



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

REGULAR MEETING
986 HILBY AVENUE (SEAHORSE ROOM)
Tuesday, December 9, 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.*

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<https://us02web.zoom.us/j/81458575672?pwd=bVB3eFN0dnBCc01FYUdwSzA2WnMvQT09>
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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 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

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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. NOVEMBER 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:
January 13, 2026
5:15 PM

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MINUTES
CITY OF SEASIDE
ART & HISTORY
COMMISSION

SPECIAL MEETING
986 HILBY AVE (Seahorse Room)
Wednesday, November 12, 2025
5:15 p.m.

1. CALL TO ORDER:

The meeting was called to order at: 5:15 PM

2. ROLL CALL – ESTABLISHMENT OF QUORUM:

ART & HISTORY COMMISSION:

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

STAFF:

Kee Hyon Higgins PRESENT
Sandra Gray PRESENT

GUESTS PRESENT:

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)

* None

4. PUBLIC COMMENTS:

* No public comment

5. APPROVAL OF October 14th, 2025 MINUTES:

* M/S/P: Julie/Ethelyn
motion passes unanimously

6. BUSINESS ITEMS:

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

- * Business Item will be tabled to next meeting.
- * M/S/P: Julie/Ethelynn

* No Public Comment.

7. REPORTS FROM COMMISSIONERS:

* No reports have been made.

8. STAFF COMMUNICATION:

* Staff reports about limiting art piece submissions to 2 per person for Fall Art Competition which totals up to 48 pieces, which is a small number. To pivot, Staff offers Open Studio Artists to enter Competition to encourage more entries.

* One of Submissions contained depictions of artistic nudity which violates current guidelines of exhibit rules. Art piece has been adjusted accordingly on Sunday by artist.

* Judging of artwork has been done today, Art Reception will be next Friday from 6-8:30 PM.

* AI Discussion – Staff will potentially/will be adding AI as another category for future art exhibits, but needs permission from commission before moving forward with decision.

* Staff also reminds Commissioners of Commissioners Choice Award to encourage participation for upcoming reception.

* Staff reports RFP for Post Card Program has been published, but no submissions have been made.

* Staff also reminds of 2 upcoming projects to Commissioners:

➤ Utility Box

➤ Mural – Chosen Location/Building may not be there in coming years. Staff Suggests Library as a potential location to consider as alternative to recommend to City Council. Staff also suggests SOPER as another building to consider as alternative. More information of buildings to Commissioners will be sent out in the future.

9. ADJOURNMENT: The meeting was adjourned at: 5:36 pm

RESPECTFULLY SUBMITTED,

Hailie D. Bringas, SAHC Clerk

Emerson Brown, SAHC Chair

Next Regular Scheduled Meeting

December 9th, 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: December 9, 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. Agenda 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

habitot

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

16+17. LE PETIT PALI

14. HOUSE OF CARDOON

PACIFIC GROVE

6. CAFE GUARANI

18. LITIFY

8. CELLA

22. OLD CAPITOL BOOKS

24. PARKER-LUSEN PASTRIES

31. TEJIDO COLLECTIVE

16+17. LE PETIT PALI

14. HOUSE OF CARDOON

3. alejandro's

EL CHARRITO EXPRESS

2. AD ASTRA BREAD CO.

26. PERFECTLY PRESSED

1

CARMEL VALLEY RD.

5. BEAR + FLAG ROADSIDE

30. TANCRETO & MORGEN

13. HACIENDA CV + RADICI MARKET

Red FISHERMAN'S WHARF

SEASIDE

1. ACME COFFEE ROASTING CO.

10. COUNTERPOINT COFFEE

21. MALIGNE

15. LA TORTUGA

23. OTHER BROTHER BEER CO.

33. THE MEATERY

32. THE BUTTER HOUSE

19. LUPITA'S BAKERY

20. LYNN'S ARCADE

*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. Themeateryseaside.com

34. WILD FISH RESTAURANT

Seafood Restaurant. 545 Lighthouse Ave, Pacific Grove. Wild-fish.com

COMPILED + ILLUSTRATED BY MARIA SCHOETTLER
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