



**AGENDA**  
CITY OF SEASIDE  
HOMELESS COMMISSION

REGULAR MEETING  
440 HARCOURT AVE (COUNCIL CHAMBER)  
Wednesday, January 7, 2026  
5:30 PM

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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. PRESENTATIONS**

**5. APPROVAL OF MINUTES**

**A. APPROVE MINUTES FOR DECEMBER 3, 2025, REGULAR MEETING**

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

**6. BUSINESS ITEMS**

**A. PRESENT AND DISTRIBUTE SEASIDE HOMELESS COMMISSION CHALLENGE COINS**

**RECOMMENDATION:** Commissioners will award Challenge Coins to community and county partners who were unable to attend the initial award ceremony to affirm their efforts to address and develop solutions to reduce the challenges of homelessness in Seaside.

**B. ELECTION OF OFFICERS: NOMINATE AND VOTE FOR CHAIR AND VICE CHAIR**

**RECOMMENDATION:** The commissioners will share their nominations for voting for the next Chair and Vice Chair of the Seaside Homeless Commissioners.

**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.

**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:  
February 4, 2026  
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

REGULAR MEETING  
Council Chamber  
Wednesday, December 3, 2025  
5:30 PM

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**1. CALL TO ORDER**

Chair Strickland called the meeting to order at 5:32 PM, two minutes after the scheduled time of 5:30PM. Quorum was not met at the time of the call to order. One commissioner was noted as being delayed but expected to arrive shortly, at which time quorum will be achieved.

**2. ROLL CALL - HOMELESS COMMISSION**

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

**3. REVIEW OF AGENDA**

None

**4. PUBLIC COMMENT**

Ray Adams  
Alex Miller (Chair Strickland read his comment)  
Paster Harold Lusk Jr.  
Gwen Nash

**5. PRESENTATIONS**

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

**6. APPROVAL OF MINUTES**

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

*On motion by Commissioner Ruffin and second by Commissioner Freeman and carried by the following roll call vote, the Homeless Commission moved to approve the minutes for the November 5, 2025, regular meeting.*

*RESULT: 4-0-0-2*

*AYES: Strickland, Hughes, Ruffin, Freeman*

*NOES: None*

*ABSTAIN: None*

*ABSENT: Muga, Cunningham*

***ACTION: Approve***

**7. BUSINESS ITEMS**

**A. PRESENT AND DISTRIBUTE SEASIDE HOMELESS COMMISSION CHALLENGE COINS**

The commission discussed the purpose and distribution plan of the Seaside Homeless Commission Challenge coins. The coins serve as an award accomplishment and recognize individuals who have performed exceptional work and assure partners that their efforts are seen, valued, and highly appreciated by the commission.

**PUBLIC COMMENT: None**

\*Commissioner Ruffin arrived. The Commission returned to the agenda item for the approval of minutes.

**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**

The commission discussed that the necessary preparatory material were not ready for discussion at this time, the agenda item will be brought up in future meetings.

**PUBLIC COMMENT: None**

**8. REPORTS FROM COMMISSIONERS**

Commissioners provided reports.

**Commissioner Ruffin:** Shared an update on support services provided by Bethel Church. On November 24<sup>th</sup>, Bethel Church provided 800 individual meals for Thanksgiving holiday. On December 22<sup>nd</sup>, starting at 12:00 PM, the church will be distributing turkey, ham, chicken to those in need, along with toys and clothing.

**Commissioner Strickland:** Chair Strickland wrote a letter to the City Attorney seeking clarification on whether services on the Commission could be referenced on a resume. He received an update on the letter and read the response to the commission. Has not yet had an opportunity to work on projects he intends to propose to the Commission, but he plans to be working on it soon.

**9. REPORTS FROM STAFF**

Staff provided report.

**Derrick:** RFP is out. There is currently one vacay on the commission. The organization Stepping Stone gifted the Commission a recognition item (a gold spoon).

**10. ADJOURNMENT**

With no further business, the meeting adjourned at 6:41 PM.

**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 (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)



## **Seaside Boards, Commissions and Committees Election of Officers Standard of Procedure**

1. The Committee Chair or, if there is no Chair, the person who called the meeting to order, will ask for nominations for the office of Chair.
2. Any member of the Committee may nominate himself/herself or any other member of the Committee; no second is required.
3. Once nominations are complete, the Chair will close nominations.
4. Announce the slate of nominees.
5. Ask for a vote on the nominees in the order of nomination.

Each voting member of the Committee shall have one vote. The nominee receiving votes from a majority of the members in attendance shall be declared the winner.

If no member receives a majority, the process shall be repeated, except in the event of a tie between the top two vote-getters, in which case a run-off shall be held. The winner shall assume the office of Chair immediately.

Using the same procedure, the new Chair shall secure the election of a Vice Chair.



# 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

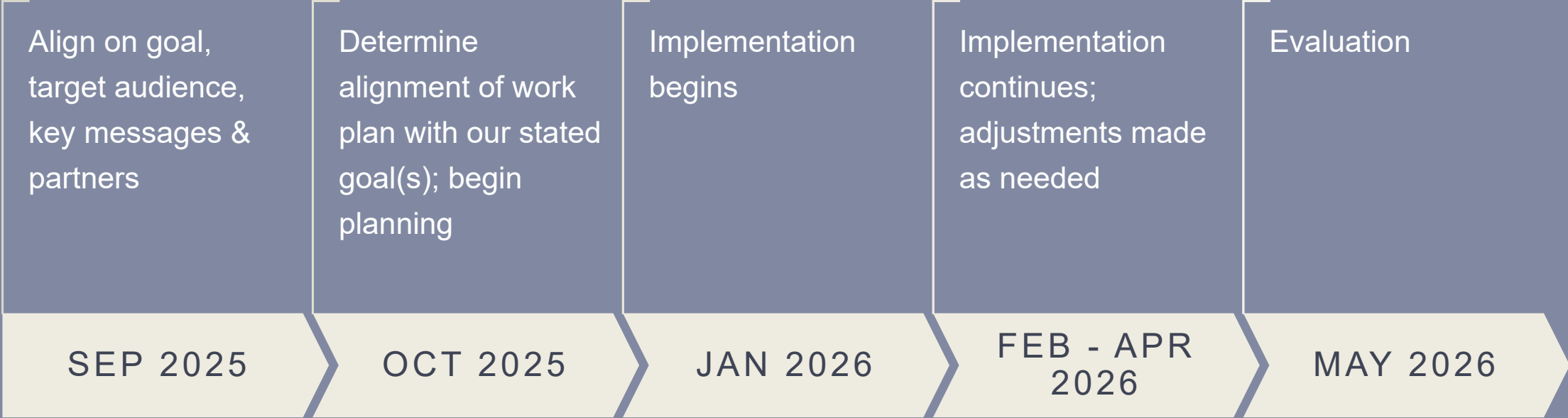
How will you measure success?

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?

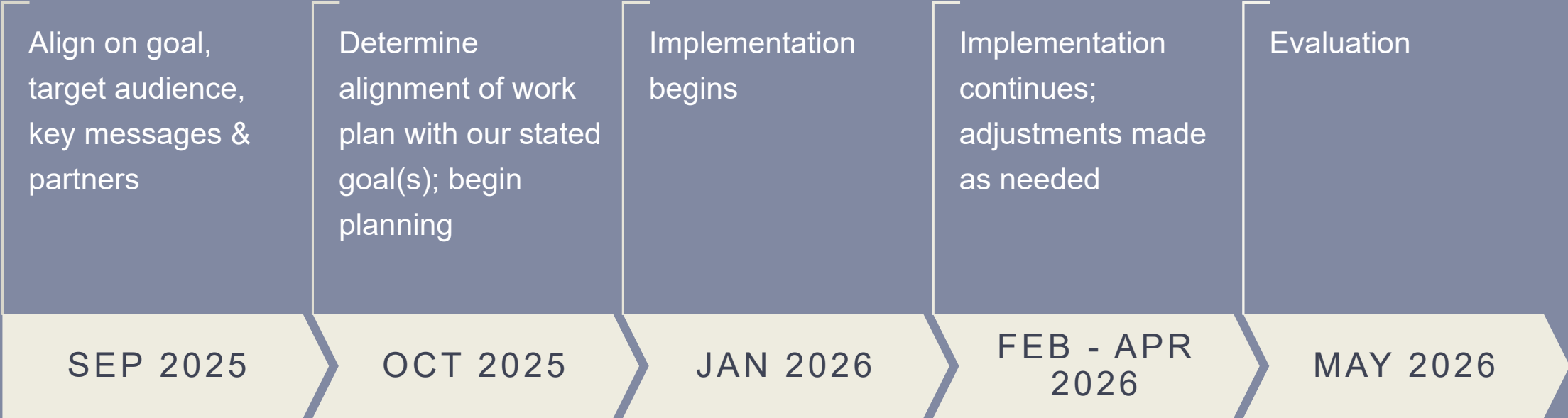
# SOME THOUGHTS

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