



# CITY OF MERCED

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

## Minutes Citizen Advisory Focus Group

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Wednesday, August 27, 2025

6:00 PM

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### A. CALL TO ORDER

**Clerk's Note:** Chairperson MAYOR SERRATTO called the meeting to order at 6:00 PM.

### B. PLEDGE OF ALLEGIANCE

Mayor Pro-Tem BOYLE led the Pledge of Allegiance to the Flag.

### C. ROLL CALL

**Present:** 12 - Member Anthony Gonzalez, Member Colton Dennis, Matthew Serratto, Sarah Boyle, Member Joseph Bauer, Member April Holloway, Member Cheryl Hirsch, Member Curtis Thomas, Member Humberto Sandoval Jr., Member Steve Maxey, Member Tammy Johnson, and Member Cynthia Kelly

**Absent:** 1 - Member Jeremiah Greggains

### D. PUBLIC COMMENT

Arturo MARTINEZ Jr., Merced Resident, spoke on housing.

### E. CONSENT CALENDAR

No items.

### F. ACTION ITEMS

No Items.

### G. REPORTS

**G.1. SUBJECT:** Report for the First Citizens Advisory Focus Group Meeting

#### REPORT IN BRIEF

Introduction and report for the first Citizens Advisory Focus Group meeting and discussion

Management Analyst BROWN introduced Mintier Harnish consultants, B. GIBBONS, DEEKSHA, and M. GIBBONS. Consultants gave the slide show presentation on the General Plan Update and Downtown Station Area Plan.

Staff and Committee Members introduced themselves. Committee Members discussed with consultants and staff, community meetings, time frame, process, outreach strategies, tools, time and locations for meetings.

Acting Planning Manager LAN and Deputy City Manager QUINTERO discussed with committee members recent information from the High Speed Rail Authority and impacted businesses.

Discussion of goals, desired outcomes, and challenges continued.

Consultant M. GIBBONS highlighted next steps.

CLERKS NOTE: This items was for information only, no formal vote was taken.

## **H. BUSINESS**

There were no business items.

## **I. ADJOURNMENT**

The Meeting was adjourned at 8:25 PM.

BY:

APPROVED:

LEAH BROWN , SECRETARY  
CITIZEN ADVISORY FOCUS GROUP

MATTHEW SERRATTO, CHAIRPERSON  
CITIZEN ADVISORY FOCUS GROUP