



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

REGULAR MEETING
440 HARCOURT AVE
Monday, May 11, 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/86479626009> | Webinar ID 864 7962 6009 | (669) 900-9128

1. CALL TO ORDER

2. ROLL CALL - COMMISSION ON JOBS, OPPORTUNITES, AND BUSINESS IN SEASIDE

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. BUSINESS ITEMS

A. APPOINTMENT OF CHAIR

RECOMMENDATION: That the C-JOBS appoint a Chair from among its members.

B. DEVELOPMENT OF ANNUAL WORKPLAN FOR FISCAL YEAR 2026-2027

RECOMMENDATION: Review, discuss, and provide direction on the attached draft C-JOBS Fiscal Year 2026-27 Annual Work Plan.

C. BUSINESS OF THE MONTH PROGRAM DEVELOPMENT AND JUNE AWARDEE SELECTION

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 select a June Business of the Month honoree.

6. 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.

7. 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.

8. ADJOURNMENT

Next Regularly Scheduled Meeting:
June 15, 2026
4:00 p.m.

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:

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.: 5.A.

TO: C-JOBS

BY: Laura Calata, Administrative Analyst

DATE: May 11, 2026

SUBJECT: APPOINTMENT OF CHAIR

RECOMMENDATION

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

BACKGROUND

The Commission resumed its meetings last month after a period of inactivity and conducted officer elections at that time. Following the election, the appointed Chair informed staff that they are unable to serve in the role. Staff recommends that the Commission consider nominations and appoint a new Chair.

FISCAL IMPACT

None.

ATTACHMENTS

1. Election of Officers Procedure
-
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Reviewed for Submission to the City Council by:



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.: 5.B.

TO: C-JOBS

BY: Laura Calata, Administrative Analyst

DATE: May 11, 2026

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

RECOMMENDATION

Review, discuss, and provide direction on the attached draft C-JOBS Fiscal Year 2026-27 Annual Work Plan.

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. A draft Fiscal Year 2026-27 Work Plan is attached for consideration and any subsequent Council review, as applicable.

ATTACHMENTS

1. DRAFT C-JOBS Commission Work Plan 26-27
-

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to read "L. Calata".

Greg McDanel, City Manager

COMMISSION ON JOBS, OPPORTUNITIES AND BUSINESSES IN SEASIDE FY26/27 WORKPLAN

Sergio Vasquez, Chair

Joy Anderson

Odir Bonilla

Darryl Choates

Pai Venegas

Page 2 – Mission Statement

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. In 2019, the Council re-established a commission that focused on job creation, economic viability, and the health and success of our local businesses. This commission was named the Commission on Jobs, Opportunities, and Businesses in Seaside. Since the renaming, the Commission struggled to maintain active commissioners, as it required nine members. In 2025, council approved language amendments to better clarify the duties and composition of the Commission; ensuring that a quorum can be achieved and that the duties more accurately reflect the City's current needs. Given the continued pace of development projects, maintaining this Commission is essential to provide guidance throughout these efforts.

Page 3 – Fiscal Year Work Plan

Goal / Objective	Activities / Actions	Priority	Timeline
Review and Recommend an Economic Development Action Plan	<ul style="list-style-type: none"> Evaluate the draft Economic Development Action Plan Recommend to City Council for adoption 	1	Q1 FY27
Develop “Business of the Month” Criteria and Recognition Program	<ul style="list-style-type: none"> Establish clear selection criteria Leverage partnership with Monterey Bay FC to showcase selected business to elevate their visibility in the community 	2	Q1 FY27
Strengthen Outreach to Local Businesses	<ul style="list-style-type: none"> Conduct listening sessions, surveys, and site visits to better understand business needs 	3	Ongoing
Support Policy and Program Development Related to Economic Growth	<ul style="list-style-type: none"> Review proposed policies or initiatives that strengthen the local business environment 	4	Ongoing
Monitor and Provide Input on Major Development Projects	<ul style="list-style-type: none"> Offer recommendations to ensure projects contribute positively to the City’s economic vitality 	5	Ongoing

Page 4 – Prior Year Accomplishments

Goal / Objective

Activities Completed

Status

The Commission has not been active since 2023. There is nothing to report on the prior year.

DRAFT

Page 5 – Ongoing Projects

Project Name: Business of the Month Program

Description: The Business of the Month Program is a community-focused initiative that highlights local businesses for their contributions, service, and positive impact. Each month, one business will be selected and celebrated through public spotlights, social media, and be recognized during halftime during a Monterey Bay FC game.

Status / Notes: Ongoing

DRAFT



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 5.C.

TO: C-JOBS

BY: Laura Calata, Administrative Analyst

DATE: May 11, 2026

**SUBJECT: BUSINESS OF THE MONTH PROGRAM DEVELOPMENT AND
JUNE AWARDEE SELECTION**

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 select 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 Neighborhood Improvement Commission selected the April and May honorees. This Commission is now invited to develop its own criteria and consider selection of the June Business of the Month to be presented during the June 10th game. A draft business of the month program is included in the meeting packet for Commission review and discussion.

ATTACHMENTS

1. DRAFT-Selection Criteria- Business of the Month
-

Reviewed for Submission to the City Council by:

A handwritten signature in black ink, appearing to be "L. Calata".

Greg McDanel, City Manager



Business of the Month Award Program

Purpose

The City of Seaside recognizes the importance of local businesses as key contributors to the City's economic vitality, community character, and quality of life. Local businesses help create jobs, provide essential services, and contribute to the overall identity and strength of Seaside's neighborhoods.

To acknowledge these contributions, the Commission on Jobs, Opportunities and Businesses in Seaside selects a Business of the Month Award Program to celebrate outstanding achievements within Seaside's business community.

The Business of the Month Award Program recognizes an established Seaside business demonstrating overall excellence in operations, customer service, and community involvement.

Selection Criteria

Community Engagement: Participation in or support for local events, youth programs, civic initiatives, or community partnerships.

Customer Service and Reputation: Demonstrated commitment to quality customer service, positive feedback, and ethical business practices.

Innovation and Growth: Implementation of creative ideas, new services or products, or business expansion that strengthens Seaside's economy.

Aesthetic Improvements: Efforts to enhance the visual appearance of the property through landscaping, façade improvements, signage, or maintenance.

Sustainability Practices: Actions that reduce waste, conserve energy or water, or promote environmentally responsible operations.

Longevity and Stability: Years in operation, employee retention, and overall contribution to the City's economic resilience.

Local Economic Contribution: Support of the local economy through job creation, partnerships with other Seaside businesses, and reinvestment in the community.

Suggested Selection Process

- Call for Nominations – Nominations may be submitted by residents, customers, business owners, or commissioners.
- Eligibility Review – Staff verifies that nominated businesses operate within the City of Seaside and meet eligibility requirements.
- Evaluation – Commissioners review nominations using the established criteria.
- Discussion and Selection – The Commission discusses finalists and selects award recipients.
- Recognition – Awards may be presented during a City Council meeting or during a Monterey Bay FC game.

Commission on Jobs, Opportunities, and Businesses in Seaside (C-JOBS)

Business Awards – Evaluation Score Sheet

Business Name: _____

Award Category: _____

Commissioner Name: _____

Evaluation Criteria	Score (0–5)	Notes Weight/Comments
Community Engagement		
Customer Service and Reputation		
Innovation and Growth		
Aesthetic Improvements		
Sustainability Practices		
Longevity and Stability		
Local Economic Contribution		

Scoring Guide:

- 5 – Exceptional / Strongly demonstrates this criterion
- 4 – Above Average
- 3 – Meets Expectations
- 2 – Limited Evidence
- 1 – Minimal Evidence
- 0 – Not Demonstrated

Total Score: _____