



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

REGULAR MEETING
986 HILBY AVENUE (SEAHORSE ROOM)
Tuesday, March 24, 2026
5:15 PM

Virtual Participation Guide: <https://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>
<https://us02web.zoom.us/j/81458575672?pwd=bVB3eFN0dnBCc01FYUdwSzA2WnMvQT09>
WEBINAR ID 814 5857 5672 | (669) 900-9128

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. BUSINESS ITEMS

A. SEASIDE ATTRACTIONS/BUSINESSES WITH ARTIST MARIA SCHOETTLER

B. POSTCARD PROGRAM FINALIST SELECTION

C. REVIEW AND DISCUSS MURAL LOCATION

D. SEASIDE ARCHIVE MARKETING AND PROMOTION

E. APPROVE UTILITY BOX PROGRAM REQUEST FOR PROPOSALS (RFP)

6. COMMISSIONER REPORTS

7. STAFF COMMUNICATION

8. ADJOURNMENT

Next Regularly Scheduled Meeting:
April 14, 2026
5:15 PM

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<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.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: Art and History Commission

BY: Kee Hyon Higgins, Recreation Supervisor

DATE: March 9, 2026

**SUBJECT: SEASIDE ATTRACTIONS/BUSINESSES WITH ARTIST MARIA
SCHOETTLER**

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.

FISCAL IMPACT

There is no fiscal impact to this item.

ATTACHMENTS

1. Art and History Map
 2. Agenda Attachment (1)
-
-

Art & History Commission Map

Parks & Fields

1. Soper Field – 220 Coe Ave
2. Metz Park – 1556 Military Ave
3. David Cutino Park – 324 La Salle Ave
4. Robert's Lake
5. Laguna Grande Park
6. Ellis Park
7. Havana Soliz Park
8. Lincoln Cunningham Park
9. Manzanita Stuart Park
10. Fernando Park
11. Sabado Park
12. Highland Otis Park
13. Portola Leslie Park
14. Martin Park
15. Beta Park
16. Mescal Neil Park
17. Capra Park – 1530 Sonoma Ave
18. Durant Park
19. Encanto Park
20. Farallones Park
21. Trinity Park
22. Pacchetti Dog Park
23. Stephen E. Ross Memorial Park
24. Wheeler Tennis Courts
25. Sonoma Sports Court
26. Ellis Sports Court

City Locations

1. City Hall
2. Seaside Library
3. Oldemeyer Center
4. Soper Community Center
5. Pattullo Swim Center
6. BJ Dolan Youth & Education Center

7. Seaside Creates
8. Seaside Historical Archives
9. Walter Lee Avery Art Gallery
10. Police Department
11. Fire Department
12. Public Works Corporation Yard

Notable Locations

1. Downtown Broadway
2. Fort Ord National Monument
3. California Central Coast Veteran's Cemetery
4. Seaside Highlands
5. Seaside Stars on Broadway
6. Blackhorse & Bayonet Golf Course
7. California State University of Monterey Bay
8. Campus Town Development
9. Main Gate Development

Murals

1. Fire Station Mural
2. Cutino Skate Park Mural
3. Oldemeyer Lobby Mural
4. Oldemeyer – Laguna Grande Hall Entrance Mural
5. Preschool Program Mural

Utility Boxes

1. UB #1
2. UB #2
3. UB #3
4. UB #4
5. UB #5
6. UB #6
7. UB #7
8. UB #8
9. UB #9
10. UB #10
11. UB #11
12. UB #12

- 13. UB #13
- 14. UB #14
- 15. UB #15



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

12. CAFE GUARANI

18. LITIFY

8. CELLA

22. OLD CAPITOL BOOKS

24. PARKER-LUSEN PASTRIES

26. PERFECTLY PRESSED

PACIFIC GROVE

6. CAFE GUARANI

25. PEARL HOUR

3. alejandro's

EL CHARRITO EXPRESS

2. AD ASTRA BREAD CO.

26. PERFECTLY PRESSED

FISHERMAN'S WHARF

7. CAPTAIN + STOKER

7. CAPTAIN + STOKER

7. CAPTAIN + STOKER

7. CAPTAIN + STOKER

7. CAPTAIN + STOKER

7. CAPTAIN + STOKER

1. MONTEREY

1. MONTEREY

1. MONTEREY

1. MONTEREY

1. MONTEREY

1. MONTEREY

1. MONTEREY

32. THE BUTTER HOUSE

SEASIDE

10. COUNTERPOINT COFFEE

1. ACME COFFEE ROASTING CO.

21. MALIGNE

15. LA TORTUGA

23. OTHER BROTHER BEER CO.

33. THE MEATERY

20. LYNN'S ARCADE

19. LUPITA'S BAKERY

30. TANCRETO & MORGEN

13. HACIENDA CV + RADICI MARKET

*MAP NOT TO SCALE

ALL ARTWORK BY MARIA SCHOETTLER '23



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: Art and History Commission

BY: Kee Hyon Higgins, Recreation Supervisor

DATE: March 9, 2026

SUBJECT: POSTCARD PROGRAM FINALIST SELECTION

BACKGROUND

Requests for Proposals for the Postcard Program were opened to the public on November 3, 2025, and were closed on January 4, 2026, which resulted in a total of thirteen applicants to review. As outlined in the Request for Proposals (RFP), up to four artists will be selected for the program, which will honor the culture, values and residents of Seaside. Postcards will be printed on standard 4" x 6" postcards and will be distributed for free to the public at City facilities, cultural events, and local businesses.

FISCAL IMPACT

Up to four artists will be selected with \$500.00 awarded to each recipient. If four artists are selected, the total fiscal impact will be \$2,000.00.

ATTACHMENTS

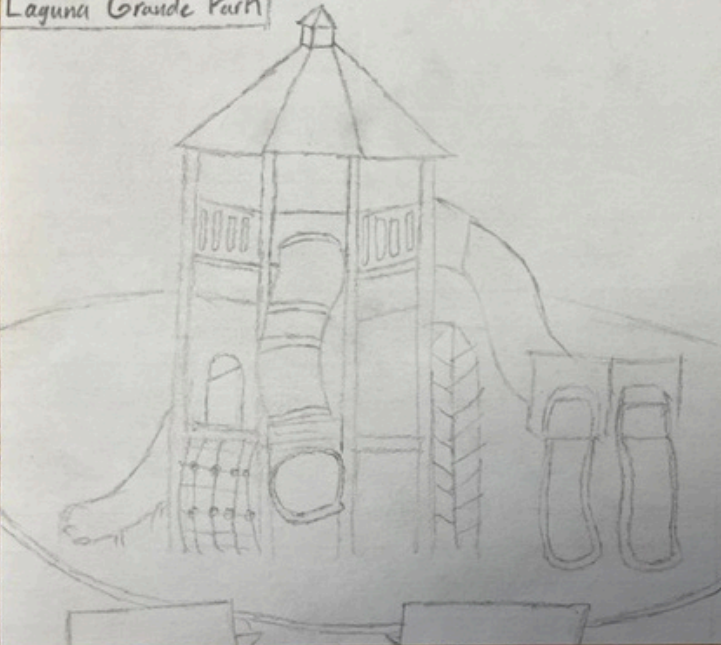
1. Ashley Siemensma
 2. Caroline Madill
 3. Andrea
 4. Diane B_DeerBee Whimzy Designs
 5. Irma Rosales
 6. Jeannie Reese
 7. Jill Casty
 8. Linda Garbielson
 9. Pamela Rice
-

10. Sean Severud
 11. Siena McCarron
 12. Stephanie Coates
 13. Victoria Lee
 14. 2025 Postcard Program RFP - Extended
-
-

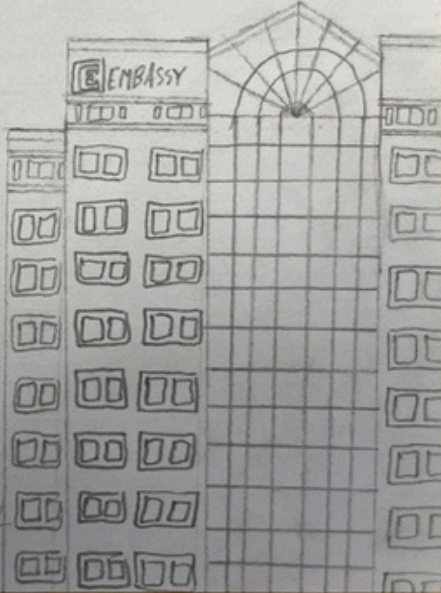
Ashley Siemensma

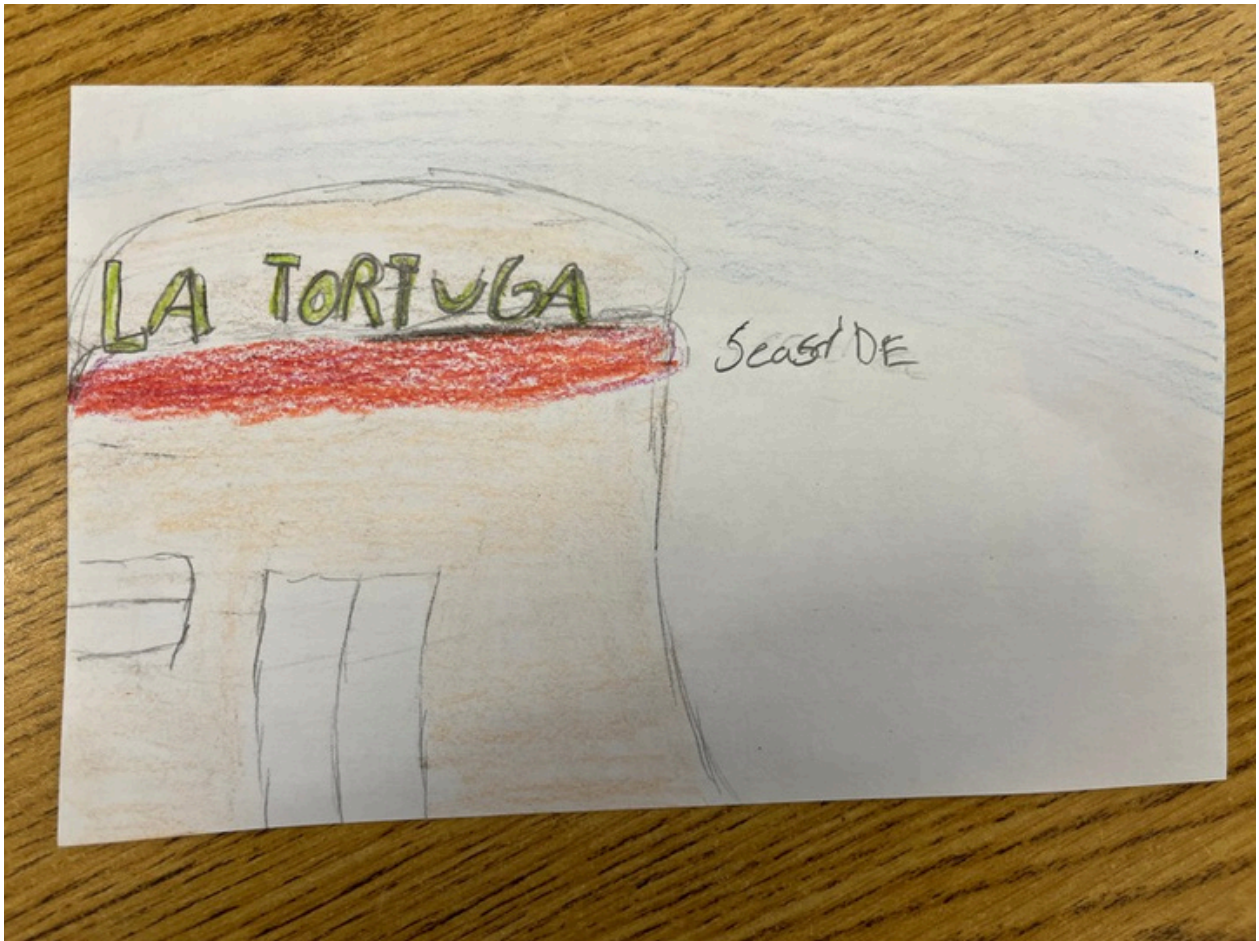


Laguna Grande Park



Embassy Suites
Hilton Monterey Seaside

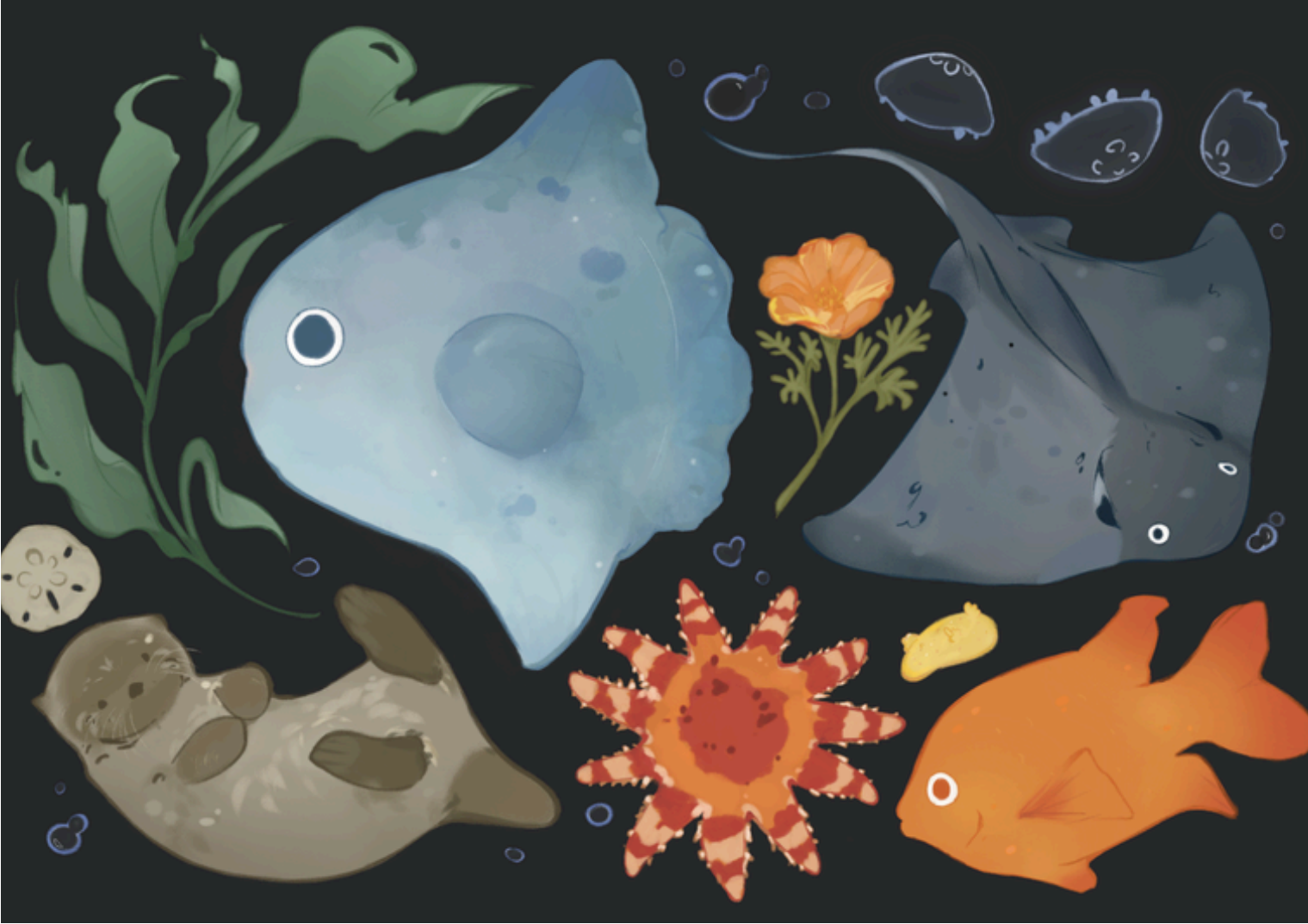




Caroline Madill



Andrea



Diane B / DeeBee Whimzy Designs



Irma Rosales



Jeannie Reese



Jill Casty



Linda Gabrielson



Pamela Rice



Sean Severud

LIFE'S Better
When **YOU'RE**
SEASIDE

Siena McCarron



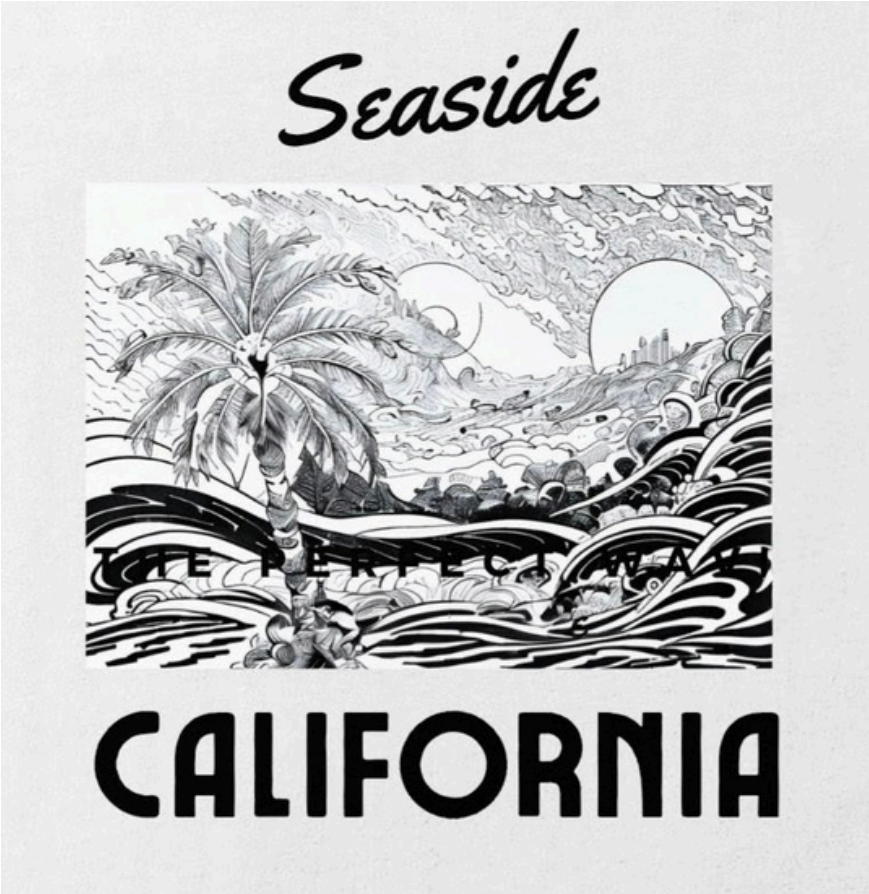
Stephanie Coates



Victoria Lee



Victoria Lee





RECREATION DEPARTMENT

986 Hilby Avenue
Seaside, CA 93955
www.ci.seaside.ca.us

Telephone 831-899-6800
Fax 831-899-6274

November 3, 2025

POSTCARD PROGRAM REQUEST FOR PROPOSALS

START DATE: November 3, 2025
CLOSE DATE: January 4, 2026 by 5:00 PM

DEADLINE: Proposals must be emailed to khiggins@ci.seaside.ca.us with the title "Postcard Program Proposal" in the subject line by the close date above. Faxed submissions **will not** be accepted.

SUMMARY: The City of Seaside will select up to four artists to create original 4" x 6" postcard designs celebrating the city's history, culture, and beauty. Printed in full color on premium card stock with a glossy front and writable back, these limited-edition postcards will be distributed free at city locations and events, serving as both keepsakes for residents and mailable art for visitors.

PROJECT DESCRIPTION: The City of Seaside's Recreation Department, in collaboration with the City's Art & History Commission, are seeking proposals from local Seaside artists to submit artwork that honors the culture, values and residents of Seaside. Selected artwork will be printed postcards made available for free to the public.

Each selected design will be professionally printed as a standard 4" x 6" postcard, the classic mailable size that meets U.S. Postal Service guidelines. Postcards will be printed in full color on premium 16 pt. card stock with a UV high-gloss coating on the front to showcase the artwork, and a matte, writable finish on the reverse for mailing purposes.

Produced as limited editions, these postcards will be distributed free to the public at City facilities, cultural events, and local businesses. They will serve a dual purpose: as treasured keepsakes for residents and as mailable works of art that allow visitors to share a tangible piece of Seaside.

ARTWORK DIMENSIONS: Artwork must be scaled as a standard 4" x 6" postcard, the classic mailable size that meets U.S. Postal Service guidelines.

BUDGET: Artists will be awarded a \$500 stipend, which is inclusive of all artist fees, supplies, insurance and time spent. Selected artists will receive the stipend upon selection of the design and execution of an Artist Agreement with the City.

EVALUATION CRITERIA: Selected artwork will be based upon the following criteria:

- Artistic merit of the design (Artistic excellence, creativity and originality of the project's concept).
- Appropriateness of the design (scale, dimension, content, and color).

SELECTION PROCESS: All submitted proposals will be reviewed by the Art & History Commission and Recreation staff. The top four rated artists will be forwarded as a recommendation to the City Council for final selection. Please note: the selected artists must enter into an agreement with the City; if an artist does not enter into the agreement with the City, the City reserves the right to revoke selection of the artist.

TIMELINE:

November 3, 2025:	RFP Opens
January 4, 2026:	RFP Closes
January 13, 2026:	Committee review and selection of final artists

SUBMISSION GUIDELINES: Each applicant may submit one design via email and complete submissions must include:

Eligibility:

- Open to artists of all ages residing in Seaside
- Artwork must be original and created by the submitting artist (AI-generated artwork is prohibited)
- Digital artwork only

Theme:

- Designs should reflect Seaside's history, culture, landscapes, community life, and/or artistic spirit.
- Content must be suitable for all audiences.

Artwork Specifications:

- Final postcard size: **4" x 6"** (landscape or portrait orientation).
- Artwork must allow for cropping to fit these proportions.
- Submit digital files at **300 DPI resolution** in CMYK color mode.
- Acceptable file formats: **JPEG, PNG, TIFF, or PDF.**
- Keep critical elements at least **0.125" inside trim edges** to avoid cutting.
- No text required on the artwork; City branding and mailing information will be added to the back.

Number of Submissions:

- One design per artist.

Deadline:

- Submissions due by January 4, 2026 by 5:00pm.
- Late or incomplete submissions will not be considered.

Notification:

- Selected artists will be notified by February 6, 2026.

Please email proposals by January 4, 2026 by 5:00pm to:

Kee Hyon Higgins
Recreation Superintendent / Art & History Commission Liaison
khiggins@ci.seaside.ca.us

Email submissions **cannot exceed 5 MB.**

Questions may be directed to Kee Hyon Higgins at (831) 899-6872 or
khiggins@ci.seaside.ca.us.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.C.

TO: Art and History Commission

BY: Kee Hyon Higgins, Recreation Supervisor

DATE: March 9, 2026

SUBJECT: REVIEW AND DISCUSS MURAL LOCATION

BACKGROUND

The Art & History Commission has been allocated \$15,000.00 to coordinate and install a mural project for Fiscal Year 2025-2026. Although it has been approved to install two murals at 705 Broadway Ave and 1583 Del Monte Blvd, which utilizes NIC funding and Art & History funding, City Staff recommends that the Art & History Commission considers additional sites for this project.

FISCAL IMPACT

There is no fiscal impact to this item.

ATTACHMENTS

1. Mural Locations
-
-

Potential Mural Locations



Oldemeyer Center



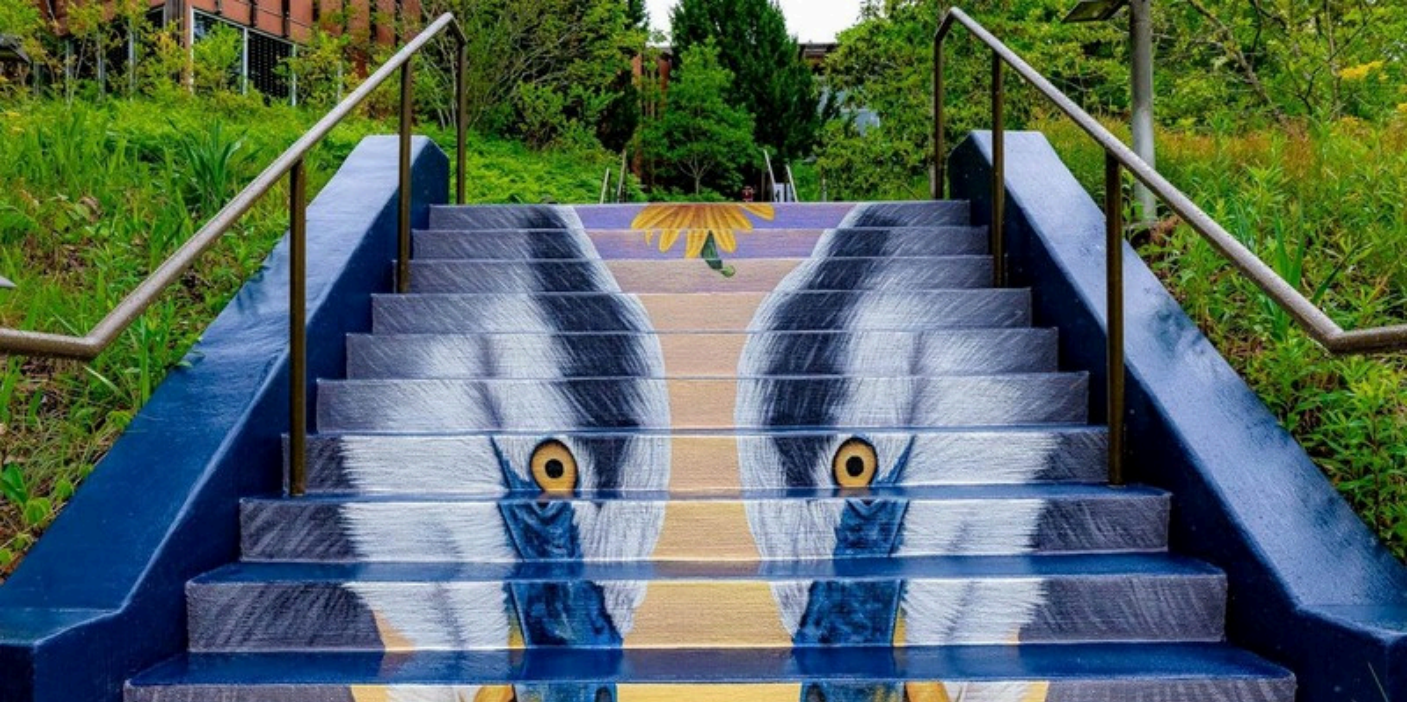
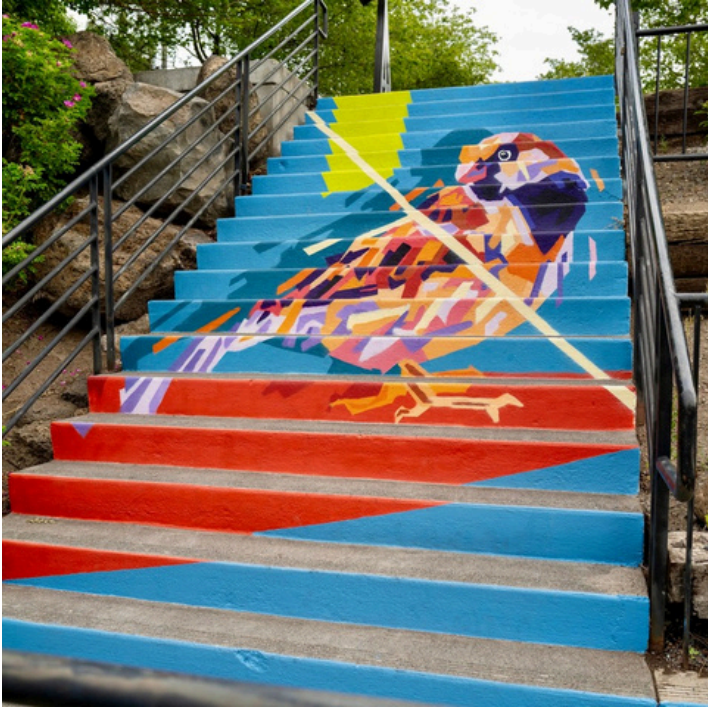
Pattullo Swim Center

Potential Mural Locations



Seaside Public Library

Seaside Library Suggestions





**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.D.

TO: Art and History Commission

BY: Kee Hyon Higgins, Recreation Supervisor

DATE: March 9, 2026

SUBJECT: SEASIDE ARCHIVE MARKETING AND PROMOTION

BACKGROUND

Commissioner Figueroa seeks to enhance and improve the public awareness of the Seaside Historical Archives, which is currently located at Soper Community Center. After touring the archives and meeting with staff, her suggestions are the following:

- Marketing and promotion of the archives
- Website improvement
- Quarterly features that reflect Seaside's history and culture (Veterans, City Birthday)
- Virtual access of archives on website

FISCAL IMPACT

There is no fiscal impact to this item.

ATTACHMENTS

None



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.E.

TO: Art and History Commission

BY: Kee Hyon Higgins, Recreation Supervisor

DATE: March 9, 2026

SUBJECT: APPROVE UTILITY BOX PROGRAM REQUEST FOR PROPOSALS (RFP)

BACKGROUND

The Art & History Commission seeks to release the next round of Request for Proposals for the Utility Box Program, which aims to enhance the cultural and aesthetic qualities of life for the citizens in Seaside. The project will transform up to five (5) City utility boxes with original artwork created by local artists, highlighting the history, culture, and values of the Seaside community.

Since the beginning of FY 2023-2024, the Utility Box Art Program has successfully completed 15 utility boxes around the City of Seaside.

FISCAL IMPACT

The total fiscal impact to this program will be \$10,593.00.

- Artist Stipend (four selections) - \$500.00
- Box design and installation - \$1,1718.00

ATTACHMENTS

1. Utility Box Program Map
-

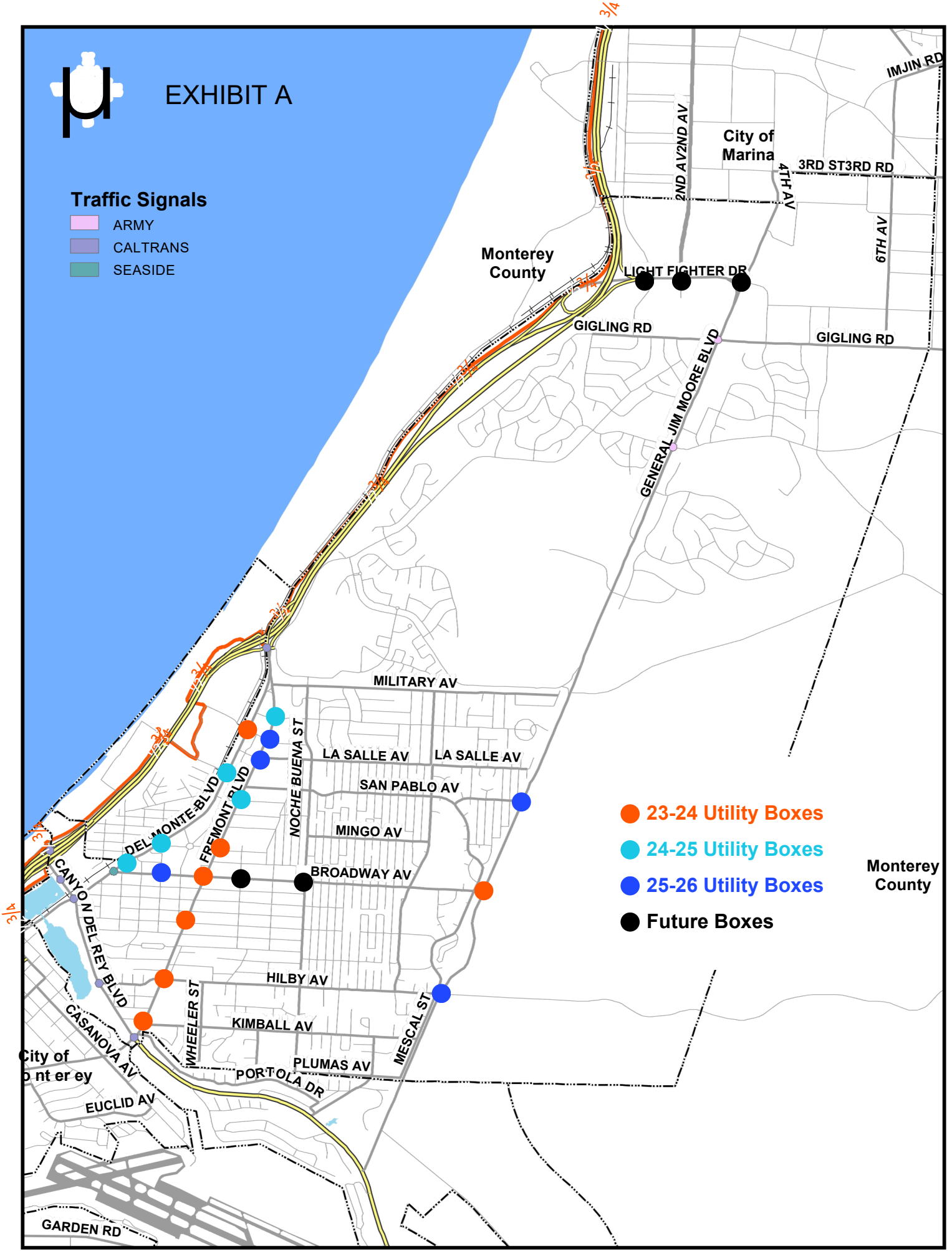
2. 2026 Utility Box Project RFP
 3. Utility Boxes FY 25-26 - Locations
-
-



EXHIBIT A

Traffic Signals

- ARMY
- CALTRANS
- SEASIDE



- 23-24 Utility Boxes
- 24-25 Utility Boxes
- 25-26 Utility Boxes
- Future Boxes



RECREATION DEPARTMENT

986 Hilby Avenue
Seaside, CA 93955
www.ci.seaside.ca.us

Telephone 831-899-6800
Fax 831-899-6274

March 16, 2026

UTILITY BOX ART PROJECT REQUEST FOR PROPOSALS

START DATE: March 16, 2026
CLOSE DATE: April 17, 2026 by 5:00 PM

DEADLINE: Proposals must be received at the Oldemeyer Center, 986 Hilby Avenue, Seaside, CA 93955 or emailed to khiggins@ci.seaside.ca.us with the title "Utility Box Art Project Proposal" in the subject line by the close date above. Faxed submissions **will not** be accepted.

SUMMARY: The City of Seaside Utility Box Art Project is meant to enhance cultural and aesthetic qualities of life for the citizens of Seaside. The utility box art project will wrap up to five (5) City utility boxes with original art created by local artists, conveying the history of our community, beautifying the City, and advancing the arts.

PROJECT DESCRIPTION: The City of Seaside's Recreation Department, in collaboration with the City's Art and History Commission, are seeking proposals from local Seaside artists to submit artwork that honors the culture, values and residents of Seaside. Selected artwork will cover up to five (5) City utility boxes as a vinyl wrap.

Artwork must be submitted as a digital, print-ready vector image that can be scaled to fit a utility box roughly 4½-feet in height, 2-feet in width and 1-foot in depth. Artists 15 years and older are encouraged to apply. The selected artwork will be installed on utility boxes around the City.

ARTWORK DIMENSIONS: Artwork will be scaled to fit a utility box 4½-feet in height, 2-feet in width and 1-foot in depth.

BUDGET: Artists will be awarded a \$500 stipend, which is inclusive of all artist fees, supplies, insurance and time spent. Selected artists will receive the stipend upon selection of the design and execution of an Artist Agreement with the City.

EVALUATION CRITERIA: Selected artwork will be based upon the following criteria:

- Artistic merit of the design (Artistic excellence, creativity and originality of the project's concept).
- Appropriateness of the design for the location, including the scale, content, and color.

SELECTION PROCESS: All submitted proposals will be reviewed by the Arts & History Commission and Recreation Staff. The top complete applications will be forwarded as a recommendation to the City Council for final selection. Please note: the selected artists must enter into an agreement with the City; if an artist does not enter into the agreement with the City, the City reserves the right to revoke selection of the artist.

TIMELINE:

March 16, 2026:	RFP Opens
April 17, 2026:	RFP Closes
May 12, 2026:	Committee review
May 21, 2026:	Council Presentation

SUBMISSION GUIDELINES: Each applicant may submit one design via email and complete submissions must include:

- Two (2) views for the design submitted: splayed view (see dimension diagram, attached), and one “in-place” view showing how the design would present when viewed from the street;
- Artwork must be submitted as a digital, print-ready vector image.
- Artwork must be the original design and artwork of the artist and suitable for all ages.
- Artwork should avoid themes of a political nature, and must not contain copyrighted or trademarked material or corporate, religious, or organizational branding.

Please submit proposals by April 17, 2026 by 5:00pm to:

Utility Box Art Project Proposal
City of Seaside Recreation Department
986 Hilby Avenue
Seaside, CA 93955

Or email: khiggins@ci.seaside.ca.us with “Utility Box Art Project Proposal” in the subject line. Email submission cannot exceed 10 MB.

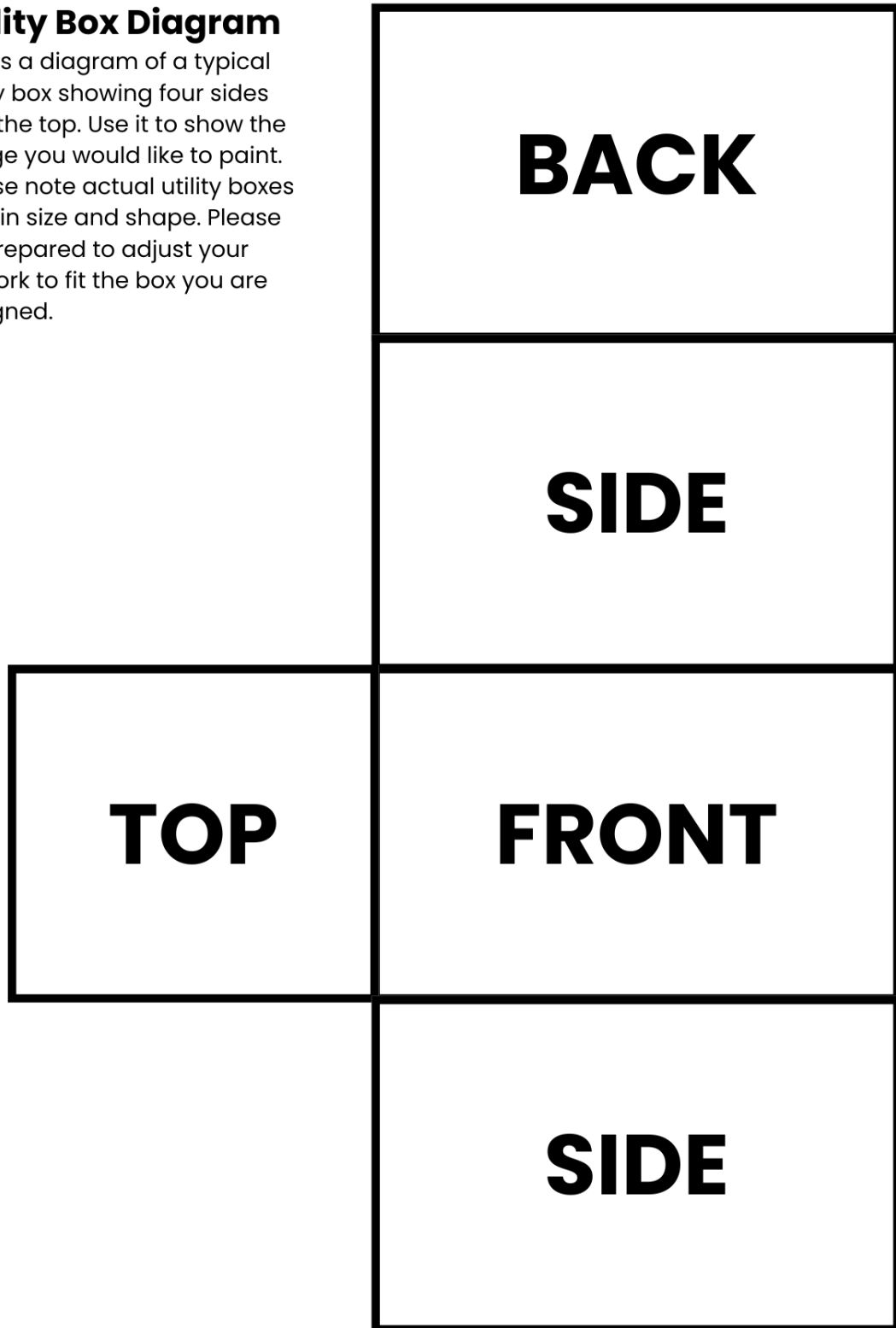
Questions may be directed to Kee Hyon Higgins at (831) 899-6872 or khiggins@ci.seaside.ca.us.

2024 Utility Boxes



Utility Box Diagram

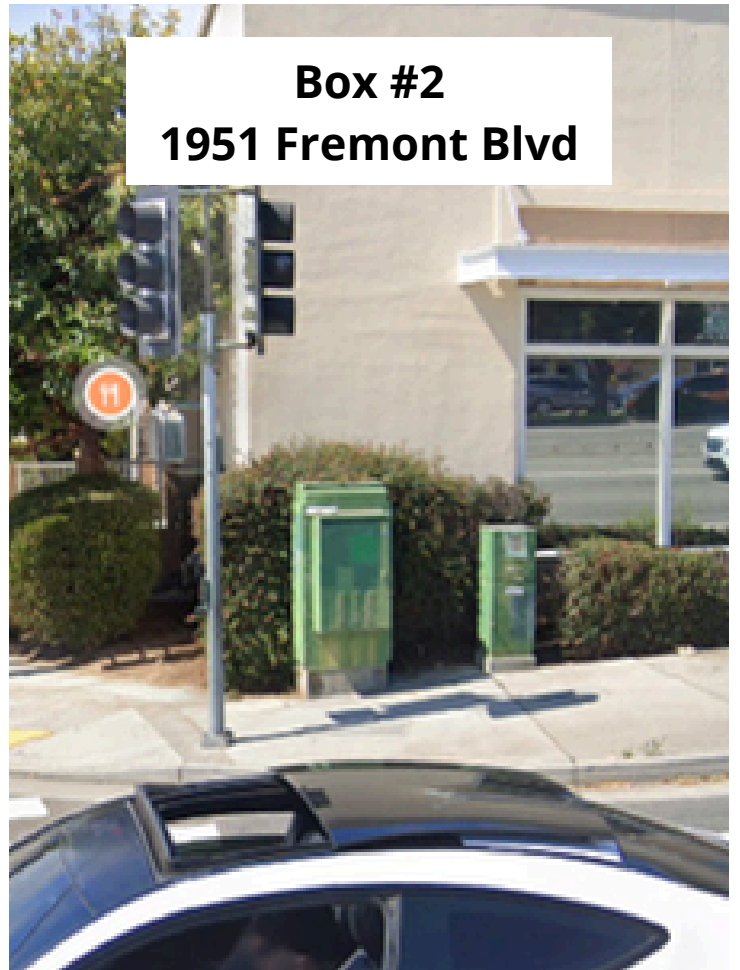
This is a diagram of a typical utility box showing four sides and the top. Use it to show the image you would like to paint. Please note actual utility boxes vary in size and shape. Please be prepared to adjust your artwork to fit the box you are assigned.



Box #1
691 Broadway Ave



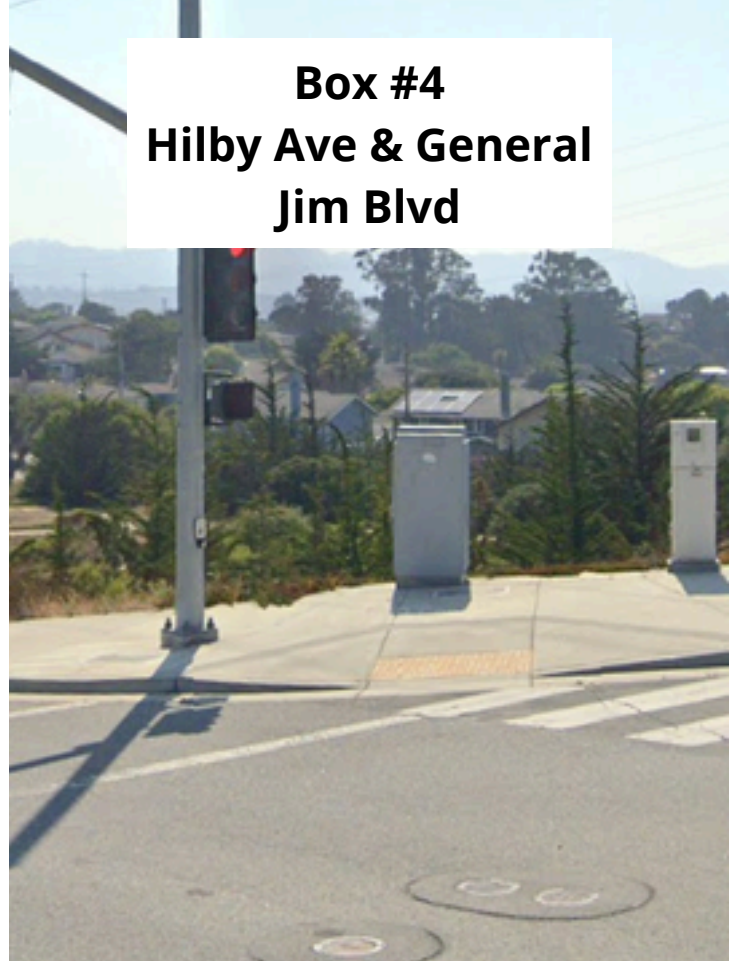
Box #2
1951 Fremont Blvd



Box #3
1900 E Frontage Rd



Box #4
Hilby Ave & General Jim Blvd



**Box #5
San Pablo Ave &
General Jim Blvd**

