



AGENDA

CITY OF SEASIDE
NEIGHBORHOOD IMPROVEMENT
COMMISSION

REGULAR MEETING
440 HARCOURT AVE
Tuesday, November 4, 2025
5:00 PM

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

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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 - NEIGHBORHOOD IMPROVEMENT COMMISSION

Ray Riordan	Chair
Tiffinie Meyer	Vice Chair
Ramona Olaeta-Reed	Commissioner
Joan Costello	Commissioner
Shanda LeBeouf	Commissioner
Dennis Alexander	Commissioner
Stephanie Spross	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 OCTOBER 7, 2025

6. BUSINESS

A. DISCUSSION ON PROVIDING YARD SIGNS FOR HOUSE OF THE MONTH RECIPIENTS AND PROVIDING PLAQUES FOR COMPLETED PROJECTS

B. ESTABLISH CRITERIA FOR SELECTION OF THE BI-ANNUAL BUSINESS AWARDS

C. ESTABLISH CRITERIA FOR THE HOLIDAY LIGHTS CONTEST

7. REPORTS FROM COMMISSIONERS

This is a time specifically set aside for Commissioners to make brief comments of general interest to the community, make requests that items be added to future meeting agendas as necessary, and report on Committee Assignments.

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:
December 2, 2025
5:00 p.m.

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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 Government Code Section 54954.2(a) or Section 54956.



FINAL MINUTES

CITY OF SEASIDE
NEIGHBORHOOD
IMPROVEMENT
COMMISSION

COUNCIL CHAMBERS
Tuesday October 7, 2025
5:00 PM

1. **CALL TO ORDER**

Commissioner Riordan called the meeting to order at 5:00 p.m.

2. **ROLL CALL - NEIGHBORHOOD IMPROVEMENT COMMISSION**

PRESENT: Riordan, Meyer, Alexander, Olaeta Reed, Costello, LeBoeuf(arrived 5:18 pm), Spross
ABSENT: None

3. **REVIEW OF AGENDA**

Add NIC HOM Plaque discussion to the next regularly scheduled meeting.

PUBLIC COMMENT:

Nielson

4. **APPROVAL OF MINUTES**

APPROVE MINUTES FROM JULY 2, 2025

On motion by Commissioner/Chair Costello and second by Meyer, and carried by the following vote, the Neighborhood Improvement Commission moved to approve July 2, 2025 Minutes

RESULTS: 4, 0, 3, 0
AYES: Meyer, Olaeta Reed, Costello, LeBoeuf,
NOES: None
ABSTAIN: Riordan, Alexander, Spross
ABSENT: None

5. BUSINESS

A. DEBRIEF ON THE NEIGHBORHOOD CLEAN UP EVENT THAT TOOK PLACE ON SATURDAY, SEPTEMBER 27, 2025:

RECOMMENDATION: Have a discussion and provide feedback

Commissioner Costello commented on how well-attended and positive the Citywide Dumpster Clean-Up was. However, she noted that the dumpster pick-up crew had difficulty maneuvering due to cars blocking the driveway. It may be helpful to consider using cones or other barriers to block off necessary access areas next time.

Commissioner Meyer mentioned that she stayed at her site until 3:00 p.m. to assist the pick-up crew. She also noted that the dumpster door wouldn't close properly due to the location where it was dropped off.

Commissioners Alexander and LeBoeuf mentioned that overall, it was a long and full day. Commissioner Olaeta-Reed mentioned that an event at the church made parking difficult during the Dumpster Clean-Up. There were no available parking spots and no cones to reserve space. She recommended using cones next time to better manage access.

Commissioner LeBoeuf shared that her dumpster was too small and quickly overflowed, with people attempting to pile debris on top. She suggested using larger dumpsters for future events. Commissioner Riordan echoed this suggestion and also recommended having someone assigned to monitor the dumpster throughout the event. He further proposed changing locations and developing a yearly schedule that includes pick-up dates and locations, sponsored by the Neighborhood Improvement Commission and the Seaside City Council.

Commissioner Meyer supported the idea of establishing a consistent annual schedule such as holding the Citywide Clean-Up on the last Saturday in March and the last Saturday in September.

Commissioner Costello suggested coordinating with FOSPA to include the Clean-Up information in their newsletter.

Finally, Commissioner Alexander recommended revisiting this discussion in January 2026.

PUBLIC COMMENT:

None

There was no motion or vote. Discussion only

B. RECEIVE UPDATE ON THE FISCAL YEAR 25/26 PROJECTS RECOMMEND TO THE CITY COUNCIL

RECOMMENDATION: Receive update on the Fiscal Year (FY) 2025-2026 projects recommended to the City Council.

Dan Meewis, Assistant City Manager, provided an update on the Tree Giveaway, suggesting it be restarted in January 2026. He also noted that benches have been ordered, utility box wraps are ongoing, and bike racks are currently being ordered. However, progress on larger projects has temporarily stalled due to the unexpected retirement of the Public Works Superintendent.

The bench installation on Eucalyptus has been removed from the current project list. Commissioners requested feedback from City Council regarding the types of projects they are seeking or are likely to approve. Several Commissioners expressed frustration over the lack of project approvals.

Dan noted that the Commission may resubmit previously disapproved projects for reconsideration if they choose.

PUBLIC COMMENT:

None

There was no motion or vote. Discussion only

C. REVIEW DETAILS FOR THE NEIGHBORHOOD IMPROVEMENT COMMISSION ANNUAL STRATEGIC RETREAT ON SATURDAY NOVEMBER 15, 2025

RECOMMENDATION: Staff recommends that the Neighborhood Improvement Commission (NIC) discuss details 2025 Annual Strategic Retreat.

The annual NIC Strategic Retreat is scheduled for Saturday, November 15, 2025, from 8:00 a.m. to 12:00 p.m. in the Blackhorse Room.

PUBLIC COMMENT:

None

There was no motion or vote. Discussion only.

D. DISCUSSION ON ON HOLIDAY LIGHTS CONTEST AND POTENTIAL COLLABORATE WITH THE PARKS AND RECREATION COMMISSION

RECOMMENDATION: Discuss this year’s holiday lights contest and collaborate with the Parks and Recreation Commission.

Dan Meewis, Assistant City Manager, discussed the possibility of collaborating with the Parks and Recreation Department for the upcoming Holiday Lights Contest. He noted that the event helps foster community camaraderie.

He suggested using a Google Sheet again for coordination and emphasized the importance of setting dates early to encourage maximum participation. Winners are traditionally recognized by the City Council during their second meeting in December.

PUBLIC COMMENT:

None

On motion by Commissioner Alexander and second by Olaeta-Reed, and carried by the following vote, the Neighborhood Improvement Commission moved to approve collaborating with Parks and Recreation for the Holiday Lights Contest

RESULTS: 7, 0, 0, 0

AYES: Riordan, Meyer, Alexander, Olaeta Reed, Costello, LeBoeuf, Spross

NOES: None

ABSTAIN: None

ABSENT: None

E. DISCUSSION OF THE QUARTERLY BUSINESS AWARD

RECOMMENDATION: Have a discussion on the selection process for the business of the quarter.

Commissioner Costello suggested developing a consistent process for selecting the **Business of the Quarter**. One idea was to select all four businesses at the beginning of the year and start with the Broadway area, focusing on “Best Gathering Places.” Her suggested nominees included the new bike shop, Other Brother Brewery, Deja Blue, and The Creperie.

Another commissioner noted that Other Brother Brewery had previously received the Business of the Quarter award; however, it was agreed that past winners should not be excluded from future consideration.

Commissioner Olaeta-Reed highlighted several other deserving businesses throughout Seaside, such as Barba Azul.

Dan Meewis, Assistant City Manager, recommended that the Commission first identify and establish clear selection criteria. This way, when the awards are presented to City

Council, it can be stated that each business met the defined criteria. Commissioner Meyer asked for clarification, as she thought the Commission had transitioned from Business of the Quarter to Business of the Year. It was clarified that a vote for the 2025 Business of the Quarter selections would take place in January 2026, and there was a suggestion to select 2–4 businesses per year moving forward.

PUBLIC COMMENT:

None

On motion by Commissioner Alexander and second by LeBoeuf , and carried by the following vote, the Neighborhood Improvement Commission moved to approve choosing two Business of the Quarter winners in January and July. January would cover August-December and July would cover January-June.

RESULTS: 7, 0, 0, 0

AYES: Riordan, Meyer, Alexander, Olaeta Reed, Costello, LeBoeuf, Spross

NOES: None

ABSTAIN: None

ABSENT: None

6. REPORTS FROM COMMISSIONERS

Commissioner Costello shared a positive comment she received from a woman at Grocery Outlet. The woman, a Monterey resident, said she has been swimming at the Seaside Swim Center for the past 45 years and continues to enjoy the facility. Commissioner Costello also encouraged everyone to sign up for the *Seaside City News* via the City’s website.

Commissioner Meyer reported that she attended the recent City Council meeting, which included discussion on the *Exotics on Broadway* event. She also noted that the Seaside Music Festival was a success.

Commissioner Olaeta-Reed reminded the Commission about the upcoming *Harvest Festival* at Patchetti Dog Park on October 25, 2025, from 11:00 a.m. to 2:00 p.m. The event will feature raffles, prizes, hotel and golf giveaways, a dog costume contest, and a food truck. The Seaside Fire Department will be judging the dog costume contest.

Commissioner LeBoeuf shared an interaction she had at a cocktail party in Pebble Beach, where a friend asked her about the Seaside Music Festival—but she hadn’t heard about it. She emphasized the need for better outreach and suggested that a marquee outside City Hall could greatly benefit residents by promoting local events.

Commissioner Riordan relayed feedback he received about conditions at Wheeler Park. A community member described it as dirty, noisy, and lacking parking. However, when Commissioner Riordan visited, he found the tennis courts in full use and no loud disturbances—though he agreed that parking remains a significant issue that should be addressed.

Commissioner Alexander shared a personal health update, stating that he may or may not be able to attend NIC meetings in November as he begins radiation treatment for a malignant brain tumor. He plans to monitor how he feels and attend meetings as he is able.

7. REPORTS FROM STAFF

Dan Meewis, Assistant City Manager, reported that the 5th Annual Oaxaca By the Sea event was a great success, drawing the largest turnout to date.

He also shared upcoming event details:

- Seaside Stars will be held at 705 Broadway on Saturday, October 11, 2025, at 12:15 p.m.
- Seaside’s 71st Birthday Celebration will take place on Monday, October 13, 2025, from 6:00 to 8:00 p.m. at the Oldemeyer Center.

8. ADJOURNMENT

With no further business the meeting adjourned at 6:43 pm.

On motion by Commissioner Alexander and second by Olaeta-Reed, and carried by the following vote, the Neighborhood Improvement Commission moved to adjourn.

Respectfully submitted,

Jennifer Hancock, Committee Clerk

Ray Riordan, Chair



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: November 4, 2025

SUBJECT: DISCUSSION ON PROVIDING YARD SIGNS FOR HOUSE OF THE MONTH RECIPIENTS AND PROVIDING PLAQUES FOR COMPLETED PROJECTS

RECOMMENDATION

It is recommended that the Neighborhood Improvement Commission discuss and provide direction on:

1. The design and placement of yard signs recognizing "House of the Month" award recipients; and
2. The development and installation of plaques to commemorate completed Neighborhood Improvement Commission projects.

BACKGROUND

The Neighborhood Improvement Commission (NIC) has consistently supported community engagement and neighborhood pride through initiatives such as the House of the Month Program and a variety of other community improvement projects.

Currently, House of the Month recipients are recognized through Commission and at City Council meetings. However, no physical recognition is provided at the property itself. Additionally, other community improvement projects recommended by the commission (e.g., landscape enhancements, murals, and park improvements) have not been marked with permanent signage or plaques noting the Commission's

contributions.

Providing yard signs and project plaques would increase program visibility, recognize community contributions, and strengthen public awareness of the Commission’s work in improving Seaside neighborhoods.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: November 4, 2025

**SUBJECT: ESTABLISH CRITERIA FOR SELECTION OF THE BI-ANNUAL
BUSINESS AWARDS**

RECOMMENDATION

It is recommended that the Neighborhood Improvement Commission discuss and identify criteria for the Bi-Annual Business Awards program and provide direction to staff on finalizing the process.

BACKGROUND

The City of Seaside recognizes the importance of local businesses as key contributors to the economic vitality, community character, and quality of life within the city. To acknowledge these contributions, the Neighborhood Improvement Commission (NIC) has traditionally hosted a Business Awards program to celebrate outstanding achievements among Seaside's business community.

At the October 2025 meeting, the Commission expressed interest in formalizing the selection criteria and evaluation process for the Bi-Annual Business Awards to ensure consistency, fairness, and transparency in recognizing exemplary local businesses. Establishing clear criteria will also help increase community engagement and awareness of the program.

Staff recommends the Commission review the following proposed award categories and evaluation criteria for determining future award recipients. The commission should have a discussion on the process, and then identify the path moving forward for this

program.

Proposed Award Categories

1. **Business of the Year** – Recognizes an established business demonstrating overall excellence in operations, customer service, and community involvement.
2. **New Business of the Year** – Honors a business operating in Seaside for less than three years that shows innovation, growth, and promise.
3. **Community Impact Award** – Highlights a business contributing to Seaside’s social, cultural, or environmental wellbeing through volunteerism, sponsorships, or partnerships.
4. **Beautification Award** – Acknowledges businesses that have improved the physical appearance of their property or contributed to neighborhood beautification.
5. **Sustainability Award** – Recognizes businesses that integrate sustainable or environmentally conscious practices into their operations.

Proposed Selection Criteria

Businesses may be evaluated based on the following criteria (tailored to the applicable category):

- **Community Engagement:** Participation in or support for local events, youth programs, and community initiatives.
- **Customer Service and Reputation:** Demonstrated commitment to quality service, positive customer feedback, and ethical business practices.
- **Innovation and Growth:** Implementation of creative ideas, business expansion, or new products/services that enhance Seaside’s economy.
- **Aesthetic Improvements:** Efforts to enhance curb appeal, landscaping, signage, or building maintenance.
- **Sustainability Practices:** Actions that reduce waste, conserve energy, or promote environmentally responsible practices.
- **Longevity and Stability:** Years in operation, employee retention, and overall contribution to Seaside’s economic resilience.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.C.

TO: Neighborhood Improvement Program

BY: Dan Meewis, Assistant City Manager

DATE: November 4, 2025

SUBJECT: ESTABLISH CRITERIA FOR THE HOLIDAY LIGHTS CONTEST

RECOMMENDATION

It is recommended that the Neighborhood Improvement Commission discuss and identify categories and judging criteria for the annual Holiday Lights Contest, and provide direction to staff to finalize the program for community promotion and implementation.

BACKGROUND

Each year, the Neighborhood Improvement Commission (NIC) celebrates the holiday season by recognizing residents that contribute to the festive spirit through creative and decorative lighting displays. The Holiday Lights Contest encourages community pride, neighborhood beautification, and civic engagement while fostering a sense of unity and joy during winter. Over the past few years, the NIC has collaborated with the Parks and Recreation Commission on this endeavor.

In past years, judging and award selection have been conducted informally, with limited established criteria. To improve consistency and transparency, staff recommends that the Commission adopt clear, standardized criteria and categories to guide future contests. In the past, the top three decorated homes were awarded prizes, and the judging was subject to each of the commissioner's tastes.

Staff proposes the following **contest framework**, including **categories, judging criteria**, and **award process**.

Proposed Categories

1. **Best Overall Display** – Recognizes the most outstanding and cohesive holiday light presentation.

2. **Best Residential Display** – Honors individual homes with creative and high-quality decorations.
3. **Best Neighborhood Spirit** – Recognizes a block, cul-de-sac, or multi-unit complex that collectively decorates and celebrates the season.
4. **Most Creative Theme** – Rewards originality, storytelling, or use of a unique theme or concept.
5. **Best Use of Lights** – Acknowledges innovative or artistic use of lighting effects and technology.

Proposed Judging Criteria

Entries may be evaluated using a 1–5 point scale for each of the following areas:

Criteria	Description
Creativity & Originality	Innovative use of theme, color, and design.
Aesthetic Appeal	Overall visual impact, balance, and holiday spirit.
Use of Lights & Decorations	Effective, safe, and visually engaging use of lighting.
Theme Consistency	Clear and cohesive presentation of a concept or motif.
Community Impact	Contribution to neighborhood pride and public enjoyment.
Sustainability (Optional)	Incorporation of energy-efficient or environmentally friendly elements.

ATTACHMENTS

None
