



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

REGULAR MEETING
986 HILBY AVENUE (SEAHORSE ROOM)
Tuesday, July 14, 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. APPROVAL OF MINUTES

A. MINUTES FROM JUNE 16, 2026

6. BUSINESS ITEMS

A. SEASIDE ATTRACTIONS/BUSINESSES WITH ARTIST MARIA SCHOETTLER

B. SEASIDE ARCHIVE MARKETING AND PROMOTION

7. COMMISSIONER REPORTS

8. STAFF COMMUNICATION

9. ADJOURNMENT

Next Regularly Scheduled Meeting:
August 11, 2026
5:15 p.m.

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MINUTES
CITY OF SEASIDE
ART & HISTORY
COMMISSION

SPECIAL MEETING
986 HILBY AVE (Seahorse Room)
Tuesday, June 16, 2026
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	PRESENT
Robert Daniels Jr	Vice Chair	PRESENT
Keylin Figueroa	Commissioner	PRESENT
Julie Ann Hughett	Commissioner	PRESENT
Ethelyn Thomas	Commissioner	PRESENT

STAFF:

Kee Hyon Higgins PRESENT

GUESTS PRESENT:

David Tavaréz
Sandra Gray

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)

* Item 6A to 6B has been moved in order to vote for muralist for Seaside Library

4. **PUBLIC COMMENTS:**

* David Tavaréz, Manager of Seaside Library remarks how he is looking forward to all submissions for review and anticipates to see decision to be made.

Reports that permission of 14 titles from authors and publishers that are to be potentially featured was smooth process, Royalty Fees have been waived aside for credit of artwork to be done a certain way.

* Sandra Gray voices disappointment regarding application to be a commissioner has been closed, as her and Ruthie Watts would like to join. Brings idea to present herself as substitute if lack of quorum.

Brings up opportunity for potential mural location with Deja Blue. As owner has been looking for muralist to paint two murals inside his building.

5. APPROVAL OF APRIL 14TH, 2026 MINUTES:

* Motion Passes Unanimously

6. BUSINESS ITEMS:

B. SELECT FINALIST FOR SEASIDE LIBRARY MURAL

* Staff informs that RFP has been left open ended for artist creative freedom but it is up to Commission on what they think would represent Seaside more. Book Spine Concept restricts creative freedom which will affect price of mural overall.

Voting Results are as followed:

1. BEIS
2. Tom Graesar Graesar Graphics
3. Hanif Panni

Commissioners agree to move forward with BEIS and have Tom Graesar as secondary option but to have sides removed from initial proposed design and execute with book titles

Motion: Proceed with the BEIS design, incorporating revisions to include Seaside Library book recommendations displayed as stacked books alongside the staircase, replace the crane with a seagull and the lighthouse with a seahorse, and add the existing color palette to the sides of the staircase steps with an updated cost estimate reflecting modifications and additions.

M/S/P

Public Comment:

* Dave prefers the BEIS design, with his only concern being the lighthouse element. He noted that he would have favored the second design if it incorporated more Seaside-inspired elements rather than focusing on Lone Cypress and Big Sur themes. Hanif's submission was praised for its vibrant colors, though Hanif has indicated he is open to whichever option is ultimately selected. Personally favors Elijah's submission because it includes callbacks to Seaside and offers flexibility to customize book spines with different titles, making the design more distinctive. He added that he would appreciate the BEIS design more if it incorporated stronger Seaside influences, as that would better complement the marine library interior.

* Sandra expressed a preference for Elijah's submission, noting that it better reflects the character of Seaside. She also agreed that the BEIS design would be more favorably received if it incorporated stronger Seaside-inspired elements.

A. SELECT FINALISTS FOR 2026 UTILITY BOX PROGRAM:

*Voting results are as followed:

1. Sandra Gray
2. Breanna Wilhemi
3. Sean Severund
4. Jeannie Reese

Liza Jane submission from last round of utility boxes has been carried over to this year.

Motion: Approve voted utility boxes including carried over submission of Liza Jane.

M/S/P

* No Public Comment.

C. NOMINATION AND ELECTION OF NEW CHAIR AND VICE CHAIR FOR ART & HISTORY COMMISSION:

*Commissioner Hughett comments that she is fairly new and would not like to serve as chair or vice chair.

* Commissioner Figueroa and Hughett recommend Commissioner Daniels

Motion: Commissioner Daniels to be chair, and Commissioner Thomas to be vice chair.

M/S/P

* No Public Comment.

D. SUBMISSION OF FORM 700:

* Commissioners fill out annual form 700.

* No Public Comment

7. REPORTS FROM COMMISSIONERS:

* Commissioner Hughett expresses gratitude of Volunteer Appreciation event.

8. STAFF COMMUNICATION:

* Staff reported ongoing miscommunication regarding liaison and City Clerk guidance related to quorum requirements and commission seat allocations. The SAHC Commission was reduced despite seven seats being considered standard, and staff has not received a clear explanation.

* Budget and mural funding allocations are scheduled to be finalized by the City on Thursday.

* Staff is exploring the potential use of PG&E utility boxes for future public art wraps.

* Commissioners were reminded to attend the Fourth of July event, which will include the unveiling of this years Time Capsule.

* Commissioner jackets remain on the to-do list.

* Staff highlighted Juneteenth Reception at Oldemeyer Center and announced staff promotions, including the appointment of a new Art Specialist Hailie Bringas, and secondary Art Specialist Victoria Lee.

9. **ADJOURNMENT:** The meeting was adjourned at: **8:16 PM**

RESPECTFULLY SUBMITTED,

Hailie D. Bringas, SAHC Clerk

Robert Daniels, Jr. , SAHC Chair

Next Regular Scheduled Meeting

July 14, 2026

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: July 14, 2026

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

RECOMMENDATION

BACKGROUND

Commissioner Brown contacted local 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
 2. Art and History Map
-



PACIFIC OCEAN

17 MILE DRIVE

DEL MONTE
FOREST

CARMEL
BY-THE-SEA

PACIFIC
GROVE

MONTEREY

JACKS PEAK

CARMEL VALLEY RD.

CARMEL VALLEY

SEASIDE

32. THE BUTTER HOUSE

20. LYNN'S ARCADE



10. COUNTERPOINT COFFEE

1. ACME COFFEE ROASTING CO.

23. OTHER BROTHER BEER CO.

19. LUPITA'S BAKERY

21. MALIGNANT

33. THE MEATERY

15. LA TORTUGA

34. WILD FISH RESTAURANT

12. HABITAT

7. CAPTAIN STOKER II

29. STOKES ADORE

4. ALTA BAKERY

11. ELROY'S FINE FOODS

9. CHEZ NOIR

28. STATIONARY

27. SOMEWHERE

16+17. LE PETIT PALI

14. HOUSE OF CARDOON

31. TEJIDO COLLECTIVE

26. PERFECTLY PRESSED

6. CAFE GUARANI

18. LILIFY

25. PEARL HOUR

3. ALEJANDRO'S

EL CHARRITO EXPRESS

7. CAPTAIN + STOKER

22. OLD CARTEL BOOKS

PARKER-LUSSEN PASTRIES

2. AD ASTRA BREAD CO.

5. BEAR + FLAG ROADSIDE

30. TANCRED & MORGEN

13. HACIENDA CV + RADICI MARKET



Old FISHERMAN'S WHARF



*MAP NOT TO SCALE

ALL ARTWORK BY MARIA SCHOETTLER '23

Roastery & Coffee Shop. 485 B Palm Ave, Seaside.
Acmecoffee roasting.com

Bakery. 479 Alvarado St, Monterey. Adastrabread.com

Alejandro's: Dinner Restaurant. 474 Alvarado St, Monterey.
El Charrito: Breakfast & Lunch Takeaway. Enter at 483 Calle Principale,
Monterey. Alejandros.co

Bakery & Cafe. 502 Munras Ave, Monterey. Altamonterey.com

Eatery & Wine Shop. 7152 Carmel Valley Rd, Carmel Valley.
Bearandflagroadside.com

Cafe. 111 Central Ave, Pacific Grove. Cafeguarani.com

Coffee Shop. 398 E Franklin St, Monterey and 206 Forest Ave, Pacific Grove. Captainandstoker.com

Restaurant. 525 Polk St, Monterey. Cellarestaurant.com

Restaurant. 5th Ave between Dolores and San Carlos St.
Carmel-By-The-Sea. Cheznoircarmel.com

Coffee Shop. 565 Broadway Ave, Seaside. @counterpointcoffeeshop

Grocery Store. 15 Soledad Dr, Monterey. elroysfinefoods.com

Art-filled Curiosity Shop. 169a Fountain Ave, Pacific Grove.
@habitatpacificgrove

Community Center, Feed Store & Local Market. 7180 Carmel Valley Rd, Carmel Valley. Linktr.ee/Hacienda.cv

Home Goods Store. Carmel Plaza, Suite 210, Carmel-By-The-Sea.
Houseofcardoon.com

Mexican Eatery. 1257 Fremont Ave, Seaside. Latortugaseaside.com

Hotel. 8th Ave & Junipero, Carmel-by-the-Sea. Lepetitpali.com

Hotel. Junipero & Ocean Ave, Carmel-by-the-Sea. Lepetitpali.com

Artisan Shop. 281 Lighthouse Ave, Monterey. Lilify.com

Bakery. 1048 Broadway Ave, Seaside. Lupitasbaking.com

Pinball Arcade & Bottle Shop. 1760 Fremont Blvd. Suite D1, Seaside.
lynnsarcade.com

Restaurant. 600 Broadway Ave, Seaside. Restaurantmaligne.com

Book store. 482 Alvarado St, Monterey. Oldcapitolbooks.com

Brewery & Restaurant. 877 Broadway Ave, Seaside.
Otherbrotherbeer.com

Bakery & Cafe. 539 Hartnell St, Monterey. Parkerlousseau.com

Cocktail Bar. 214 Lighthouse Ave, Monterey. Pearlhour.com

Juice Shop. 491 Alvarado St, Monterey. Perfectlypressedjuice.com

California Lifestyle Boutique. San Carlos between Ocean & 7th Ave.
Carmel-By-The-Sea. Somewhereincarmel.com

Restaurant. San Carlos 3 NE of 6th Ave, Carmel-By-The-Sea.
thestationaery.com

Restaurant. 500 Hartnell St, Monterey. Stokesadobe.com

Home Goods Store. 7174 Carmel Valley Rd, Carmel Valley.
Tancrediandmorgen.com

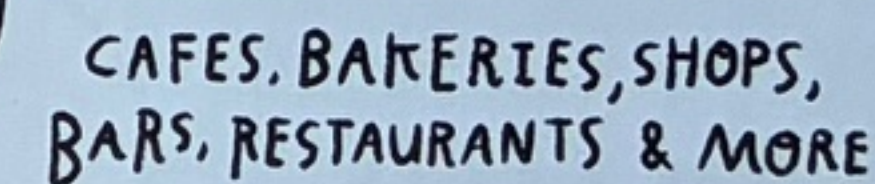
Clothing Store. Mission St. between 5th & 6th Ave, Carmel-By-The-Sea
and 1 West Carmel Valley Rd, Carmel Valley. Tejidocollective.com

Breakfast Restaurant. 1760 Fremont Blvd. Suite B-1, Seaside.
Thebutterhouse.com

Butcher Shop & Eatery. 1534 Fremont Blvd, Seaside.
Themeateryseaside.com

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

COMPILED + ILLUSTRATED BY MARIA SCHOETTLER
@MARIA-SCHOETTLER ©2023 MARIA SCHOETTLER



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



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: Art and History Commission

BY:

DATE: July 14, 2026

SUBJECT: SEASIDE ARCHIVE MARKETING AND PROMOTION

RECOMMENDATION

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
