



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

SPECIAL MEETING
986 HILBY AVENUE (SEAHORSE ROOM)
Wednesday, November 12, 2025
5:15 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. OCTOBER 14TH, 2025

6. BUSINESS ITEMS

A. SEASIDE ATTRACTIONS/BUSINESS GUIDE WITH ARTIST MARIA SCHOETTLER

7. COMMISSIONER REPORTS

8. STAFF COMMUNICATION

9. ADJOURNMENT

Next Regularly Scheduled Meeting:
December 9, 2025
5:15 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, October 14, 2025
5:45 p.m.

1. CALL TO ORDER:

The meeting was called to order at: 5:49 PM

2. ROLL CALL – ESTABLISHMENT OF QUORUM:

ART & HISTORY COMMISSION:

Emerson Brown	Head Chair	PRESENT
Robert Daniels Jr	Vice Chair	PRESENT
Keylin Figueroa	Commissioner	PRESENT
Julie Ann Hughett	Commissioner	EXCUSED ABSENCE
Ethelyn Thomas	Commissioner	PRESENT

STAFF:

Kee Hyon Higgins	PRESENT
Sandra Gray	ABSENT

GUESTS PRESENT:

No guests were present during the meeting.

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)

- * PROPOSAL: Discussion to adjust meeting time earlier to 5:15 PM.
 - Robert Daniels/Ethelyn Thomas (M/S/P)
 - Majority votes in favor

4. PUBLIC COMMENTS:

* None

5. APPROVAL OF September 9th, 2025 MINUTES:

* Missing Adjournment - Keylin Figueroa/Ethelyn Thomas (M/S/P)

6. BUSINESS ITEMS:

A. NEIGHBORHOOD IMPROVEMENT PROJECT SUBMISSION FOR FY26-27:

* Chair Brown discusses item context for commissioners, and encourages to propose any projects any commissioners would like to propose.

* Vice Chair Daniels requests status of archives and proposes potential request to continue to digitize more of the archives.

* Commissioner Thomas proposes more cohesive Sea Horse statues - \$15,000

* Another Mural that wraps 705 Broadway Ave - \$50,000

* QR Codes for Seaside Stars of the individuals who were recognized and chosen - \$10,000

Robert Daniels/Keylin Figueroa (M/S/P)

– Commissioners vote in favor

* No Public Comment.

B. SEASIDE ATTRACTIONS/BUSINESS GUIDE WITH ARTIST MARIA SCHOETTLER:

*Item is general placeholder; commissioners are more than welcome to revisit if they have additional ideas to add upon.

* Commissioners have been given a packet of parks to consider including in the map, current points of interest that the commission are set on including on the Seaside Attractions map so far include:

- Parks

-Seaside Stars

* No Public Comment.

C. RESCHEDULE NOVEMBER COMMISSION MEETING:

* The scheduled November meeting date coincides with Veterans Day; therefore, it is recommended to reschedule to an alternative date subject to the commissioners' approval.

* Commissioner Thomas proposes Wednesday November 12th, on 5:15 PM.

Robert Daniels/Ethelyn Thomas (M/S/P)

– Commissioners vote in favor

* No Public Comment.

D. PROPOSED MURAL LOCATION FOR FY25-26:

* Commissioners are encouraged to choose potential location from packet of buildings all around Seaside for proposed mural location for FY25-26.

* Vice Chair Daniels proposes to allocate funding and approve Front + Side mural on 1583 Del Monte building for \$25,000 after taking a look at current budget and remaining funds that the commission has.

Robert Daniels/Keylin Figueroa (M/S/P)
– Commissioners vote in favor

* No Public Comment.

E. DISCUSSION TO ADJUST MEETING TIME EARLIER FROM 5:45 PM TO 5:15 PM:

* Vice Chair Daniels proposes for start time of future meetings to be adjusted to 5:15 PM instead of 5:45.

* Staff mentions that they will have to look into matter on whether if it is possible to have time be adjusted through City Clerk.

* No Public Comment.

7. REPORTS FROM COMMISSIONERS:

* Commissioner Thomas mentions Seaside Birthday and Raffle for the kids to be a general success. Mentions the unique array of entertainers, and all muralists had shown up and even had time to explain story behind one of the murals that had reflected their time growing up in Seaside.

8. REPORTS FROM STAFF:

*Staff reports that they have received a quote in regards to having Jeannie Reese's utility box redone. Estimated cost would be around \$12,000

*Staff also reports that the next round of utility boxes are to be made; which leads to the potential of ensuring RFP and instructions are clear and cohesive for artists to understand how formatting will be displayed to ensure company produces quality wraps that are of the artists liking.

9. ADJOURNMENT: The meeting was adjourned at: 7:11 PM

RESPECTFULLY SUBMITTED,

Hailie D. Bringas, SAHC Clerk

Emerson Brown, SAHC Chair

Next Regular Scheduled Meeting
November 12, 2025
Time: 5:15 p.m.
HYBRID (Virtual & In-Person)



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: Art and History Commission

BY:

DATE: November 12, 2025

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

RECOMMENDATION

BACKGROUND

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, in June 2025. 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.

The Commission has researched various ideas which include City-owned buildings, parks and facilities. Historical homes were considered, but the City Attorney's Office does not recommend including residential homes for this type of project since home addresses or visual representations could be used.

Lastly, this project 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. Map 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

habitat

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

LE PETIT PALI

16+17

14. HOUSE OF CARDOON

PACIFIC GROVE

6. CAFE GUARANI

18. LITIFY

8. CELLA

4. ALTA BAKERY

22. OLD CAPITOL BOOKS

PARKER-LUSEN PASTRIES

24.

31. TEJIDO COLLECTIVE

LE PETIT PALI

16+17

14. HOUSE OF CARDOON

PACIFIC GROVE

6. CAFE GUARANI

18. LITIFY

3. alejandro's

EL CHARRITO EXPRESS

26. PERFECTLY PRESSED

2. AD ASTRA BREAD CO.

22. OLD CAPITOL BOOKS

PARKER-LUSEN PASTRIES

24.

31. TEJIDO COLLECTIVE

LE PETIT PALI

16+17

14. HOUSE OF CARDOON

FISHERMAN'S WHARF

25. PEARL HOUR

7. CAPTAIN + STOKER

2. AD ASTRA BREAD CO.

26. PERFECTLY PRESSED

22. OLD CAPITOL BOOKS

PARKER-LUSEN PASTRIES

24.

31. TEJIDO COLLECTIVE

LE PETIT PALI

16+17

14. HOUSE OF CARDOON

32. THE BUTTER HOUSE

20. LYNN'S ARCADE

23. OTHER BROTHER BEER CO.

19. LUPITA'S BAKERY

15. LA TORTUGA

33. THE MEATERY

10. COUNTERPOINT COFFEE

1. ACME COFFEE ROASTING CO.

21. MALIGNE



5. BEAR + FLAG ROADSIDE

30. TANCRETO & MORGEN

13. HACIENDA CV + RADICI MARKET

*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

