



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

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

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**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 FOR OCTOBER 22, 2025, SPECIAL MEETING**

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

**6. BUSINESS ITEMS**

**A. DISCUSS PROCESS FOR DISTRIBUTION OF SEASIDE HOMELESS COMMISSION CHALLENGE COINS**

**RECOMMENDATION:** Commissioners will decide how they would like to present the Seaside Homeless Commission Challenge Coins to the recipients agreed upon in the October 22, 2025 Special Meeting.

**B. FINALIZE DEVELOPMENT OF PROPOSAL TO CITY OF SEASIDE NEIGHBORHOOD IMPROVEMENT COMMISSION FOR CONSIDERATION OF SEEKING FUNDING SUPPORT OF FUTURE SEASIDE HOMELESS COMMISSION WORK PLAN PROJECT**

**RECOMMENDATION:** Commissioners will review and finalize the presentation of the Seaside Homeless Commission's work plan project proposal for submission to the Seaside Neighborhood Improvement Commission seeking funding to support completion of the project.

**C. EXPLORE 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 continue development of and advocacy plan that highlights the need for support, resources, and solutions to address the challenges related to homelessness reported by community members, people with lived experience, business owners, and stakeholders.

**D. REVIEW AND FINALIZE REQUEST FOR PROPOSALS PROCESS OF ALLOCATING UP TO \$15,000 OF HOMELESS COMMISSION FISCAL YEAR 2025/2026 BUDGET TO AGENCIES/ORGANIZATIONS OPERATING FOOD INSECURITY PROGRAMS SERVING HOMELESS INDIVIDUALS AND FAMILIES IN SEASIDE**

**RECOMMENDATION:** Commissioners will discuss and clarify the request for proposals process for submissions from non-profit agencies/organizations operating food insecurity programs serving homeless individuals and families in the City of Seaside to receive donation funds in support of their efforts.

**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, December 3, 2025  
5:30 PM

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

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**FINAL MINUTES**  
CITY OF SEASIDE  
HOMELESS COMMISSION

SPECIAL MEETING  
Council Chamber  
Wednesday, October 22, 2025  
5:30 PM

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**1. CALL TO ORDER**

Chair Strickland called the 5:30 PM meeting to order at 5:36PM.

**2. ROLL CALL - HOMELESS COMMISSION**

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

**3. REVIEW OF AGENDA**

None

**4. PUBLIC COMMENT**

None

**5. PRESENTATIONS**

**A. RECEIVE PRESENTATION FROM DEAN SPARKS AND ADAM CONOUR ON PROJECT HOMEKEY**

Adam Connor and Dean Sparks of **Anabasis LLC** presented an overview on projects they have done and are working on. The presentation underscored the effectiveness of the **Housing First** approach in reducing chronic homelessness and detailed how stable housing can significantly **lower costs** for city services. Key concerns from the commission specifically regarding **transient populations** and the potential impact on **TOT revenue** were addressed by the presenters, who also highlighted their extensive experience, including with **veteran-focused housing** initiatives.

**6. APPROVAL OF MINUTES**

**A. APPROVE MINUTES FOR THE SEPTEMBER 3, 2025, REGULAR MEETING**

*On motion by Commissioner Ruffin and second by Commissioner Cunningham and carried by the following roll call vote, the Homeless Commission moved to approve the minutes for the September 3, 2025, Regular meeting.*

*RESULT: 5-0-0-1*

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

*NOES: None*  
*ABSTAIN: None*  
*ABSENT: Hughes*

**ACTION: Approved**

**7. BUSINESS ITEMS**

**A. DISCUSS ALLOCATION OF DONATION FUNDS FOR LOCAL YOUTH-FOCUSED HOMELESS ADVOCACY ORGANIZATIONS AND FOR HOMELESS SERVICES ORGANIZATIONS TO MEET HOLIDAY NEEDS**

The commission discussed the different organizations they made donations to in the past for Holiday Meal Donations, they also discussed those programs that received extra funds from the city and would not like to fund those who did receive the extra funds from the city. The commission decided to give CH Services Casa de Noche Buena \$1,000, Stepping Stone \$1,000, Bethel Baptist Church on Elm Ave \$1,000, MPUSD Family Resource Center on La Salle Ave \$1,000, and Community Partnership for Youth (CPY) \$1,000.

**PUBLIC COMMENT:** None

*On motion by Commissioner Cunningham and second by Commissioner Muga and carried by the following roll call vote, the Homeless Commission moved to accept the recommendation allocation of \$5,000 in holiday donation. Each of the following five organization will receive \$1,000, Casa De Noche Buena, Stepping Stone, Bethel Baptist Church (Elm Ave), MPUSD Family Resource Center (La Salle Ave), Community Partnership for Youth (CPY).*

*RESULT: 5-0-0-1*

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

*NOES: None*

*ABSTAIN: None*

*ABSENT: Hughes*

**ACTION: Passed**

The commission discussed the different organizations they previously donated to in the past. The Commission agreed to exclude programs that had recently received significant, extra city funding, ensuring the donations reached a wider range of services. The Commission approved a total of \$5,000 in donations, distributing funds as follows: \$1,000 each to the Salvation Army-Angel Giving Tree Program, Community Partnership for Youth (CPY), and Bethel Baptist Church-Gifts for Kids. An additional \$1,200 was allocated to the CHS-Safe Place Youth Shelter, and \$800 went to CHS-Safe Passage.

**PUBLIC COMMENT: None**

*On motion by Commissioner Ruffin and second by Chair Strickland and carried by the following roll call vote, the Homeless Commission moved to approve a total of \$5,000 in donations, distributing funds as follows: \$1,000 each to the Salvation Army-Angel Giving Tree Program, Community Partnership for Youth (CPY), and Bethel Baptist Church-Gifts for Kids. An additional \$1,200 was allocated to the CHS-Safe Place Youth Shelter, and \$800 went to CHS-Safe Passage.*

*RESULT: 5-0-0-1*

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

*NOES: None*

*ABSTAIN: None*

*ABSENT: Hughes*

***ACTION: Passed***

**B. DISCUSS AWARDING OF CHALLENGE COINS TO PARTNERS AND STAKEHOLDERS DEVOTED TO RESOLVING HOMELESSNESS IN SEASIDE**

The commission discussed the 35 individuals and organizations nominated to receive a 2025 Homeless Commission Challenge Coin. Following deliberation, the Commission moved to amend the recipient list by adding the following: Adam Conour and Dean Sparks from Anabasis, Danny Bakewell Sr. and Danny Bakewell Jr., and the organization All in Monterey.

**PUBLIC COMMENT: None**

*On motion by Commissioner Ruffin and second by Commissioner Cunningham and carried by the following roll call vote, the Homeless Commission moved to accepting the challenge coins the subcommittee recommended from number one 1-35 adding Adam Conour and Dean Sparks from Anabasis as one, Bakewell Company (Danny Sr. and Danny Jr.) as one, and All in Monterey.*

*RESULT: 4-0-1-1*

*AYES: Mugan, Cunningham, Ruffin, Freeman*

*NOES: None*

*ABSTAIN: Strickland*

*ABSENT: Hughes*

***ACTION: Passed***

**C. DISCUSS DEVELOPMENT OF PROPOSAL TO CITY OF SEASIDE NEIGHBORHOOD IMPROVEMENT COMMISSION FOR CONSIDERATION OF SEEKING FUNDING SUPPORT OF FUTURE SEASIDE HOMELESS COMMISSION WORK PLAN PROJECT**

The commission discussed resubmitting the proposal for the solar charging station. They plan to ensure they emphasizes the significant benefits for youth and the community at large.

**PUBLIC COMMENT: None**

*On motion by Commissioner Cunningham and second by Commissioner Mugan and carried by the following roll call vote, the Homeless Commission moved to approving the formation of a subcommittee with Commissioner Cunningham and Commissioner Freeman prepare the solar charging picnic table presentation for the November 5<sup>th</sup> regular meeting, and turned in to NIC no later then the Nov. 7 meeting.*

*RESULT: 5-0-0-1*

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

*NOES: None*

*ABSTAIN: None*

*ABSENT: Hughes*

***ACTION: Passed***

**D. DISCUSS COMMISSIONER GUIDANCE PERTAINING TO RESUMES AND EMPLOYMENT REFERENCES**

The commission discussed resume and references guidelines. Derrick will get clarification if commissioners can use each other as a personal or professional reference. Chair Strickland will write a letter to the City Attorney to further inquire.

**PUBLIC COMMENT: None**

**8. REPORTS FROM COMMISSIONERS**

Commissioners provided reports.

**Commissioner Freeman:** the holidays are coming up the Salvation Army need volunteers for certain things. KSBW has the share your holiday drive drop-off donations will be at 1755 Monte Boulevard in Seaside, you can call and sign up to volunteer (831) 899-4911. They are doing a Thanksgiving food distribution, its going to be a drive-through pick-up November 21<sup>st</sup> at the Salvation Army 1491 Contra Costa St. Seaside. They are also looking for bell ringers you can sign-up registertoring.com. that will be from Nov. 24-Dec 24.

**Commissioner Vice Chair Mugan:** saw an article did not read it fully but the headline mention Monterey will be using their neighborhood funds to help support their budget deficit. Wants to add agenda item for next meeting to talk about advocacy plan.

**Commissioner Ruffin:** There's an event going on starting tomorrow at Carmel Monastery St. Teresa Lysix they are having their 100-year veneration along with Carmel Monastery there. Then Friday at 11am the intern bishop will be of Monterey giving mass for her. Parking will be at the community church at Carmel that will be Thursday-Saturday.

**Commissioner Cunningham:** one of the challenges Seaside might have NIC keeps adding things to the city but there's no maintenance money for what's been added so you add bike racks but they get damaged and need maintenance and there's no support since its TOTE tax. It's easy to fund new things but its hard to fund maintenance. Asked if for next meeting an agenda item can be added to possibly form a subcommittee to work Annabasis for introduction to city, people, the relationship with breakthrough for men. Jim Vossen at the chamber of commerce to make this permanent supporting housing in seaside happen. SNAP is no longer going to be funded next month, was hoping to get the food and insecurity donations out sooner rather than later but realized it's not possible.

**Commissioner Chair Strickland:** Ideas on who to bring in for each meeting to present to the commission. Would like to bring back challenge coins to be decided how they will be distributed. Will make an effort to keep business items on track and not let it get side track and also reenforce commissioners to use microphone.

**9. REPORTS FROM STAFF**

Staff provided report.

**Derrick:** will reach out to city manager to see if he can come to next meeting. Will follow up on the parameter of resumes, employment references.

**10. ADJOURNMENT**

With no further business, the meeting adjourned at 7:33PM.

**Respectfully submitted,**

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**Denise Mejia, Commission Clerk**

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**Ben Strickland, Commission Chair**

## City of Seaside Homeless Commission – Challenge Coin Subcommittee

September 26, 2025

Chair Benjamin Strickland  
Commissioner Chance Freeman

To The City of Seaside Homeless Commission:

The following names/organizations are the recommended recipients of the 2025 Seaside Homeless Commission Challenge Coin:

- 1.) Nick & Sara Tortorelli (Refresh Start)
- 2.) Seth Pollack (CSUMB Professor)
- 3.) Roxanne Wilson (Formerly CHSP)
- 4.) Rosemarie Axton (iHelp)
- 5.) Mary Gutierrez (Former Seaside Fire Chief)
- 6.) Nick Borges (Seaside Police Chief)
- 7.) Wendy Root Askew (District 4 Supervisor/Lead Me Home)
- 8.) Gwen Nash (Former Commissioner/World Outreach Services)
- 9.) Pastor Ronald Britt (Greater Victory Temple)
- 10.) Pastor Harold Lusk Jr (Bethel Missionary Baptist Church)
- 11.) Pastor Kenneth Raye Murray (Posthumous Award to Family)
- 12.) Adam Conour (HomeKey)
- 13.) Dean Sparks (HomeKey)
- 14.) Nicolette Hernandez (Hope Closet/Monterey Bay Christian Center)
- 15.) Regina & Mel Mason (The Village Project)
- 16.) Eric Johnsen (Community Homeless Solutions)
- 17.) John Holt (Stepping Stone Outreach, Inc.)
- 18.) Jim Vossen (Central Coast Chambers of Commerce)
- 19.) Casa de Noche Buena (Outstanding Staff/Volunteer)
- 20.) Community Partnership For Youth (Outstanding Staff/Volunteer)
- 21.) Veterans Transition Center (Outstanding Staff/Volunteer)
- 22.) Pass The Word Ministry (Outstanding Staff/Volunteer)
- 23.) AI & Friends (Outstanding Staff/Volunteer)
- 24.) The Epicenter (Outstanding Staff/Volunteer)

The following recommended recipients Chair Strickland must recuse himself for past, present, and future affiliation:

- 25.) Lupe Javier Diaz (County of Monterey Veteran Services Representative)
- 26.) Arnold Westphal (Breakthrough For Men)
- 27.) David & Christa Balch (Legal & Medical Services)

The final recipients are not Commissioners giving themselves coins, rather, an opportunity for Commissioners to recognize each other for their service and the difference they are making:

- 28.) Derrick Elder (Staff Liason)
- 29.) Denise Meija (Deputy Staff Liason)
- 30.) Leslie Mugan (Commissioner)
- 31.) Lynda Cunningham (Commissioner)
- 32.) Joseph Ruffin III (Commissioner)
- 33.) Kathy Hughes (Commissioner)
- 34.) Chance Freeman (Commissioner)
- 35.) Benjamin Strickland (Commissioner)



## RECREATION DEPARTMENT

986 Hilby Avenue  
Seaside, CA 93955  
[www.ci.seaside.ca.us](http://www.ci.seaside.ca.us)

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

Re: Request for Project Ideas – 2026/2027 Neighborhood Improvement Commission

Dear Commission Chair and Staff Liaison,

The Neighborhood Improvement Commission (NIC) has begun its outreach earlier this year to gather project ideas for the 2026/2027 NIC's planning cycle. Each year, the NIC is responsible for identifying, vetting, and recommending neighborhood improvement projects for City Council approval as part of our Annual Work Plan. These projects are funded through the Transient Occupancy Tax.

We invite your commission to submit project ideas for consideration. Submissions received by **November 7, 2025**, will be reviewed during the NIC's annual retreat, scheduled for **Saturday, November 15, 2025, from 8:00 a.m. to 12:00 p.m. at the Oldemeyer Center.**

### Guidelines for Project Submissions

Project ideas should align with the Neighborhood Improvement Commission's objectives (see Municipal Code Section 2.24.040 below).

Fully developed plans are **not** required at this stage. Preliminary concepts are welcome. However, submissions that clearly reflect alignment with the criteria outlined below will receive priority consideration.

### Neighborhood Improvement Commission Objectives:

- Establish neighborhood block organizations to encourage beautification and reduce vandalism.
- Encourage citizens to upgrade property and landscaping, and to remove items that negatively impact property values.
- Promote voluntary compliance with city codes related to the City's appearance.
- Make recommendations to City Council to improve the City's appearance and encourage community-wide cooperation.
- Collaborate with service clubs and civic organizations on cleanup efforts and improvement programs.
- Encourage citizens and merchants to decorate homes and businesses during the holiday season and display the United States flag on national holidays.
- Conduct administrative hearings related to property maintenance.

Project ideas should be submitted by email to NIC liaison Dan Meewis at [dmeewis@ci.seaside.ca.us](mailto:dmeewis@ci.seaside.ca.us).

Thank you for your continued service, dedication and partnership to the City of Seaside in improving our neighborhoods. We look forward to reviewing your commission's ideas and identifying projects that will have a meaningful impact on our community.

With appreciation,

*Neighborhood Improvement Commission*

*Include, Innovate, Inspire*



# 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

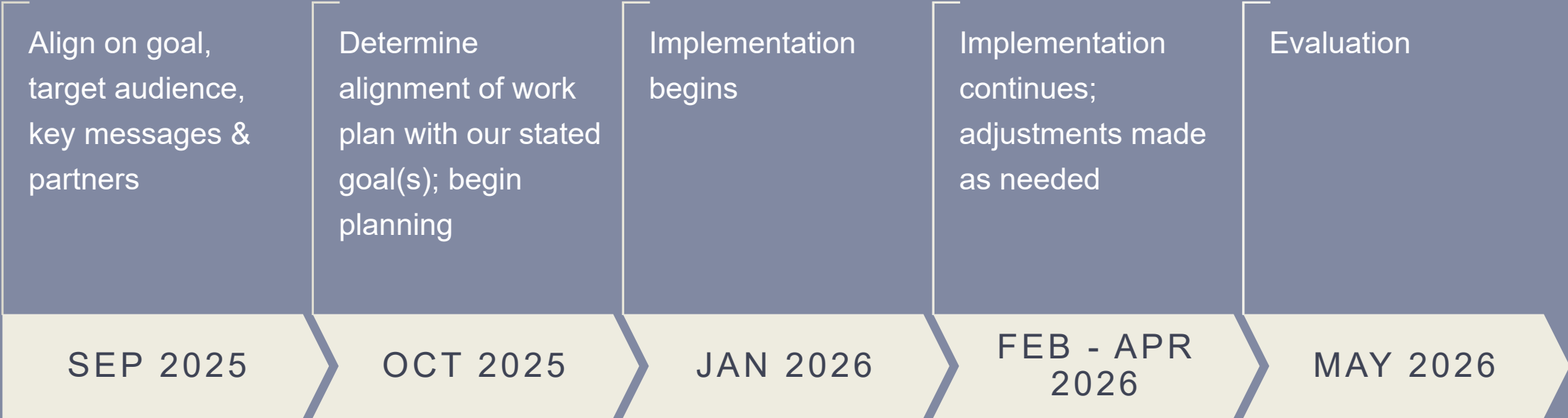
How will you measure success?

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?

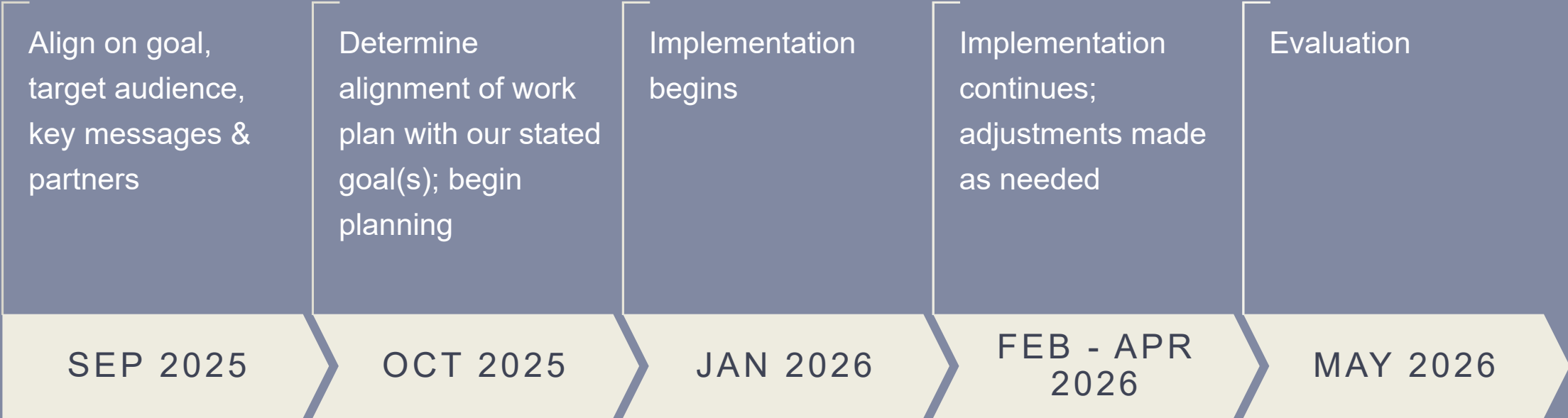
# SOME THOUGHTS

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



## RECREATION DEPARTMENT

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

Telephone 831-899-6851  
Fax 831-718-8604

Date: October 24, 2024

### **FOOD INSECURITY PROGRAM DONATION REQUEST FOR PROPOSALS**

**START DATE:** November 18, 2024

**CLOSE DATE:** January 15, 2025

**DEADLINE:** Applications must be received at Oldemeyer Center (986 Hilby Avenue), by January 15, 2025 by 5:00pm.

**SUMMARY:** The goal of the Homeless Commission is to be of service to its residents and community, to encourage and reinforce safety, access to resources and supports so all members live and thrive in peace and positivity to engage their desired vision for their lives. Food insecurity programs have been integral to supporting the Seaside homeless population in meeting a basic need through the provision of affordable, nutritious, and higher-quality foods.

**PROJECT DESCRIPTION:** The City of Seaside's Homeless Commission is seeking proposals from non-profit agencies and/or charitable organizations operating food insecurity programs in Seaside to submit requests and implementation proposals. The acquired funds will support efforts to feed homeless individuals and families in Seaside.

Nonprofit agencies and/or charitable organizations who have experience operating food insecurity programs in Seaside with a similar budget and scope are encouraged to apply. The selected agencies and/or charitable organizations proposals considered will be explored and discussed in a Homeless Commission meeting for final decision and approval to receive donation funds.

**BUDGET:** The Homeless commission has donation funds of up to \$15,000 available to non-profit agencies and/or charitable organizations operating food insecurity programs that feed homeless individuals and families in Seaside. Please include the total cost of food and support items in your proposal. The amount of funding allocated will be at the discretion of the Homeless Commission.

**EVALUATION CRITERIA:** The selection of local Seaside non-profit agencies and/or charitable organizations will be based upon:

- Description of services (who is being served, when/how often are services available, how do those in need get informed about services, location and access to services).
- Value and benefit of program to homeless population and City of Seaside.
- Proof of non-profit status Food Insecurity Program qualifications. (The agency and/or charitable organization seeking donation funds must serve homeless individuals and families within the Seaside Community. Agencies and/or charitable organizations must also hold a 501c3 nonprofit status. Documentation of status is required when submitting requests).
- Accountability (The agency and/or charitable organization granted donation funds to engage food insecurity program activities must document services and plan to report back to the Homeless Commission within 90 days of receiving funding).
- Preference will be given to non-profit agencies and/or charitable organizations who are based within the City of Seaside.

**SELECTION PROCESS:** All submitted proposals will be reviewed by City Staff to ensure completion of application. The top complete applications, based on a review by the Seaside Homeless Commission will be forwarded as a recommendation to the City Council for final selection.

**TIMELINE:**

November 18, 2024:	RFP Opens
January 15, 2025:	RFP Closes
January 23, 2025:	Commission Review & Decision

**Submission Guidelines:** Multiple requests may be submitted and must include:

- A description of food insecurity program activities and narrative. The narrative should convey the benefit to homeless individuals and families, the City of Seaside, and past or current efforts of doing this work, etc.
- Contact Information
- Examples of other relevant works and/or reviews of similar work
- Financial Request (Food Cost, Supplies, Staffing, Etc.)

Please submit proposals by January 15, 2025 by 5:00pm to:

Food Insecurity Program Donation Funds RFP  
 City of Seaside  
 986 Hilby Avenue Seaside, CA 93955  
 c/o Derrick Elder, Family and Community Support Program Practitioner  
 Or email: [delder@ci.seaside.ca.us](mailto:delder@ci.seaside.ca.us)

Include, Innovate, Inspire