



A G E N D A
CITY OF SEASIDE
HOMELESS COMMISSION

REGULAR MEETING
440 HARCOURT AVE (COUNCIL CHAMBER)
Wednesday, December 3, 2025
5:30 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:

Before the Meeting via Email: Written comments can be emailed to 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. PRESENTATIONS

A. OFFICIAL INTRODUCTION AND DISCUSSION BETWEEN SEASIDE CITY MANAGER, GREG MCDANEL AND SEASIDE HOMELESS COMMISSION

RECOMMENDATION: Commissioners will have the opportunity to meet Seaside City Manager, Greg McDanel, to explore future development of the city and how the commission's mission/activities can align to help some of Seaside's most vulnerable community members.

6. APPROVAL OF MINUTES

A. APPROVE THE MINUTES FOR THE NOVEMBER 5, 2025, REGULAR MEETING

7. BUSINESS ITEMS

A. PRESENT AND DISTRIBUTE SEASIDE HOMELESS COMMISSION CHALLENGE COINS

RECOMMENDATION: Commissioners will award Challenge Coins to community and county partners to affirm their efforts to address and develop solutions to reduce the challenges of homelessness in Seaside.

B. 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.

8. REPORTS FROM COMMISSIONERS

9. 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.

10. ADJOURNMENT

Next Regularly Scheduled Meeting:
Wednesday, January 7, 2026
5:30 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. The City Council chamber is equipped with a portable microphone and assisted listening devices are available at all meetings. Live streamed meeting videos as well as videos of past meetings are available on the City's website at:

<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, November 5, 2025
5:30 PM

1. CALL TO ORDER

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

2. ROLL CALL - HOMELESS COMMISSION

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

3. REVIEW OF AGENDA

Please note: A PowerPoint related to Agenda Item 6B was submitted late and is not in the posted materials. It will be displayed during the discussion of Item 6B.

4. PUBLIC COMMENT

Carol Harney and Anab Muhammad

Community Human Services established in 1969 to address drug use. Current focus homeless services.

- 1986: Safe Place (Monterey) - Counseling/case management for homeless youth (12-24).
- 2003: Youth Street Outreach (Monterey Peninsula).
- 2009: Safe Passage (6-bed transitional housing, 18-24).
- 2016: Youth Emergency Shelter (12-bed).
- 2019: Salinas Valley Outreach Program (Homeless youth).
- 2021: Casa de Noche Buena (Seaside) - Emergency shelter/navigation for women/families (Partnership with Gathering for Women).
- 2023: Schumann Heart House (Monterey) - 2nd emergency shelter/navigation.
- 2023: Salinas Shared Center (3-year contract).
- 2024: Safe Place (Salinas) - Drop-in/navigation for homeless transition-age youth

Services: Case management, housing navigation, assessments, referrals, Rapid Rehousing, Housing Advocacy.

Outcomes (FY 2024-25):

CHS Overall Success Rate: 55% permanent housing placement (National rate: 32%).
Casa de Noche Buena: 77 guests (22 single women, 19 families); 47% placement.
Schumann Heart House: 84 guests (46 single women, 8 families); 65% placement.
Safe Place (Youth Shelter): 40 youth; 40% placement.

Safe Passage (Transitional Housing): 8 youth; 80% placement.

Success Factors: Effective strategies, person-centered approach, community linkages, tailored case management, housing advocacy, Rapid Rehousing, Housing First.

5. APPROVAL OF MINUTES

A. APPROVE MINUTES FOR OCTOBER 22, 2025, SPECIAL MEETING

On motion by Commissioner Mugan and second by Commissioner Freeman and carried by the following roll call vote, the Homeless Commission moved to approve the minutes for the October 22, 2025, special meeting.

RESULT: 4-0-0-2

AYES: Strickland, Mugan, Hughes, Freeman

NOES: None

ABSTAIN: None

ABSENT: Cunningham, Ruffin

ACTION: Approved

6. BUSINESS ITEMS

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

The commission discussed writing a letter to the Challenge Coin recipients, which will serve as a formal thank you for their hard work. The letter will also invite them to the December 3rd meeting for public acknowledgement.

PUBLIC COMMENT: None

On motion by Chair Strickland and second by Commissioner Mugan and carried by the following roll call vote, the Homeless Commission moved to have the subcommittee invite the challenge coin recipients to the Dec. 3, 2025, regular meeting.

RESULT: 4-0-0-2

AYES: Strickland, Mugan, Hughes, Freeman

NOES: None

ABSTAIN: None

ABSENT: Cunningham, Ruffin

ACTION: Passed

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

The Commission discussed and reviewed a proposal for a solar-powered park bench charging station to be submitted to the Seaside Neighborhood Improvement Commission.

- Location: Steven Ross Park (near the library and staff portables).
- Cost: \$6,999 (plus tax).
- Features: 2 AC outlets and 6 USB ports.
- Next Step: The Commission agreed to include optional features (LED table lights, Wi-Fi, and a 911 phone) in the presentation.

PUBLIC COMMENT: Sherry Hasty

On motion by Chair Strickland and second by Commissioner Hughes and carried by the following roll call vote, the Homeless Commission moved to amend the solar bench presentation to require pricing for several optional features: a 20-year battery, automated LED lights, a post-911 phone, and tamper-resistant screws.

RESULT: 4-0-0-2

AYES: Strickland, Mugan, Hughes, Freeman

NOES: None

ABSTAIN: None

ABSENT: Cunningham, Ruffin

ACTION: Passed

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

The commission discussed continuing their productive listening sessions, but moving forward, they propose a sharper focus. The commission would like to dedicate these sessions specifically to gathering input on areas where the team or organization needs to take immediate action. This will ensure their insights directly translate into actionable steps and tangible progress.

PUBLIC COMMENT: None

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

The Commission discussed opening the Request for Proposals (RFP) on Monday, December 1, 2025, and closing it on Wednesday, January 28, 2026, at 5:00 PM. The applications will be reviewed, and a final decision made, at the February 4th regular Commission meeting. A mandatory follow-up report on the use and impact of the awarded fund will be required from all recipients.

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 approve the Request for Proposal (RFP) as documented Opening December 1st, 2025 and closing January 28, 2026 and reviewing at the regular meeting in February 4th, 2026. Including a subcommittee or a member of the group to oversee a requirement for funded organization to provide an accountability report on fund usage within 90 days.

RESULT: 4-0-0-2

AYES: Strickland, Mugan, Hughes, Freeman

NOES: None

ABSTAIN: None

ABSENT: Cunningham, Ruffin

ACTION: Passed

7. REPORTS FROM COMMISSIONERS

Commissioners provided reports.

Commissioner Hughes: Volunteered to adopt a family for Christmas through Salvation Army

Commissioner Freeman: Thinking back on the Action Plan found some interesting information on SAMHSA, the Substance Abuse and Mental Health Services Administration, developed the "Taking Action Program." It is a self-care and recovery educational program for adults with mental health and/or substance use issues. Its goal is to promote wellness, recovery, and life transformation via educational programs and self-help skills, implemented across various behavioral health systems and support groups.

Commissioner Strickland: wrote a letter to the City Attorney seeking clarification on how a commissioner can ethically and properly list their volunteer commission activities when applying for outside employment.

8. REPORTS FROM STAFF

Staff provided report.

Derrick: Derrick and Denise's Family Community Support Program will be joining the Coalition of Homeless Services Providers and other groups for the Point-in-Time

(PIT) Count in January (scheduled for January 29th). This event involves volunteers going out early in the morning (around 5:30 AM) to visibly count the number of unsheltered individuals across the community using a reporting app. Derrick will forward the information to Commissioners who are interested in participating or sharing the volunteer opportunity.

Still working on finalizing the distribution of donation funds for youth-focused advocacy and holiday support programs.

The process requires receiving a formal letter from each selected organization detailing the fund amount and its intended general use to support check requests.

- Received: CPY and Stepping Stone documentation is complete.
- Awaiting: Documentation is still needed from CHS (Community and Human Services), the MPUSD Family Resource Center (point of contact pending), and the Salvation Army (acknowledged, pending document submission).

Once all documents are received, the checks will be personally delivered by Commissioners to strengthen relationships and provide photo opportunities.

Regarding the advocacy plan, the Commission should table (postpone) further action on the initiative recently presented by Project Key. This is recommended because the topic has a controversial history with the city, and there are current concerns being raised by City staff. It is suggested to pause the effort until the Commission can better understand the City's current relationship and stance on the matter.

9. ADJOURNMENT

With no further business, the meeting adjourned at 7:02 PM.

Respectfully submitted,

Denise Mejia, Commission Clerk

Ben Strickland, Committee 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 (Anabasis)
- 13.) Danny Bakewell Jr. (KB Bakewell)
- 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.) All-In Monterey (Outstanding Staff/Volunteer)
- 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)
- 25.) Lupe Javier Diaz (County of Monterey Veteran Services Representative)
- 26.) Arnold Westphal (Breakthrough For Men)
- 27.) David & Christa Balch (Legal & Medical Services)
- 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)



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

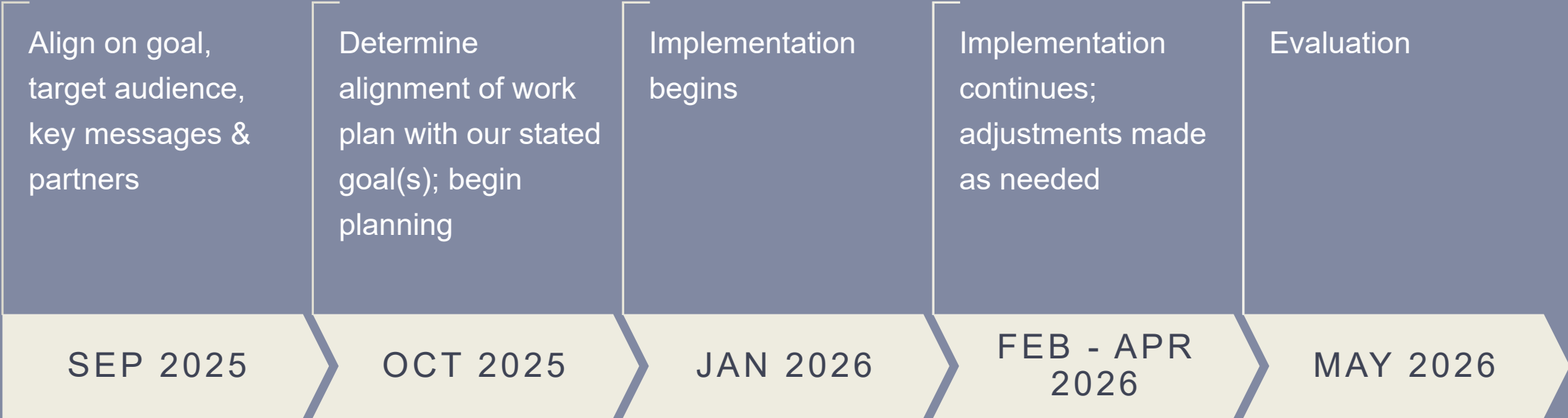
How will you measure success?

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

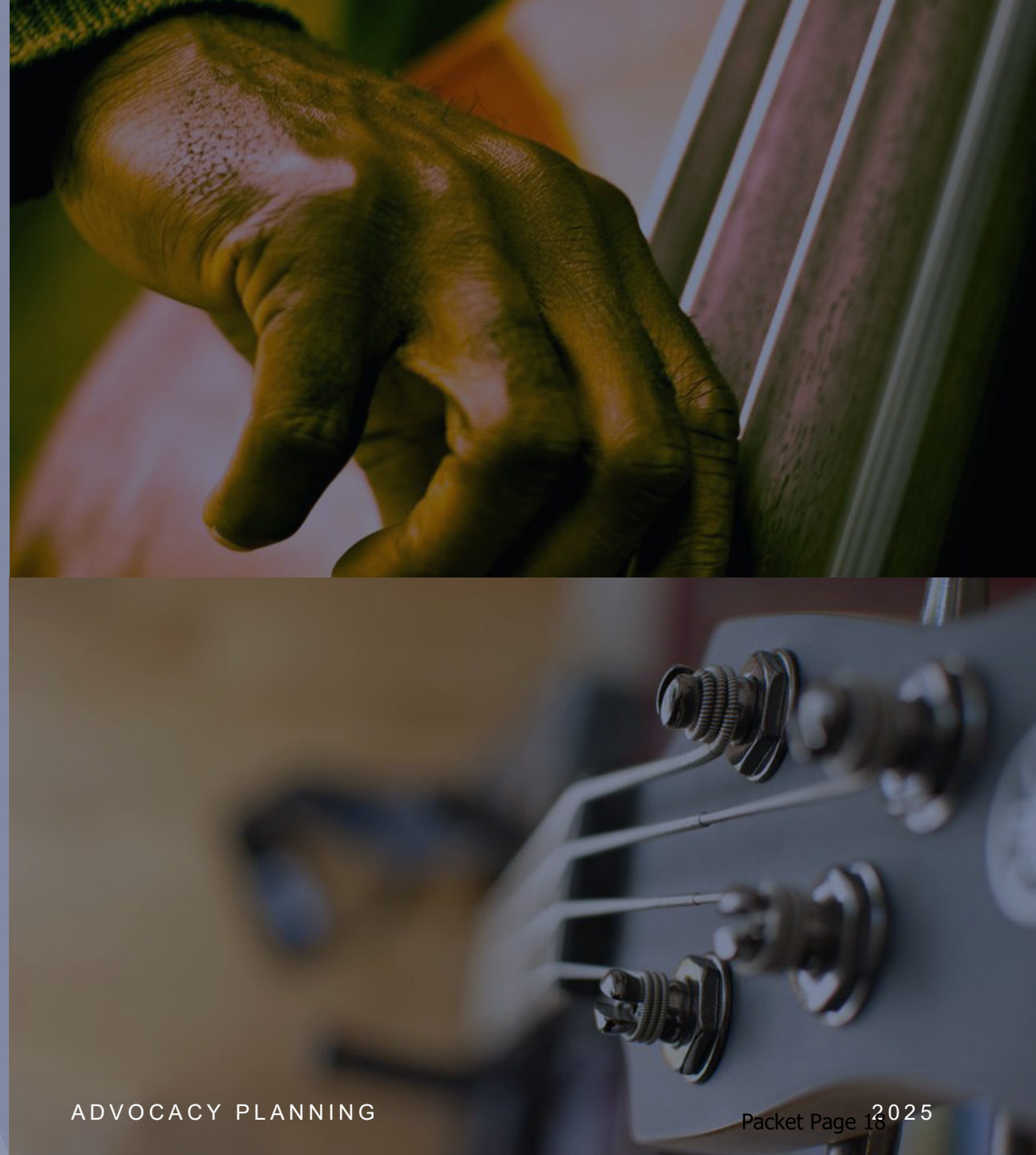
Who are other partners that can play a role? How do the partners in our work plan align to our goal?

SOME THOUGHTS

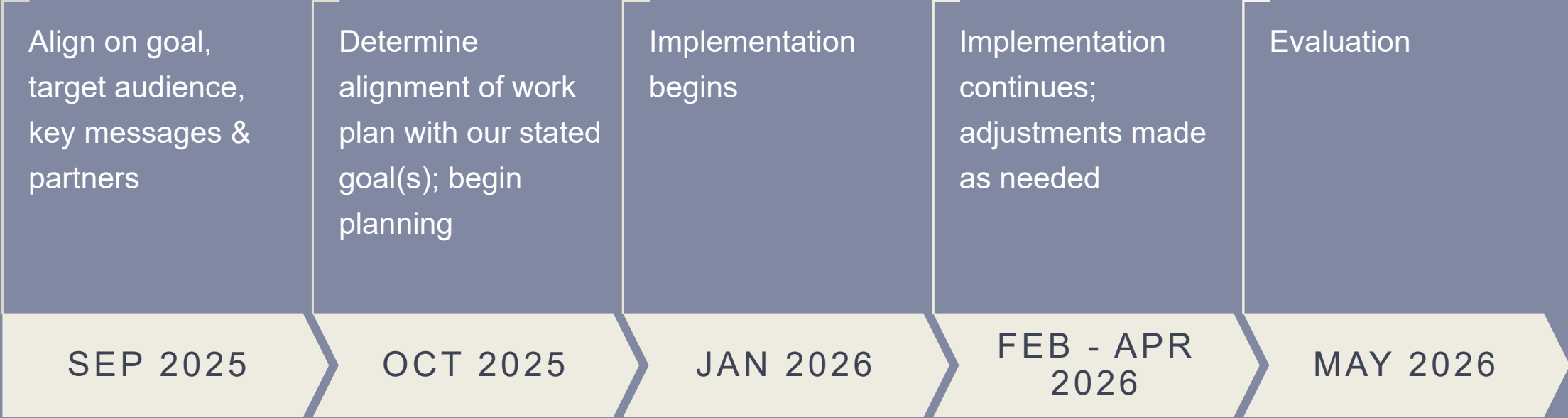
This is not a two person committee job.

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