

CITY OF MERCED

*Merced Civic Center
678 W. 18th Street
Merced, CA 95340*



Minutes

Wednesday, February 25, 2026

6:00 PM

**City Council Chamber, 2nd Floor, Merced Civic Center, 678 W.
18th Street, Merced, CA 95340**

Citizen Advisory Focus Group

A. CALL TO ORDER

Mayor SERRATTO called the meeting to order at 6:04 PM.

B. PLEDGE OF ALLEGIANCE

Mayor Pro Tempore BOYLE led the Pledge of Allegiance to the Flag.

C. ROLL CALL

Clerk's Note: Committee Members GONZALEZ, LEWIS, HIRSCH, and JOHNSON were absent.

Present: 10 - Member Colton Dennis, Matthew Serratto, Sarah Boyle, Member April Holloway, Member Jeremiah Greggains, Member Curtis Thomas, Member Humberto Sandoval Jr., Member Steve Maxey, Member Cynthia Kelly, and Member Keith Ensminger

Absent: 4 - Member Anthony Gonzalez, Member Cheryl Hirsch, Member Tammy Johnson, and Member Marisa Lewis

D. PUBLIC COMMENT

There were no public comments.

E. CONSENT CALENDAR

E.1. SUBJECT: Citizen Advisory Focus Group Minutes of October 8, 2025

ACTION:

Approving and filing the Citizen Advisory Focus Group Minutes of October 8, 2025.

A motion was made by Member Ensminger, seconded by Member Holloway and carried by the following vote, to approve the Consent Agenda as amended.

Aye: 10 - Member Dennis, Serratto, Boyle, Member Holloway, Member Greggains, Member Thomas, Member Sandoval, Member Maxey, Member Kelly, and Member Ensminger

No: 0

Absent: 4 - Member Gonzalez, Member Hirsch, Member Johnson, and Member Lewis

F. REPORTS

F.1. SUBJECT: Existing Conditions

REPORT IN BRIEF

Final Existing Conditions and Trends Workbook

DISCUSSION

The Citizens Advisory Focus Group (CAFG) will continue the discussion centered on community Assets, Issues, and Opportunities. Extending this dialogue will allow a better understanding the specific priorities and interests, which will directly inform the development of a comprehensive vision statement and guiding principles. Continuing this discussion also ensures alignment with the ongoing digital community survey, which will remain open through the end of the month.

ATTACHMENTS

1. Presentation

Board members focused on improving infrastructure, transportation, and housing while preserving livability. Members KELLY and SANDOVAL highlighted major infrastructure issues like failing sewer systems and damaged sidewalks, with Member SANDOVAL also calling for stronger developer accountability, while Member HOLLOWAY linked poor sidewalks to public health and youth activity. On transportation, Member THOMAS and others emphasized reducing car and truck traffic and improving walkability and cycling, while Members JOHNSON and ENSMINGER stressed road safety, better transit service, and regional coordination, including concerns about high-speed rail impacts.

Members DENNIS, ENSMINGER, and Mayor SERRATTO supported more affordable, higher-density development near transit, with Members KELLY and MAXEY advocating for building up rather than out. Members SANDOVAL and JOHNSON pushed for mixed-use, walkable neighborhoods. Members HOLLOWAY and ENSMINGER also raised public safety concerns, while several members overall highlighted community strengths --such as downtown and UC Merced.

G. ADJOURNMENT

Clerk's Note: The Regular Meeting adjourned at 7:59 PM.

BY:



LEAH BROWN, SECRETARY
CITIZEN ADVISORY FOCUS GROUP

APPROVED:

MATTHEW SERRATTO, CHAIRPERSON
CITIZEN ADVISORY FOCUS GROUP