



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

REGULAR MEETING  
440 HARCOURT AVE (CONFERENCE ROOM)  
Wednesday, September 3, 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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**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.

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**1. CALL TO ORDER**

**2. ROLL CALL - HOMELESS COMMISSION**

Benjamin Strickland	Chair
Leslie Mugan	Vice Chair
Lynda Cunningham	Commissioner
Joseph Ruffin III	Commissioner
Kathy Hughes	Commissioner
Chance Freeman	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 AUGUST 06, 2025, REGULAR MEETING**

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

**6. BUSINESS ITEMS**

**A. DISCUSS POLICY FOR COMMISSIONERS' COMMUNICATIONS AND REQUESTS TO STAFF LIAISON TEAM OUTSIDE SCHEDULED HOMELESS COMMISSION MEETINGS**

**RECOMMENDATION:** Commissioners and staff liaison team will develop a policy for communications and requests made to staff liaison team outside scheduled Homeless Commission meetings for organization and purpose, and to ensure adherence to the Brown Act.

**B. DISCUSS DEVELOPMENT OF SCHEDULE FOR FISCAL YEAR 2025-2026 TO ENGAGE HOMELESS COMMISSION WORK PLAN PROJECTS AND RELATED COMMISSION ACTIVITIES**

**RECOMMENDATION:** Commissioners will identify work plan and commission-related activities for fiscal year 2025-2026 to create a schedule of when to engage, to stay organized, for division of the work, and to meet deadlines.

**C. DISCUSS ADVOCACY PLAN FOR CITY OF SEASIDE HOMELESS COMMISSION TO HELP ADDRESS NEEDS FOR SUPPORT REGARDING HOMELESSNESS AND RELATED CHALLENGES ON COMMUNITY HEALTH, WELLNESS, AND SAFETY**

**RECOMMENDATION:** Commissioners will begin development of and advocacy plan that highlights needs for supports, resources, and solutions to address the challenges related to homelessness reported by community members, people with lived experience, business owners, and stakeholders.

**D. 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.

**E. DISCUSS FORMATION OF SUBCOMMITTEE TO ENGAGE PARTNERSHIP WITH CHAMBER OF COMMERCE REPRESENTATIVE JIM VOSSSEN REGARDING SHOPPING CART THEFT SOLUTION**

**RECOMMENDATION:** Commissioners will contemplate a partnership with Chamber of Commerce Representative, Jim Vossen, to create a plan to address concerns regarding shopping cart theft by unhorsed community members, from local grocery stores utilizing them for storage and transport of belongings.

**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, October 1, 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, August 6, 2025  
5:30 PM

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**1. CALL TO ORDER**

Chair Strickland called the meeting to order at 5:37PM. Meeting was delayed due to needing quorum.

**2. ROLL CALL - HOMELESS COMMISSION**

PRESENT: Strickland, Cunningham, Ruffin, Freeman  
ABSENT: Mugan, Hughes

**3. REVIEW OF AGENDA**

Chair Strickland requested to add a Presentation from Hope's Closet to the agenda.

*On motion by Commissioner Cunningham and second by Commissioner Ruffin and carried by the following roll call vote, the Homeless Commission moved to add Hope's Closet presentation to the agenda.*

*RESULT: 4-0-0-2*

*AYES: Strickland, Cunningham, Ruffin, Freeman*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Mugan, Hughes*

***ACTION:*** Approved

**4. PRESENTATIONS**

Hope's Closet (831) 899-4124 [1184 Hilby Ave.]

Donations Drop-Off Times: Tuesday-Thursday 10:30AM to 4:30PM.

**5. PUBLIC COMMENT**

None

**6. APPROVAL OF MINUTES**

**A. APPROVE MINUTES FROM JUNE 4, 2025, REGULAR MEETING**

*On motion by Commissioner Ruffin and second by Commissioner Freeman and carried by the following roll call vote, the Homeless Commission moved to approve the minutes for the June 4<sup>th</sup> 2025, Regular meeting.*

*RESULT: 4-0-0-2*  
*AYES: Strickland, Cunningham, Ruffin, Freeman*  
*NOES: None*  
*ABSTAIN: None*  
*ABSENT: Mugan, Hughes*

***ACTION:*** Approved

**7. BUSINESS ITEMS**

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

The commission discussed wanting to continue with the installation of solar charging stations. While there were previous concerns that the charging station might attract homeless individuals, the commission believes they would be a valuable community resource. Additionally, the commission would also like to bring in Narcan distribution locations to Seaside.

**PUBLIC COMMENT:** None

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

The commission discussed potential members for a subcommittee but decided to table the item until next meeting in September. This will allow all commissioners, including those absent from this meeting, an opportunity to consider joining.

**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 table business item B to the September regular meeting.*

*RESULT: 4-0-0-2*  
*AYES: Strickland, Cunningham, Ruffin, Freeman*  
*NOES: None*  
*ABSTAIN: None*  
*ABSENT: Mugan, Hughes*

***ACTION:*** Passed

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

The commission discussed the budget for the new fiscal year. The commission budget received was \$27,500. The funds will be distributed to several key areas: \$15,000 for food and insecurity, \$5,000 for holiday donations, \$5,000 for local youth focus homeless advocacy organizations, \$500 for one-time emergency expense, and \$1,000 for an outreach form, and \$1,000 for support miscellaneous needs.

**PUBLIC COMMENT: None**

## **8. REPORTS FROM COMMISSIONERS**

Commissioners provided reports.

**Commissioner Freeman:** wants to provide a facilitation workshop.

**Commissioner Cunningham:** would like to have a mixer and bring in different churches from the community and ask what they provide whether its clothes or food. Would like to bring back Jim from Chamber of Commerce come back and see how they can work with him to get nice looking carts to stop store carts being stolen and have the stores help to purchase the carts. Monterey Bay economic partnership will be at oldemeyer center august 14 from 2 to 5 workforce housing summit. Dallas Texas, they put in a special set of rules for small apartments buildings less than 75,000 square feet and have 8 units or fewer. August 18 at the Embassy Suits at 6pm its Dave's Town Hall.

**Chair Strickland:** Would like to have a couple students in the commission either a high school senior or civic class at the seaside high or a student from MPC or CSUMB. CSUMB has a Mental Health first Aid where they train the students and its an actual certificate its based off Australia, would like to promote it. A listening session bring in business community. Thank all the companies they looked at for challenge coins went with gsjj.

## **9. REPORTS FROM STAFF**

Staff provided report.

**Derrick:** Stepping Stone outreach is now located at Hilby Ave. They also provided a letter on an update on the food insecurity funds, will send the letter to the commission. Made a list on important dates the commission should keep in mind such as the holiday donations, youth organization, food insecurity, listening sessions, vote on chair/vice chair election, work plan development, NIC proposal, city midyear budget review, work plan due, and city budget sessions.

## **10. ADJOURNMENT**

With no further business, the meeting adjourned at 7:24 PM.

**Respectfully submitted,**

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**Denise Mejia, Commission Clerk**

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**Ben Strickland, Commission Chair**

## **Seaside Homeless Commission FY 2025-2026 Important Dates**

- Fiscal Year Start July 1, 2025
- WP: Holiday Donations
- WP: Youth Organizations
- WP: Food Insecurity RFP
- WP: Listening Session
- Chair/Vice Chair Election January 7, 2026
- Work Plan Development Jan.-March 2026
- NIC Proposal Development Feb.-April 2026?
- City Midyear Budget Review February 2026?
- FY 2026-2027 WP Due April 1, 2026
- City Budget Sessions May-June 2026
- Fiscal Year End June 30, 2026



**City of Seaside  
Homeless  
Commission**

**Annual Work Plan  
FY 2025-2026**

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

**Commission Members**

**Benjamin Strickland – Chair**

**Leslie Muga – 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**



# ADVOCACY PLANNING

Seaside Homeless Commission



# AGENDA

Definition

Components of a plan

Possible Timeline

Discussion

Next Steps

# DEFINITION

An **advocacy plan** is a strategic, organized approach to promoting a cause, influencing public policy, or bringing about social, political, or institutional change. It outlines the goals, target audience, key messages, and actions needed to achieve advocacy objectives.

# ADVOCACY PLAN

1

## GOAL/OBJECTIVE

What are we trying to achieve?

2

## TARGET AUDIENCE

Who has the power to make the change?

3

## KEY MESSAGES

What do you want to say, and how will you say it clearly and persuasively?

4

## PARTNERS AND ALLIES

Who can support your cause?

5

## EVALUATION

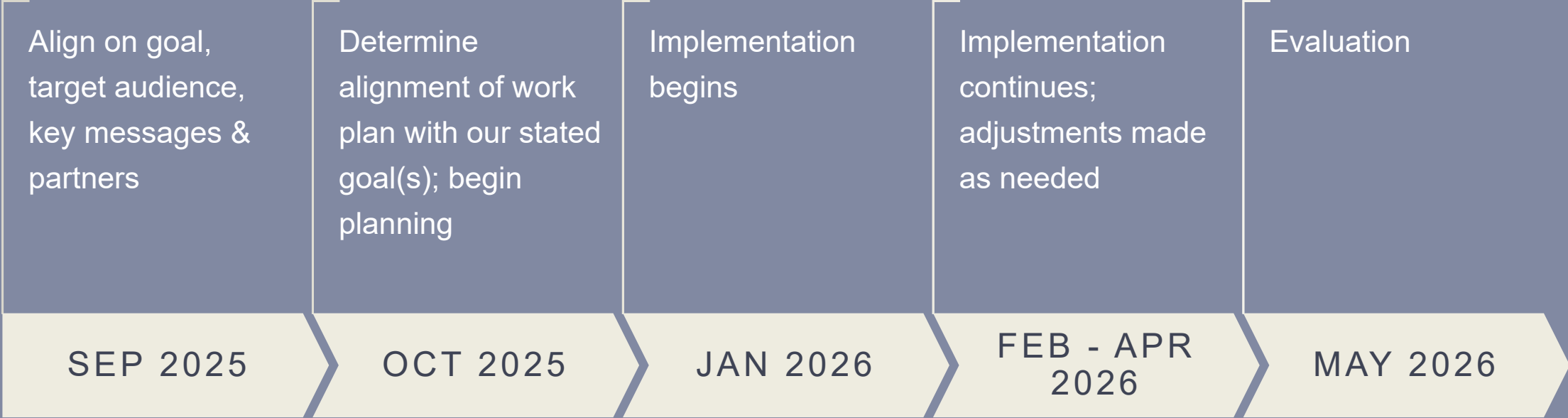
How will you measure success?

6

## RESOURCES AND BUDGET

What resources, time and money will be needed?

# POSSIBLE TIMELINE



# DISCUSSION – WHAT IS OUR GOAL/OBJECTIVE?

## OPPORTUNITIES TO SUPPORT HOUSING

Tiny homes

Homekey

Established organizations

## OTHER OPPORTUNITIES

Continue work with the NIC – more lockers and charging stations

Collaboration with Bethel Baptist Church – shower restroom facility, transitional housing solutions

Others?

Are there meetings we need to have to determine our goal?

# HOW WE GET THERE

## KEY MESSAGES

Once we define our goal, do we know what our key messages should be?

Is there research/meetings/listening sessions needed to fully define?

## TARGET AUDIENCE

Are the change agents easily identified?

Are there others that are not as obvious?

## PARTNERS

Business community is critical

Who are other partners that can play a role? How do the partners in our work plan align to our goal?

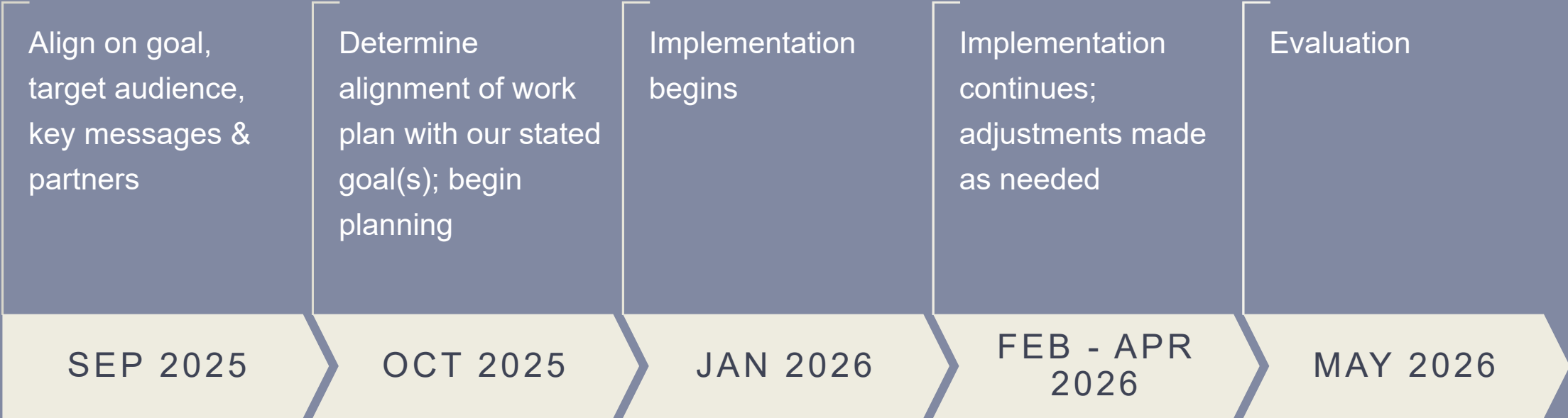
# SOME THOUGHTS

This is not a two person committee job.

Determining our plan and implementing our plan will take the full committee

It will need to be on our agenda every month, with assignments being completed each month to keep this moving along.

# NEXT STEPS





THANK YOU