



FINAL MINUTES
CITY OF SEASIDE
HOMELESS COMMISSION

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

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, Mugan, 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, Mugan, 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,

Denise Mejia, Commission Clerk

Ben Strickland, Commission Chair