naming the basketball court after him would celebrate not only his remarkable achievements but also offer inspiration to local youth who aspire to greatness through dedication and hard work.

EJ Rowland Jr. stands as a proud reflection of the potential nurtured right here in Seaside. Honoring him in this way would be a powerful acknowledgment of his roots and a lasting legacy for generations to come.

Thank you for considering this proposal. I urge you to move forward with naming the Lincoln Cunningham Park basketball court in honor of EJ Rowland Jr.—a true hometown hero and beacon of excellence.

Kind regards,

A handwritten signature in cursive script that reads "Ronald Britt".

Ronald Britt
Senior Pastor
Greater Victory Temple COGIC



Fwd: Park Name Recommendation

Justin Stokes <neil.stokes821@gmail.com>
To: Shante Mitchell <Shantebhc@actioncouncil.org>

Tue, Jun 10, 2025 at 4:44 PM

Sent from my iPhone

Begin forwarded message:

From: george Pincham <george_pincham@yahoo.com>
Date: June 10, 2025 at 4:39:41 PM PDT
To: neil.stokes821@gmail.com
Subject: Park Name Recommendation

I am writing to wholeheartedly recommend naming the basketball court at Lincoln Cunningham Park in honor of EJ Rowland. He is a proud product of Seaside, successful entrepreneur, and a devoted mentor to our youth and peers.

EJ Rowland's journey from Seaside to a Hall of Fame international basketball career is a powerful testament to what perseverance, discipline, and community support can accomplish. Today, as a collegiate coach and businessman, EJ continues to embody the values of hard work, leadership, and humility. True values we strive to instill in every young person in our city.

Beyond his athletic and coaching achievements, EJ is also a community-minded entrepreneur whose business ventures have created opportunities and inspired others. He consistently reinvests his time, energy, and resources back into Seaside, demonstrating a deep commitment to the growth and well-being of the place he calls home. Whether through mentorship programs, youth development initiatives, or simply showing up for those in need, EJ has made it clear that his success is meant to be shared.

Naming the court after EJ Rowland would not only honor his professional accomplishments but would also recognize his enduring impact as a leader, mentor, and builder in our community. It would stand as a powerful symbol for future generations. A constant reminder that with passion and purpose, anything is possible.

Thank you for considering this recommendation. I can think of no better person to represent the spirit and legacy of Lincoln Cunningham Park than EJ Rowland.

Sincerely,

George Pincham III

Peer, Friend, Business Partner and Barber of EJ Rowland

Ted Black
P O box 103
Seaside Ca, 93955
imateddybear99@yahoo.com
831-240-9235

June 11, 2025

Dear Members of the Parks and Recreation Department,

I am writing to formally propose that the basketball court at Lincoln Park be named in honor of EJ Rowland Jr., a distinguished athlete and community role model who has deep roots in our city.


EJ Rowland Jr. began his journey in this very community, attending local elementary and middle schools before moving on to Palma High School and later Saint Mary's College. He went on to enjoy a successful professional basketball career, both in the United States and internationally. His outstanding achievements have earned him induction into the Hall of Fame at Palma and recognition overseas.

Beyond his athletic accomplishments, EJ continues to demonstrate his commitment to our community. As a part owner of both The Barbershop and Geer Apparel, he has made it a personal mission to give back to local youth—mentoring, supporting, and inspiring the next generation.

Naming the basketball court at Lincoln Park in his honor would be a fitting tribute to someone who not only rose to national and international prominence but who also remains actively engaged in uplifting the very community that helped shape him.

Thank you for considering this proposal.

Sincerely,



Ted Black



Fwd: Recommendation to name Basketball Court at Lincoln Cunningham Park in honor of EJ Rowland

Justin Stokes <neil.stokes821@gmail.com>
To: Shantebhc@actioncouncil.org

Tue, Jun 10, 2025 at 12:56 PM

Sent from my iPhone

Begin forwarded message:

From: Robin Lewis <robinrogerlewis@mac.com>
Date: June 10, 2025 at 12:51:48 PM PDT
To: neil.stokes821@gmail.com
Subject: Recommendation to name Basketball Court at Lincoln Cunningham Park in honor of EJ Rowland

Hello, my name is Robin Lewis.

I am a business owner here in Pacific Grove, California. I have also been a longtime head high school varsity basketball coach here on the Peninsula. Currently, I am a assistant men's coach on the Cal State Monterey Bay men's basketball staff.

I am writing this letter of recommendation to honor EJ Rowland by naming the basketball court at Lincoln Cunningham Park in Seaside, California. Mr. Rowland has dedicated himself to the community, making significant contributions to the well-being of the youth, and the programs in the community.

I know firsthand the work that Mr Rowland has done in the community supporting the youth tirelessly during my interaction with him over the last 15 years.

EJ has been a shining example, and a role model to the youth what hard work, and dedication can achieve, and what it really means to give back to your community.

By bestowing this prestigious honor to Mr. Rowland, and his family's name would be a great recognition and acknowledgment for our youth to strive for.

In all of EJ's travels around the world, he has never lost sight or connection with his community, and the youth. It would definitely be seen with tremendous pride by the Seaside Community by honoring Mr. Rowland's continued dedication, and selfless giving to his community by naming the court after him.

Thank you for your consideration in this matter.

Sincerely,

Robin Lewis



School of the Arts
1713 Broadway Ave. Seaside, CA 92158
TEL: 831.901.9374

June 6, 2025

To Whom It May Concern:

I support and recommend the naming of the basketball court at Lincoln Cunningham Park in honor of EJ Rowland. Two main reasons support my recommendation.

EJ Rowland grew up in Seaside and exemplifies the hard work, dedication, and excellence we strive for our youth to follow. From his career at King Middle School to his successes at St. Mary's College to a lengthy professional career in Europe, Mr. Rowland has demonstrated the type of dedication that inspires our young people.

He continues to give back to his community, truly leaving a legacy for generations of Seaside to come. For example, his company GRRR made the jerseys for Dr. Martin Luther King, Jr. School of the Arts after school sports program and over 200 students have worn those jerseys, proud to follow his example. It is these types of positive mentors and examples that transforms a community to thrive and lift up the successes of its own, no matter the challenges they overcome.

Sincerely,

Andrew Aguiñiga
Co-Principal, Dr. Martin Luther King, Jr. School of the Arts
Principal, Seaside High School (starting 2025-26)
aaguiniga@mpusd.net
831.901.9374

To Whom It May Concern,

I am writing to formally propose naming the basketball court at Lincoln Cunningham Park in honor of E.J. "Earl" Rowland a lifelong Seaside resident, community leader, and global basketball ambassador whose roots and impact run deep in our city.

I have had the privilege of knowing E.J. for over 30 years. From a young age, he demonstrated exceptional leadership, athleticism, and character. As a student at Del Rey Woods and later at King Middle School, E.J. was not only a phenomenal athlete but also a natural leader among his peers. He consistently encouraged youth participation in community activities—from sports at King Middle School to programs at the Oldemeyer Center, where his father served Seaside's youth with dedication and heart.

E.J.'s journey from a local standout to an international basketball figure is a testament to the spirit of Seaside. He starred at St. Mary's College in Moraga and currently serves as an assistant coach there, continuing to influence the game and mentor athletes. Off the court, E.J. remains deeply rooted in Seaside as a local business owner, providing opportunities for residents to develop professional skills and careers. His generous support of youth programs has further strengthened our community and provided countless young people with resources and inspiration.

The Rowland family as a whole has made tireless contributions to the City of Seaside. Their legacy of service, mentorship, and community building has touched countless lives, which included me. I am a proud product of the mentorship and basketball opportunities made possible by the Rowland family. Courts like the one at Lincoln Cunningham Park are where E.J. developed his skills, built community, and inspired generations.

Naming the basketball court in his honor would be a powerful and fitting tribute to E.J.'s extraordinary contributions. It would stand as a lasting symbol of leadership, resilience, and service to the community, it values that E.J. embodies and instills in others.

Thank you for your time and thoughtful consideration.

Sincerely,

Justin Stokes
Community School Coordinator
neil.stokes821@gmail.com

831-917-0340



Fwd: EJ Rowland recommendation letter

Justin Stokes <neil.stokes821@gmail.com>
To: Shantebhc@actioncouncil.org

Tue, Jun 10, 2025 at 11:59 AM

Sent from my iPhone

Begin forwarded message:

From: Orlando Johnson <ovjohnson33@gmail.com>
Date: June 10, 2025 at 6:15:58 AM PDT
To: neil.stokes821@gmail.com
Subject: EJ Rowland recommendation letter

I hope this message finds you well. I'm reaching to honor one of Seaside's own, EJ Rowland, by naming the basketball court at Lincoln Cunningham Park in his honor.

EJ Rowland is a proud product of our community whose journey from the local courts of Seaside to international basketball stardom is nothing short of inspiring. His dedication to the game, unwavering work ethic, and continued commitment to giving back have made a profound impact on our youth and families. Whether through hosting free clinics, mentoring young athletes, or simply showing up for local events, EJ has remained a visible and positive presence in our city.

What sets EJ apart is not just his impressive athletic career — which spans nearly two decades across elite European leagues and includes representing Bulgaria on the international stage — but the way he's carried Seaside with him every step of the way. Even as he transitioned into coaching, his message has remained consistent: ATTACK LIFE IN FULL PURSUIT OF YOUR DREAMS.

Naming the basketball court at Lincoln Cunningham Park in his honor would not only recognize his athletic achievements but more importantly, his role as a community mentor and hometown hero. It would be a lasting symbol of what's possible when talent meets character, and a daily inspiration for the next generation of Seaside youth.

Thank you in advance for your time, consideration, and support of this meaningful tribute.

Best,
Orlando V. Johnson

Business owner/former professional athlete. One of Seasides very own!

June 17, 2025

City of Seaside
440 Harcourt Avenue
Seaside, CA 93955

To Whom It May Concern:

As one who grew up in this great city, as a former City Councilperson and as a carrier of this city's history and legacy, I am writing you in strong support of the proposal to rename Lincoln Park(basketball court as E.J. Rowland, Jr. Park after one of Seaside's most distinguished residents.

As I am sure you know, E.J. grew up in this community, was an outstanding grade school and middle school basketball star who "cut his basketball eyeteeth" playing on the court at Lincoln Park. E.J. went on to become one of the greatest basketball players in Monterey County history while at Palma High School. He received many scholarship offers from numerous universities, based as much on his academic achievements as his basketball skills. He accepted a scholarship at St. Mary's College in Moraga, California and went on to become one of the greatest basketball players in that college's history. He led St. Mary's to its first NCAA tournament appearance in nearly three decades. E, J. went on to play in European Professional leagues, recently being inducted into a Hall of Fame overseas.

E.J. is part owner of a community-conscious business in Seaside called (side effects) which constantly gives back to this community, especially as it concerns youth. I believe it is truly appropriate and fitting to rename Lincoln Park after this fine young Seaside native. As a result, I am avidly adding my name to the list of those who are supporting this proposal.

With sincere regards,

Mel Mason

Mel Mason
1897 Napa Street
Seaside, CA 93955
Cell: (831) 601-0014

June 17, 2025

Greetings

My Name is Regina Richmond. I'm writing this letter on behalf of EJ Rowland Jr. I have known EJ since he was a child. I was his youth Director at Greater Victory Temple Church from a child until he graduated from High School and successfully went on to college.

He was and still is a dynamic young man! He was an exceptional basketball player from the City of Seaside. EJ began his career in Seaside where he hosted several tournaments with his dad in the City of Seaside. He played ball at Palma High School, wger led his team to the CCS and State playoffs. He received a Scholarship to Dominguez University, where he played for 1 year, he came back home where he mentored and tutored many kids in the City of Seaside. He enrolled in Hartnell College and set many, many basketball records. The gym was packed at many of the games to see EJ play. After Hartnell he received another scholarship. This time to the national rank St Mary's men's basketball. He would go on to set records there.

After graduation he would turn pro. He had opportunities to go to the NBA, but he chose to go pro overseas. Where he again set records. And has been in the Pro League ever since. He retired in 2024 and would return to his Almamater the national rank St Mary's university basketball team where is now a assistant coach.

EJ has accomplished so many great things. He has been inducted to Palma High School Hall of Fame as well as so many other great awards. He has helped so many young men in our City of Seaside as well as on the Monterey Peninsula.

He is a man of Integrity, a family man. He represents everything a City would be proud to name a basketball court after. Very few professional athletes have come out of Seaside and given back as much as he has. He has helped young athletes financially and has been a role model.

And to top it off, he opened a business in the City of Seaside, where he gives back. Each year he gives back school haircuts to the students in the City of Seaside! Let's return the love and appreciation to him and show him how much we appreciate him giving back to his hometown.

God Bless Regina Richmond



3 links to help you get the most out of this

Fwd: Letter of Recommendation - Naming of Basketball Courts at Lincoln-Cunningham Park

Justin Stokes <neil.stokes821@gmail.com>
To: Shantebhc@actioncouncil.org

Tue, Jun 10, 2025 at 11:59 AM

Sent from my iPhone

Begin forwarded message:

From: Linda Gardner <lrg_317@yahoo.com>
Date: June 9, 2025 at 1:49:39 PM PDT
To: Justin <neil.stokes821@gmail.com>
Subject: Letter of Recommendation - Naming of Basketball Courts at Lincoln-Cunningham Park

Seaside Parks and Recreation Department, City of Seaside

Dear Sir/Madam,

I am writing to you today, to recommend naming the basketball court at Lincoln-Cunningham Park after Earl Rowland Jr. (EJ).

My name is Linda Gardner, and I am a life-long resident of Seaside, CA (66 years) and I am a close friend of Earl Roland Jr. (EJ)

I met EJ when he was 12 years old, after his dad Big Earl Rowland was recruiting kids in Seaside for his newly founded AAU basketball team Air Express. After signing on my son, Justin Stokes, young EJ and Justin became fast and life-long friends. During EJ's life he has been a leader and has excelled at everything he has put his mind to. He has played basketball throughout his entire life at the highest levels, playing for

prestigious St. Mary's College, to professional basketball overseas. His passion and talent of the sport of basketball has gained him world-wide recognition, but his love of his hometown Seaside, has always brought him back home to mentor kids of all ages. He has also contributed sports gear from his clothing line, GRRR, to all the local high schools and middle schools whenever requested. When a coach from Seaside needs a motivational speaker to talk, mentor or encourage the kids to stay focused on school, they can always count on EJ to come through.

I believe with all of EJ's accomplishments as a professional basketball player, assistant coaching duties at St. Mary's College, as well as a successful Seaside co-business owner, Seaside would benefit greatly from having this beautiful basketball court named after Earl Rowland Jr.

In closing, I would like to thank the city of Seaside for your consideration and to let you know how appreciative we are of all the beautiful park renovations in our beloved city by sea.

If you have any questions or need additional information please reach out to me at lrg_317@yahoo.com or at the number listed below.

Sincerely,

Linda Gardner
Seaside Resident - 66 years
831-915-4773

Sent from Yahoo Mail for iPhone



REVIEW APPLICATION FOR NAMING OF PARKS, STREETS, CITY-OWNED BUILDINGS AND RECREATIONAL FACILITIES FOR NAMING THE BASKETBALL COURT AT LINCOLN CUNNINGHAM PARK AFTER E.J. ROWLAND AND THE PLACEMENT OF A COMMEMORATIVE PLAQUE ON A BENCH NEXT TO THE BASKETBALL COURT IN HONOR OF HIS FATHER EARL ROWLAND AND MAKE RECOMMENDATION TO THE CITY COUNCIL

PRESENTED TO: PARKS & RECREATION

DATE: JULY 21, 2025

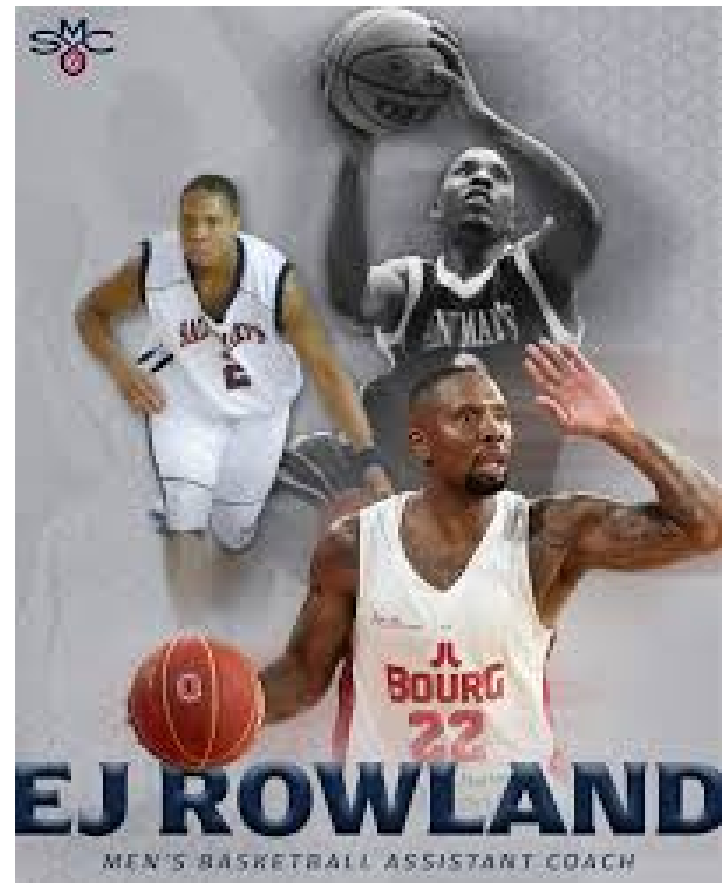
PRESENTED BY: DAN MEEWIS, ASSISTANT CITY MANAGER

Purpose of the Presentation

- ❖ Present naming request for EJ Rowland
- ❖ Highlight eligibility based on City policy
- ❖ Share background, achievements, and community support

Who is EJ Rowland?

- ❖ Seaside native
- ❖ Professional basketball player with international recognition
- ❖ Local Philanthropist and youth mentor
- ❖ Strong advocate for community empowerment, leadership, and youth development



Policy Overview

City of Seaside Naming Policy Criteria:

- ❖ Lasting contributions to cultural/natural resources
- ❖ Impact on Seaside residents
- ❖ Volunteer service (10+ years)
- ❖ Commemorative naming requires deceased status (3+ years), unless exceptional

How EJ Rowland Meets the Criteria

- ❖ Significant contributions to youth development and leadership
- ❖ Positive community impact and mentorship
- ❖ Local and international recognition
- ❖ Ongoing engagement in Seaside-based philanthropy
- ❖ Public support and community alignment



Proposed Naming Type

Amenity Type: Basketball Court

Suggested Location: Lincoln
Cunningham Park

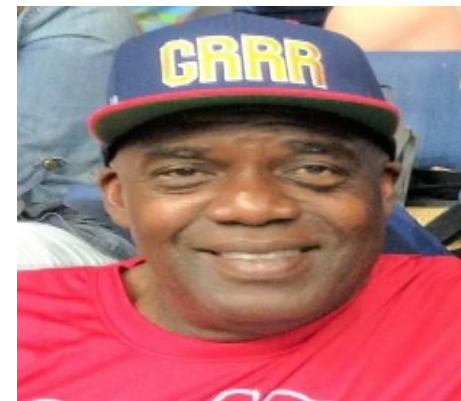
Commemorative Intent: Honor EJ
Rowland's achievements and
contributions



Amenity Type: Bench

Suggested Location: Lincoln
Cunningham Park

Commemorative Intent: Honor Earl
Rowland's



Letters of Support

- ❖ Petitions and endorsements from local organizations
- ❖ Community testimonials
- ❖ Youth and family impact statements



Request Summary

- ❖ Formally request naming approval for the Basketball Court & the commemorative plaque on the bench
- ❖ Willingness to cover installation and signage costs as required per the policy.
- ❖ Committed to honoring Seaside's heritage and values



Recommendation and Next Steps

- ❖ Open for Commission input and questions
- ❖ Request that the commission provide a recommendation on the request to name the basketball court at Lincoln Cunningham park, and the placement of a commemorative plaque in honor of EJ's father on a bench next to the court.
- ❖ Per the policy the Art & History Commission will review the request at the next meeting on 8/12/25
- ❖ After both commissions provide recommendations it will be heard by the City Council on 8/21/25



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: Art and History Commission

BY: Dan Meewis, Assistant City Manager

DATE: August 12, 2025

**SUBJECT: SEASIDE ATTRACTIONS/BUSINESS GUIDE WITH ARTIST
MARIA SCHOETTLER**

BACKGROUND

In June 2025, Commissioner Chair Brown reached out to artist Maria Schoettler to explore the possibility of developing a Seaside attractions map and business guide, highlighting various local businesses throughout the city. Ms. Schoettler has expressed interest in the project; however, she has requested further clarification regarding the Commission's specific focus areas, both in terms of geographic scope and overall vision for the final product.

This project also presents an opportunity for collaboration with the Parks and Recreation Commission, particularly in identifying key public spaces, trails, and recreational amenities that could be incorporated into the map.

ATTACHMENTS

1. Agenda Attachment
-



PACIFIC OCEAN

17 MILE DRIVE

PACIFIC GROVE

DEL MONTE FOREST

MONTEREY

JACKS PEAK

CARMEL VALLEY RD.

CARMEL BY-THE-SEA

CARMEL VALLEY

34. WILD FISH RESTAURANT

habitot

7. CAPTAIN + STOKER II

29. STOKES ADOBE

4. ALTA BAKERY

11. ELROY'S FINE FOODS

9. CHEZ NOIR

28. STATIONERY

27. SOMEWHERE

31. TEJIDO COLLECTIVE

16+17. LE PETIT PALI

14. HOUSE OF CARDOON

6. CAFE GUARANI

18. LITIFY

8. CELLA

22. OLD CAPITOL BOOKS

24. PARKER-LUSEN PASTRIES

31. TEJIDO COLLECTIVE

16+17. LE PETIT PALI

14. HOUSE OF CARDOON

25. PEARL HOUR

3. ALEJANDRO'S EL CHARRITO EXPRESS

2. AD ASTRA BREAD CO.

26. PERFECTLY PRESSED

1. MONTEREY

Red FISHERMAN'S WHARF

7. CAPTAIN + STOKER

5. BEAR + FLAG ROADSIDE

30. TANCRET & MORGEN

13. HACIENDA CV + RADICI MARKET

SEASIDE

1. ACME COFFEE ROASTING CO.

10. COUNTERPOINT COFFEE

21. MALIGNE

15. LA TORTUGA

23. OTHER BROTHER BEER CO.

33. THE MEATERY

32. THE BUTTER HOUSE

20. LYNN'S ARCADE

19. LUPITA'S BAKERY

*MAP NOT TO SCALE

ALL ARTWORK BY MARIA SCHOETTLER '23

1. ACME COFFEE ROASTING CO.

Roastery & Coffee Shop. 485 B Palm Ave, Seaside. Acmecoffee.roasting.com

2. AD ASTRA BREAD CO.

Bakery. 479 Alvarado St, Monterey. Adastrabread.com

3. ALEJANDRO'S / EL CHARRITO EXPRESS

Alejandro's: Dinner Restaurant. 474 Alvarado St, Monterey.
El Charrito: Breakfast & Lunch Takeaway. Enter at 483 Calle Principale, Monterey. Alejandros.co

4. ALTA BAKERY

Bakery & Cafe. 502 Munras Ave, Monterey. Altamonterey.com

5. BEAR + FLAG ROADSIDE

Eatery & Wine Shop. 7152 Carmel Valley Rd, Carmel Valley. Bearandflagroadside.com

6. CAFE GUARANI

Cafe. 111 Central Ave, Pacific Grove. Cafegarani.com

7. CAPTAIN + STOKER

Coffee Shop. 398 E Franklin St, Monterey and 206 Forest Ave, Pacific Grove. Captainandstoker.com

8. CELLA RESTAURANT & BAR

Restaurant. 525 Polk St, Monterey. Cellarestaurant.com

9. CHEZ NOIR

Restaurant. 5th Ave between Dolores and San Carlos St. Carmel-By-The-Sea. Cheznoircarmel.com

10. COUNTERPOINT COFFEE

Coffee Shop. 565 Broadway Ave, Seaside. [@counterpointcoffee.shop](http://counterpointcoffee.shop)

11. ELROY'S FINE FOODS

Grocery Store. 15 Soledad Dr, Monterey. elroysfinefoods.com

12. HABITAT

Art-filled Curiosity Shop. 169a Fountain Ave, Pacific Grove. [@habitatpacificgrove](http://habitatpacificgrove)

13. HACIENDA CV+ RADICI MARKET

Community Center, Feed Store & Local Market. 7180 Carmel Valley Rd, Carmel Valley. Linktr.ee/Hacienda.cv

14. HOUSE OF CARDOON

Home Goods Store. Carmel Plaza, Suite 210, Carmel-By-The-Sea. Houseofcardoon.com

15. LA TORTUGA

Mexican Eatery. 1257 Fremont Ave, Seaside. Latortugaseaside.com

16. LE PETIT PALI AT 8th AVE

Hotel. 8th Ave & Junipero, Carmel-by-the-Sea. Lepetitpali.com

17. LE PETIT PALI AT OCEAN AVE

Hotel. Junipero & Ocean Ave, Carmel-by-the-Sea. Lepetitpali.com

18. LILIFY

Artisan Shop. 281 Lighthouse Ave, Monterey. Lilify.com

19. LUPITA'S BAKERY

Bakery. 1048 Broadway Ave, Seaside. Lupitasbaking.com

20. LYNN'S ARCADE: A PINBALL PARLOR & CAN SLANGERY

Pinball Arcade & Bottle Shop. 1760 Fremont Blvd. Suite D1, Seaside. lynnсарcade.com

21. MALIGNÉ

Restaurant. 600 Broadway Ave, Seaside. Restaurantmaligne.com

22. OLD CAPITOL BOOKS

Book store. 482 Alvarado St, Monterey. Oldcapitolbooks.com

23. OTHER BROTHER BEER CO.

Brewery & Restaurant. 877 Broadway Ave, Seaside. Otherbrotherbeer.com

24. PARKER-LUSSEAU PASTRIES

Bakery & Cafe. 539 Hartnell St, Monterey. Parkerlusseau.com

25. PEARL HOUR

Cocktail Bar. 214 Lighthouse Ave, Monterey. Pearlhour.com

26. PERFECTLY PRESSED

Juice Shop. 491 Alvarado St, Monterey. Perfectlypressedjuice.com

27. SOMEWHERE IN CARMEL

California Lifestyle Boutique. San Carlos between Ocean & 7th Ave. Carmel-By-The-Sea. Somewhereincarmel.com

28. STATIONAERY

Restaurant. San Carlos 3 NE of 6th Ave, Carmel-By-The-Sea. thestationaery.com

29. STOKES ADOBE

Restaurant. 500 Hartnell St, Monterey. Stokesadobe.com

30. TANCREDI & MORGEN

Home Goods Store. 7174 Carmel Valley Rd, Carmel Valley. Tancrediandmorgen.com

31. TEJIDO COLLECTIVE

Clothing Store. Mission St. between 5th & 6th Ave, Carmel-By-The-Sea and 1 West Carmel Valley Rd, Carmel Valley. Tejidocollective.com

32. THE BUTTER HOUSE

Breakfast Restaurant. 1760 Fremont Blvd. Suite B-1, Seaside. Thebutterhouse.com

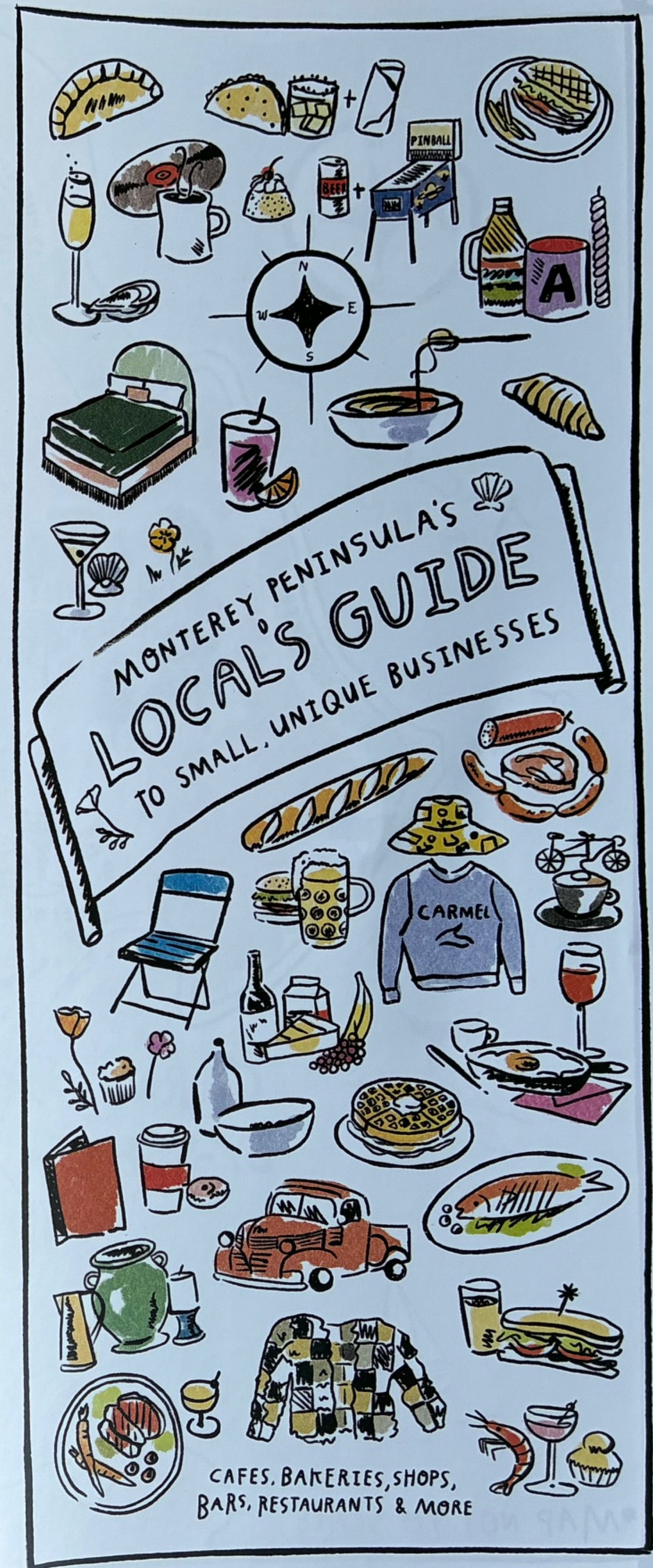
33. THE MEATERY

Butcher Shop & Eatery. 1534 Fremont Blvd, Seaside. Theeateryseaside.com

34. WILD FISH RESTAURANT

Seafood Restaurant. 545 Lighthouse Ave, Pacific Grove. Wild-fish.com

COMPILED + ILLUSTRATED BY MARIA SCHOETTLER
©MARIA_SCHOETTLER ©2023 MARIA SCHOETTLER





**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.C.

TO: Art and History Commission

BY: Dan Meewis, Assistant City Manager

DATE: August 12, 2025

SUBJECT: FINALIZE REQUEST FOR PROPOSAL FOR THE POSTCARD PROGRAM

BACKGROUND

This item involves discussion on finalizing the Request for Proposals (RFP) for the upcoming postcard program. Key points for review include identifying the target demographic, selecting the appropriate medium, and determining any additional content or specifications necessary prior to releasing the RFP to the public. Final input will help ensure the RFP aligns with the program's goals and communicates expectations clearly to potential respondents.

ATTACHMENTS

1. 2025 Postcard Program RFP
-



RECREATION DEPARTMENT

986 Hilby Avenue
Seaside, CA 93955
www.ci.seaside.ca.us

Telephone 831-899-6800
Fax 831-899-6274

November 3, 2025

POSTCARD PROGRAM REQUEST FOR PROPOSALS

START DATE: November 3, 2025
CLOSE DATE: December 3, 2025 by 5:00 PM

DEADLINE: Proposals must be received at the Oldemeyer Center, 986 Hilby Avenue, Seaside, CA 93955 or emailed to khiggins@ci.seaside.ca.us with the title "Postcard Program Proposal" in the subject line by the close date above. Faxed submissions **will not** be accepted.

SUMMARY: The City of Seaside will commission up to four artists to create original 4" x 6" postcard designs celebrating the city's history, culture, and beauty. Printed in full color on premium card stock with a glossy front and writable back, these limited-edition postcards will be distributed free at city locations and events, serving as both keepsakes for residents and mailable art for visitors.

PROJECT DESCRIPTION: The City of Seaside's Recreation Department, in collaboration with the City's Art and History Commission, are seeking proposals from local Seaside artists to submit artwork that honors the culture, values and residents of Seaside. Selected artwork will be printed postcards made available for free to the public.

Each selected design will be professionally printed as a standard 4" x 6" postcard, the classic mailable size that meets U.S. Postal Service guidelines. Postcards will be printed in full color on premium 16 pt. card stock with a UV high-gloss coating on the front to showcase the artwork, and a matte, writable finish on the reverse for mailing purposes.

Produced as limited editions, these postcards will be distributed free to the public at City facilities, cultural events, and local businesses. They will serve a dual purpose: as treasured keepsakes for residents and as mailable works of art that allow visitors to share a tangible piece of Seaside.

ARTWORK DIMENSIONS: Artwork must be scaled as a standard 4" x 6" postcard, the classic mailable size that meets U.S. Postal Service guidelines.

BUDGET: Artists will be awarded a \$500 stipend, which is inclusive of all artist fees, supplies, insurance and time spent. Selected artists will receive the stipend upon selection of the design and execution of an Artist Agreement with the City.

EVALUATION CRITERIA: Selected artwork will be based upon the following criteria:

- Artistic merit of the design (Artistic excellence, creativity and originality of the project's concept).
- Appropriateness of the design for the location, including the scale, content, and color.

SELECTION PROCESS: All submitted proposals will be reviewed by the Arts & History Commission and Recreation staff. The top four complete applications will be forwarded as a recommendation to the City Council for final selection. Please note: the selected artists must enter into an agreement with the City; if an artist does not enter into the agreement with the City, the City reserves the right to revoke selection of the artist.

TIMELINE:

November 3, 2025:	RFP Opens
December 3, 2025:	RFP Closes
January 13, 2026:	Committee review
February 5, 2026:	City Council Approval

SUBMISSION GUIDELINES: Each applicant may submit one design via email and complete submissions must include:

Eligibility:

- Open to artists residing in Seaside.
- Digital artwork only.
- Artwork must be original and created by the submitting artist.

Theme:

- Designs should reflect Seaside's history, culture, landscapes, community life, and/or artistic spirit.
- Content must be suitable for all audiences.

Artwork Specifications:

- Final postcard size: **4" x 6"** (landscape or portrait orientation).
- Artwork must allow for cropping to fit these proportions.
- Submit digital files at **300 DPI resolution** in CMYK color mode.
- Acceptable file formats: **JPEG, PNG, TIFF, or PDF.**
- Keep critical elements at least **0.125" inside trim edges** to avoid cutting.
- No text required on the artwork; City branding and mailing information will be added to the back.

Number of Submissions:

- 1 design per artist.

Deadline:

- Submissions due by December 3, 2025 by 5:00pm.
- Late or incomplete submissions will not be considered.

Notification:

- Selected artists will be notified by February 6, 2026.

Please submit proposals by December 3, 2025 by 5:00pm to:

Postcard Program Proposal
City of Seaside Recreation Department
986 Hilby Avenue
Seaside, CA 93955

Or email: khiggins@ci.seaside.ca.us with "City of Seaside Postcard Program" in the subject line. Email submission cannot exceed 5 MB.

Questions may be directed to Kee Hyon Higgins at (831) 899-6872 or khiggins@ci.seaside.ca.us.

DRAFT