



A G E N D A

CITY OF SEASIDE
C-JOBS
COMMISSION ON JOBS,
OPPORTUNITIES
AND BUSINESSES IN SEASIDE

REGULAR MEETING
440 HARCOURT AVE
Monday, April 13, 2026
4:00 PM

Virtual Participation Guide:

<https://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

<https://ci-seaside-ca-us.zoom.us/j/83732976322> | Webinar ID: 837 3297 6322 |

Passcode: 93955 | Join Via Audio: (669) 444-9171

1. CALL TO ORDER

2. ROLL CALL

Joy Anderson	Commissioner
Odir Bonilla	Commissioner
Darryl Choates	Commissioner
Sergio Vasquez	Commissioner
Pai Venegas	Commissioner

3. 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.

4. 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).

5. APPROVAL OF MINUTES

6. BUSINESS ITEMS

A. APPOINTMENT OF CHAIR AND VICE CHAIR FOR C-JOBS

B. REVIEW OF C-JOBS PURPOSE, DUTIES, AND RESPONSIBILITIES

C. DEVELOPMENT OF ANNUAL WORK PLAN FOR FISCAL YEAR 2026-2027

D. MONTEREY BAY FC PARTNERSHIP AND BUSINESS OF THE MONTH SELECTION PROCESS

7. REPORTS FROM COMMISSIONERS

This is a time specifically set aside for Commissioners to make brief comments of general interest to the community, make requests that items be added to future meeting agendas as necessary, and report on Committee Assignments.

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:
May 11, 2026
4:00 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.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: C-JOBS

BY: Laura Calata, Administrative Analyst

DATE: April 13, 2026

SUBJECT: APPOINTMENT OF CHAIR AND VICE CHAIR FOR C-JOBS

RECOMMENDATION

That C-JOBS appoint a Chair and Vice Chair from among its members.

BACKGROUND

The Commission is asked to conduct its election of officers, specifically the Chair and Vice Chair, in accordance with the procedures outlined in the City Code. Selection of a Chair and Vice Chair facilitates effective meeting management and ensures continuity of leadership. The Chair presides over meetings, coordinates with staff on agenda development, and represents the Commission as needed. The Vice Chair fulfills these duties in the Chair's absence. Pursuant to Chapter 2.18 of the Seaside Municipal Code, an individual may not serve as Chair for more than four consecutive years.

ATTACHMENTS

1. Election of Officers Procedure
-

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to read "GM2P", is written over a horizontal line.

Greg McDanel, City Manager



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.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: C-JOBS

BY: Greg McDanel, City Manager

DATE: April 13, 2026

SUBJECT: REVIEW OF C-JOBS PURPOSE, DUTIES, AND RESPONSIBILITIES

RECOMMENDATION

Receive the overview of the Commission's purpose, duties, and responsibilities as set forth in Chapter 2.18 of the Seaside Municipal Code and provide any desired discussion or direction.

BACKGROUND

The purpose of this item is to provide the Commission with an overview of the roles, responsibilities, and expectations of Commissioners as established in Chapter 2.18 of the Seaside Municipal Code. This discussion will help ensure a consistent understanding of Commissioner duties, support effective governance, and reinforce the Commission's purpose within the broader framework of City operations. Chapter 2.18 provides that C-JOBS is intended to promote economic growth and development, provide a space for local businesses and labor to advocate for their interests in the community, and recommend projects and policies that may assist business growth and opportunity in Seaside.

ATTACHMENTS

1. SMC Chapter 2.18 CJOBS
-

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to be "G. McDanel".

Greg McDanel, City Manager

Chapter 2.18

COMMISSION ON JOBS, OPPORTUNITIES, AND BUSINESS IN SEASIDE (C-JOBS)

Sections:

- 2.18.010 Creation
- 2.18.011 Purpose and intent.
- 2.18.020 Composition and appointment procedure.
- 2.18.030 Term of office.
- 2.18.031 Filling of vacancies.
- 2.18.032 Removal from office.
- 2.18.040 Power and duties.
- 2.18.050 Staff support.
- 2.18.060 Meetings.
- 2.18.070 Annual report.
- 2.18.080 Work plan.

2.18.010 Creation.

The economic development commission is hereby renamed the commission on jobs, opportunities, and business in Seaside (C-JOBS). (Ord. 1062 § 2, 2019)

2.18.011 Purpose and intent.

The purpose and intent of C-JOBS is to promote economic growth and development, provide space for local businesses and labor to advocate for their interests in the community, and recommend development projects that may assist in business growth or improvement of services.

2.18.020 Composition and appointment procedure.

C-JOBS shall consist of five members appointed by the mayor and approved by the city council. Composition of membership should include representatives from businesses and labor, commercial or industrial property owners, government or government-affiliated officials, or owners, officers or managing executives of a business or an industry located in the city, and/or residents at large.

Members of the commission shall be persons selected for their business knowledge and interest in economic development issues. Three members shall be owners or managers of businesses or commercial property located in a commercial district in Seaside. Any vacancy on the commission is filled the same manner as the original appointments. (Ord. 1062 § 2, 2019)

2.18.030 Term of office.

All appointments shall serve for two-year terms. Terms are renewable at the discretion of the mayor with the approval of the city council. An individual may not serve as chair more than four consecutive years. (Ord. 1062 § 2, 2019)

2.18.031 Filling of vacancies.

A

2.18.040 Duties.

C-JOBS shall provide recommendations to the city council on policies, programs, and projects which may encourage investment, increase job creation, improve workforce training and other opportunities, or otherwise expand business opportunities in Seaside.

The primary advisory functions are generally divided into four advisory services categories: economic and business development, business communication, business attraction, and business retention and expansion.

While C-JOBS shall not have purview over land use, zoning or architectural matters under the responsibility of the planning commission, board of architectural review or zoning administrator, it may advocate for and recommend economic development projects to the city council as it shall determine. (Ord. 1062 § 2, 2019)

2.18.050 Staff support.

The city manager shall serve as staff liaison to the commission. (Ord. 1062 § 2, 2019)

2.18.060 Meetings.

The commission on jobs, opportunities, and business in Seaside shall meet on an as-needed basis, but not less than quarterly. The commission will produce and present to the council an annual report titled Jobs, Opportunities, and Business in Seaside (JOBS) discussing the economic climate in Seaside, with any recommendations. (Ord. 1062 § 2, 2019)



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.C.

TO: C-JOBS

BY: Greg McDanel, City Manager

DATE: April 13, 2026

**SUBJECT: DEVELOPMENT OF ANNUAL WORK PLAN FOR FISCAL YEAR
2026-2027**

RECOMMENDATION

Review and discuss priorities for inclusion in the C-JOBS Fiscal Year 2026-27 Annual Work Plan and provide direction to staff for preparation of a final work plan for Commission consideration.

BACKGROUND

C-JOBS annually develops a work plan identifying its proposed activities and areas of focus for the upcoming year. The work plan serves as a guiding document to ensure the Commission's efforts support Council direction and community needs.

The development of the annual work plan provides the Commission with an opportunity to identify priorities, organize its efforts, and align its work with broader City objectives related to economic development, jobs, opportunities, and business support in Seaside. Prior adopted work plans for 2022 and 2023 are included in the meeting packet as reference for the Commission's discussion. Following Commission discussion, staff can prepare a draft Fiscal Year 2026-27 Work Plan for future Commission consideration and any subsequent Council review, as applicable.

ATTACHMENTS

1. CJOBS 2022 Workplan
 2. CJOBS 2023 Workplan
-

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to read 'G. McDanel', written in a cursive style.

Greg McDanel, City Manager

C-Jobs Commission

2021-2022
WORK
PLAN



C-Jobs Commission

Members Appointed When Adopted

Joy Anderson – Chair

Sharon Coggin

Allan Groves

Shyam Kamath – Vice Chair

Avneesh Kumar

David Rodriguez

Alfredo Valdez Junior

Ruthie Watts

Staff Liaisons

Trevin Barber, Assistant to the City Manager and Economic Development Director, City of Seaside

Commission Secretary – Dominique Davis, City Clerk, City of Seaside

Vision Statement

Seaside is a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities.

Mission Statement

*Include * Innovate * Inspire

Historical Background

In 2016, the City had adopted an ordinance creating an Economic Development Commission. Due to staffing challenges and other concerns, the Commission was never fully functional and was discontinued. As Seaside began offering more citizen involvement in areas of policy development and implementation—the City Council desired to see more input into the development of our strong regional economy. The Council re-established a commission that focuses on job creation, economic viability, and the health and success of our local businesses on September 05, 2019, aptly named the Commission on Jobs, Opportunities, and Businesses (C-JOBS) in Seaside.

Charge of the Commission

C- JOBS shall provide recommendations to the City Council on policies, programs, and projects, which may encourage investment, increase job creation, improve workforce training and other opportunities, or otherwise expand business opportunities in Seaside. The primary advisory functions are generally divided into four advisory services:

1. Economic and Business Development,
2. Business Communication,
3. Business Attraction, and
4. Business Retention and Expansion.

While C-JOBS shall not have purview over land use, zoning or architectural matters under the responsibility of the Planning Commission, Board of Architectural Review, or Zoning Administrator, it may advocate for and recommend economic development projects to the City Council as it shall determine.

Guiding Principles

The following principles shall guide the C-Jobs' strategic plan and strategic priorities:

1. Foster a diverse economy
2. Maintain and enhance Seaside's fiscal vitality
3. Strengthen regional destination for arts and entertainment
4. Enhance the quality of life (e.g. affordable housing, high quality public spaces)
5. Maintain and enhance Seaside's vibrant downtown core

Fiscal Year 2021-2022 Work

Plan

- Initiate rework of City of Seaside business and public processes to be more business/community friendly and efficient.
- Assign C-Jobs Commissioners to regional business organizations & associations by March 15, 2022.
- Initiate and complete Small Business Incubator Park (SBIP) Feasibility Study by June 30, 2022.
- Complete EDA grant application (with iiED/Santa Cruz Works) by March 30, 2022.
- Complete and disseminate SBIP Marketing & Communications Plan by June 30, 2022.
- Assess Remote Jobs Program feasibility by June 30, 2022.

Commission on Jobs, Opportunity, and
Business in Seaside
(C-JOBS)
Annual Work Plan
2023-2024

Joy Anderson: Chair

Sharon Coggin

Avneesh Kumar

Mark Bryant

Alfredo Valdez Jr.

Vacant

Vacant

Mission Statement

C-JOBS is a nine-member body of community representatives appointed by the by the Mayor and approved by the City Council. Members are representatives from the community selected for their business knowledge and interest in economic development issues. The appointed members shall hold office for two years. The Mission of the Commission is to support economic development in the City of Seaside.

General Duties

C-JOBS performs the following duties:

- Provide recommendations to the city council on policies, programs, and projects which may encourage investment, increase job creation, improve workforce training and other opportunities, or otherwise expand business opportunities in Seaside.
- Act as an Advisory Body to the Council in the categories of:
 - o Economic and Business Development
 - o Business Communication
 - o Business Attraction
 - o Business Retention and Expansion
- While C-JOBS has no purview over land use or zoning, it may advocate for and recommend economic development projects to the City Council.

Historical Background

In 2016, the City had adopted an ordinance creating an Economic Development Commission. Due to staffing challenges and other concerns, the Commission was never fully functional and was discontinued. As Seaside began offering more citizen involvement in areas of policy development and implementation—the City Council desired to see more input into the development of our strong regional economy. The Council re-established a commission that focuses on job creation, economic viability, and the health and success of our local businesses on September 05, 2019, named the Commission on Jobs, Opportunities, and Businesses (C-JOBS) in Seaside.

Annual Work Plan

I. Assist in the Formation and Reintroduction of Business Retention and Expansion Program

The City of Seaside presently has only a nascent Business Retention and Expansion Program. The Commission will assist by providing input and advice as the City's program is further developed.

II. Assist in the Development of a Business Ambassador Program

The Commission will assist in the development and operation of a Business Ambassador Program. This will involve identifying key members of the community that will be able to assist with business outreach and education.

III. Provide Feedback on Economic-Development Related Projects

The Commission will assist in providing input on economic-development related items on an as-needed basis. Topics may include, but not be limited to, workforce development, business attraction, and entrepreneurial development.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.D.

TO: C-JOBS

BY: Greg McDanel, City Manager

DATE: April 13, 2026

**SUBJECT: MONTEREY BAY FC PARTNERSHIP AND BUSINESS OF THE
MONTH SELECTION PROCESS**

RECOMMENDATION

Review and discuss the proposed Business of the Month selection process in connection with the City's partnership with Monterey Bay FC, provide direction on selection criteria, and consider selection of a June Business of the Month honoree.

BACKGROUND

The City has an existing partnership with Monterey Bay Football Club focused on economic impact, visitation and community benefit. Staff is requesting Commission input and direction on establishing a Business of the Month selection process. A key benefit of this partnership is the opportunity to highlight local businesses during home games. The first business, AMG Cyclery, was recognized at the April 4 match, and the Neighborhood Improvement Commission has selected the May honoree. This Commission is now invited to develop its own criteria and consider selection of the June Business of the Month.

ATTACHMENTS

None

Reviewed for Submission to the City Council by:



Greg McDanel, City Manager