



CITY OF MERCED

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

Minutes Citizen Advisory Focus Group

Wednesday, October 8, 2025

6:00 PM

A. CALL TO ORDER

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

B. PLEDGE OF ALLEGIANCE

Member Cindy KELLY led the Pledge of Allegiance to the Flag.

C. ROLL CALL

Clerk's Note: Member Gonzalez and Hirsch were absent excused.
Members Bauer and Holloway were absent.

Present: 9 - Member Colton Dennis, Matthew Serratto, Sarah Boyle, Member Jeremiah Greggains, Member Curtis Thomas, Member Humberto Sandoval Jr., Member Steve Maxey, Member Tammy Johnson, and Member Cynthia Kelly

Absent: 4 - Member Anthony Gonzalez, Member Joseph Bauer, Member April Holloway, and Member Cheryl Hirsch

D. PUBLIC COMMENT

There were no public comments.

E. CONSENT CALENDAR

E.1 **SUBJECT:** Citizen Advisory Focus Group Minutes of August 27, 2025

ACTION:

Approving and filing the Citizen Advisory Focus Group Minutes of August 27, 2025.

A motion was made by Mayor Pro-Temp Boyle, seconded by Member Kelly and carried by unanimous vote to approve the Consent Calendar.

Aye: 9 - Member Dennis, Serratto, Boyle, Member Greggains, Member Thomas, Member Sandoval, Member Maxey, Member Johnson, and Member Kelly

No: 0

Absent: 4 - Member Gonzalez, Member Bauer, Member Holloway, and Member Hirsch

F. REPORTS

F.1

SUBJECT: Report on the Draft - Existing Conditions and Trends Workbook**REPORT IN BRIEF**

Introduction and report on the Draft Existing Conditions and Trends Workbook

DISCUSSION

The Existing Conditions and Trends Workbook is a concise, reader-friendly overview of the various topics covered in the Merced General Plan. The purpose of the Workbook is to document the current state of the community by analyzing existing conditions and identifying key trends that will help guide the General Plan Update. The Workbook includes a mix of text, infographics, charts, graphs, and maps to provide a clear depiction of the current conditions and trends that will shape the future of Merced.

ATTACHMENTS

1. Presentation
2. DRAFT - Existing Conditions and Trends Workbook

Management Analyst Leah BROWN introduced consultants Michael GIBBONS and Brent GIBBONS.

Consultants gave a slide show presentation on the General Plan project overview with schedule, the purpose of the Existing Conditions and Trends workbook, overview of chapters in the workbook, summary of key findings, and next steps. As each chapter of the workbook was presented, consultants gave members an opportunity to ask questions and provide feedback.

Members and Mayor SERRATTO, MR. M. GIBBONS, MR. B. GIBBONS, MS. BROWN, and Acting Planning Manager Jonnie LAN, discussed providing hard copies of all presentations, comparing growth in Merced to other Central Valley communities versus the State, details of acreage of land and density, housing stock trends, the City's policy, land use, and definition of high density. Questions and discussion continued on state law, mobility, airline services, additional sources, hospitality, comparable cities, public & private art, trees, and events programming. Regarding safety, animal control and flooding was mentioned. Regarding pollution, micro plastics, car tires, and wildfires were mentioned. Explanation of new chapters and what CalEnviroScreen measures was provided. Environmental Justice topics and types of outreach included in this planning effort were covered. Housing data was discussed and a the

connection to this effort compared to the Housing Element. Information was also provided regarding the Point In Time count by the Continuum of Care.

Next steps and upcoming important dates were summarized.

Clerk's Note: This item was for information only, no formal vote was taken.

G. ADJOURNMENT

Clerk's Note:

The Meeting was adjourned 7:57 PM.

Clerk's Note:

Mayor SERRATTO adjourned the meeting with no motion.

BY:

APPROVED:

LEAH BROWN, SECRETARY
CITIZEN ADVISORY FOCUS GROUP

MATTHEW SERRATTO,
CHAIRPERSON CITIZEN ADVISORY
FOCUS GROUP