



CITY OF CARMEL-BY-THE-SEA ACTIVITIES COMMISSION AGENDA

Commissioners Kati Enea, Jeff Meacham,
Ellen Martin,
Judy Refuerzo, and Maria Ruess

All meetings are held in the City Council Chambers
East Side of Monte Verde Street
Between Ocean and 7th Avenues

Special Meeting
Tuesday, February 17, 2026
9:30 AM

HYBRID MEETING ATTENDANCE OPTIONS

This meeting will be held in person and via teleconference ("hybrid"). The public is welcome to attend the meeting in person or remotely via Zoom, however, the meeting will proceed as normal even if there are technical difficulties accessing Zoom. The City will do its best to resolve any technical issues as quickly as possible. To view or listen to the meeting from home, you may also watch the live stream on the City's YouTube page at: <https://www.youtube.com/@CityofCarmelbytheSea/streams>. To participate in the meeting via Zoom, copy and paste the link below into your browser.

<https://ci-carmel-ca-us.zoom.us/j/83116011497>
Webinar ID: 831 1601 1497
Passcode: 202211
Dial in: (669) 444-9171

HOW TO OFFER PUBLIC COMMENT

The public may give public comment at this meeting in person, or use the Zoom teleconference module, provided that there is access to Zoom during the meeting. Zoom comments will be taken after the in-person comments. The public can also email comments to lsfenton@ci.carmel.ca.us. Comments must be received at least 2 hours before the meeting in order to be provided to the legislative body. Comments received after that time and up to the beginning of the meeting will be made part of the record.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE

PUBLIC APPEARANCES

Members of the public are entitled to speak on matters of municipal concern not on the agenda during Public Appearances. Each person's comments shall be limited to 3 minutes, or as otherwise established by the Chair. Persons are not required to provide their names, however, it is helpful for speakers to state their names so they may be identified in the minutes of the meeting. Under the Brown Act, public comment for matters on the agenda must relate to that agenda item and public comments for matters not on the agenda must relate to the subject matter jurisdiction of this legislative body. If a member of the public attending the meeting remotely violates the Brown Act by failing to comply with these requirements of the Brown Act, then that speaker will be muted.

ANNOUNCEMENTS

- 1) Announcements from Commissioners
- 2) Announcements from Staff

CONSENT AGENDA

Items on the consent agenda are routine in nature and do not require discussion or independent action. Members of the Commission or the public may ask that any items be considered individually for purposes of Board/Commission discussion and/ or for public comment. Unless that is done, one motion may be used to adopt all recommended actions.

ORDERS OF BUSINESS

Orders of Business are agenda items that require Board or Commission discussion, debate, direction to staff, and/or action.

- 3) Approval of the Minutes for the January 13, 2026, Regular Meeting
- 4) Receive an update on Car Week 2026 from Police Chief Trayer
- 5) Review past events
- 6) Discuss upcoming events
- 7) Receive a report on the Community Activities Department FY 2026-2027 Proposed Draft budget

FUTURE AGENDA ITEMS

ADJOURNMENT

This agenda was posted at City Hall, Monte Verde Street between Ocean Avenue and 7th Avenue, Harrison Memorial Library, located on the NE corner of Ocean Avenue and Lincoln Street, the Carmel-by-the-Sea Post Office, 5th Avenue between Dolores Street and San

Carlos Street, and the City's webpage (<http://www.ci.carmel.ca.us>) in accordance with applicable legal requirements.

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Board of Trustees regarding any item on this agenda, received after the posting of the agenda will be available in the Library and Community Activities Director's Office located at the Park Branch Library at the NE corner of Mission Street and Sixth Avenue during normal business hours.

SPECIAL NOTICES TO PUBLIC

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at 831-620-2000 at least 48 hours prior to the meeting to ensure that reasonable arrangements can be made to provide accessibility to the meeting (28CFR 35.102-35.104 ADA Title II).



CITY OF CARMEL-BY-THE-SEA
Activities Commission
Staff Report

February 17, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Executive Assistant

SUBJECT: Approval of the Minutes for the January 13, 2026, Regular Meeting

RECOMMENDATION:

Approval of the Minutes for the January 13, 2026, Regular Meeting

BACKGROUND / SUMMARY:

FISCAL IMPACT:

ATTACHMENTS:

1. CAC Regular Meeting Minutes - January 13, 2026

**CARMEL-BY-THE-SEA
ACTIVITIES COMMISSION**

REGULAR MEETING MINUTES

Tuesday, January 13, 2026

CALL TO ORDER AND ROLL CALL

PRESENT: Enea, Martin, Refuerzo, Ruess
ABSENT: Meacham
STAFF PRESENT: Acting Admin. Analyst, Leslie Fenton

PLEDGE OF ALLEGIANCE

PUBLIC APPEARANCES

Members of the public are entitled to speak on matters of municipal concern not on the agenda during Public Appearances. Each person's comments shall be limited to 3 minutes, or as otherwise established by the Chair. Persons are not required to provide their names, however, it is helpful for speakers to state their names so they may be identified in the minutes of the meeting. Under the Brown Act, public comment for matters on the agenda must relate to that agenda item and public comments for matters not on the agenda must relate to the subject matter jurisdiction of this legislative body. If a member of the public attending the meeting remotely violates the Brown Act by failing to comply with these requirements of the Brown Act, then that speaker will be muted.

None

ANNOUNCEMENTS

1) Announcements from Commissioners

Commissioner Enea gave an update on the Chamber of Commerce's Putts for Paws event and AT&T shuttles.

Commissioner Martin announced that volunteers are needed for the Putts for Paws event.

Chair Ruess announced the possible date for Car Week Listening Session #2, and staff will follow up on the joint Council/Community Activities Commission Car Week meeting.

2) Announcements from Staff

Staff gave an update on the Girls on the Run 5K that took place on Saturday, January 10, and thanked the VIPS for their assistance.

ORDERS OF BUSINESS

Orders of Business are agenda items that require Board or Commission discussion, debate, direction to staff, and/or action.

3) Approval of the Minutes for the December 16, 2025, Special Meeting

Commissioner Refuerzo moved to approve the Minutes for the December 16, 2025, Special Meeting, seconded by Commissioner Martin and carried by the following roll call vote:

AYES: Enea, Martin, Refuerzo, Ruess
NOES: None
ABSENT: Meacham
ABSTAIN: None

4) Review past events

Acting Admin. Analyst Fenton gave the report.

- This item will appear on all future agendas.
- It is the quiet time for events in the Community Activities Department. It's nice to have the 5K and upcoming Putts for Paws to fill the void.

5) Discuss upcoming events

The Commission received an update on the Putts for Paws event from the Chamber's Mark Oman.

FUTURE AGENDA ITEMS

- Budget

ADJOURNMENT

There being no further business before the Commission, the meeting was adjourned at 10:04 a.m. The next meeting is a Special Meeting scheduled for Tuesday, February 17, 2026.

APPROVED:

ATTEST:

Maria Ruess, Commission Chair

Leslie Fenton, Commission Clerk



CITY OF CARMEL-BY-THE-SEA
Activities Commission
Staff Report

February 17, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Executive Assistant

SUBJECT: Receive an update on Car Week 2026 from Police Chief Trayer

RECOMMENDATION:

Provide direction to staff regarding prioritization of recommended options.

BACKGROUND / SUMMARY:

At the October 14, 2025, Regular Meeting, Police Chief Trayer presented an after-action report regarding events and operational impacts associated with Car Week. Following that presentation, Chief Trayer conducted two public listening sessions attended by residents, business owners, and other interested community members to gather feedback and address concerns. In addition, he has met with local business owners, individual council members, and other stakeholders to further discuss community experiences, operational challenges, and potential improvements for future events.

Police Chief Trayer is returning to provide an update on the outcomes of these discussions and to seek input from the Community Activities Commission on three proposed options for this year's Car Week. Following the Commission's review, the Chief will present to the City Council a summary of feedback received from the public listening sessions and the Commission, along with any resulting recommendations for Council consideration.

FISCAL IMPACT:

None

ATTACHMENTS:

1. Car Week Presentation



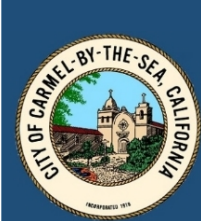
CITY OF CARMEL-BY-THE-SEA

Car Week Direction Discussion

Community Activities Committee

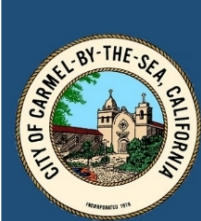
February 17, 2026

Chief Trayer



Background

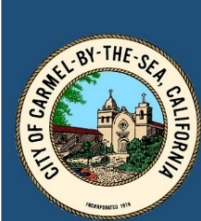
- Ever-changing history of Car Week
- After the 2025 Car Week, we immediately started looking at the impact of the extraordinary vehicle and pedestrian traffic on our community
- Crime data
- After Action Report
- Two Listening Sessions
- Business / Chamber of Commerce Meetings
- Emails/in-persons meetings
- Councilmember meetings/discussions



Background

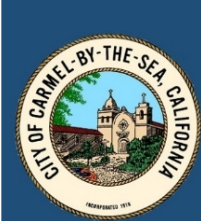
Why Carmel?

- Carmel is THE picturesque backdrop everyone wants for photos/videos
- Ocean Avenue to beach is iconic location
- Social media amplifies spontaneous gatherings
- No official alternative outlet has been provided in Carmel



Impacts

- Daytime events +
- Businesses: Mixed.
- Safety: Near-misses, pedestrian conflicts, aggressive driving
- Residents: Noise, traffic, large influx.
- City: Liability exposure, police overtime (\$36k) no revenue to offset costs



Recurring Themes:



Can We Return to Classics?

- Many requests for car week to look and feel like the past.
- Bring back elegant vehicles
- Community wants visitors to be respectful
- Less “influencer-driven spectacles”
- Static displays of cars over cruising
- *I’d like us to think about classic not as a year on a license plate—but as a standard for how cars show up in Carmel.”*

“Restore Carmel’s identity as refined, not rowdy.”

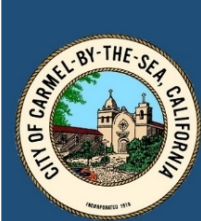


Recurring Themes:

Noise, Speed, and Nighttime Harm

- *Find Real, visible steps to cut noise and reckless driving, especially 9–11 PM.*
- *Suggested more **Speed humps** on more streets*
- *Support additional Enforcement Tools: Driving, noise, speeds*
- *Decrease Traffic route changes.*

*“Protect residents first, even if Car Week is smaller.
Allow residence easier access their homes.”*



Recurring Themes:

“A Business-Supportive Model That Doesn’t Sacrifice Livability”

Businesses

- *Hotels, shops, and restaurant accessibility*
- *Continue and Expand the shuttle hours*
- *Traffic changes allegedly impact businesses*
- *“People buy coffee and cookies while our business is empty.”*



Economic benefit without community burnout.



Recurring Themes:

“A Business-Supportive Model That Doesn’t Sacrifice Livability”

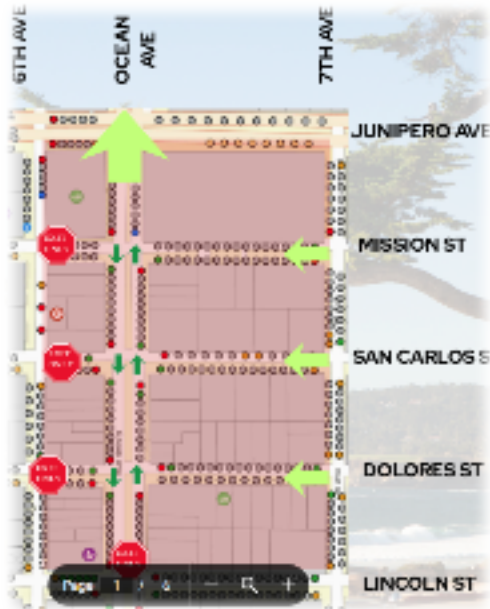
Community Members/Residents

- Residents should be comfortable to stay in town*
- Sound mitigation through technology/enforcement*
- Navigating the village is impacted throughout the week*

Economic benefit without community burnout.

Entertain the idea of a Controlled, Sanctioned Nighttime Program

- *Consider replace cruising with a structured, managed Evening event(Thu–Sat, roughly 6–10 PM) Hotels, shops, and restaurant accessibility*



Contain the problem instead of chasing it.



Recurring Themes:

Fewer, Better, More Organized Events

- *Not looking for more daytime events*
- *Better curated events*
- *Constant references to **Concours on the Avenue** (events/parade like) & **Tour d'Elegance** (no longer available)*
- *Less overlap and saturation*
- *Less days of daytime events- increase community movement downtown*
- *More transparent expectations of behavior: I.E. Appropriateness of fashion show was discussed.*

Quality over quantity.



Options

1. Continue with similar daytime events/night plan

- *Increased enforcement*
 - *We have more officers/vehicles*
 - *Implement technology to help enforcement*
 - *Increase messaging to car club community + communications*

2. Adapt cruise route

- *Shorten the route to increase safety*
- *Use railings to protect pedestrians from the vehicular traffic*
- *Increased enforcement/technology/messaging*
- *Car Club communication/expectations*

3. Evening Event

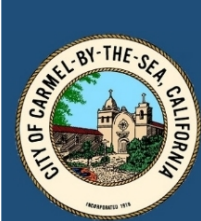
- *Controlled entry/rules/stationary vehicles*
- *Fees*
- *Civilian controls/security*
- *Pedestrian safety increased*



Options

*Organizer Proposed Evening Event
(See presentation)*

Contain the problem instead of chasing it.



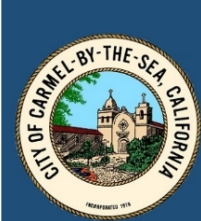
Evening Event: Initial Pros/Cons

Pros:

- *Pedestrian/vehicle interactions*
- *Sound*
- *Overall experience*
- *Funding*
- *Security*
- *Parking benefit*

Cons:

- *Lack of Lighting*
- *New night event in Carmel*
- *Draw large crowd*
- *Noise*
- *Traffic increases*
- *Spillover crowd behavior*
- *Does this fit Carmel's character?*



Recommendation

- Provide guidance on Car Week daytime events.
 - Continue with existing primary events?
 - Consider adjustments to daytime timelines and locations.
- Elect for increased enforcement and shortened downtown routes
- Evaluate the proposed evening event and its community impact.
 - Does the CAC recommend exploring this concept further?
 - Any significant changes recommended?
 - If so, is implementation feasible for this year?



End of Presentation

Discussion/Questions



CITY OF CARMEL-BY-THE-SEA
Activities Commission
Staff Report

February 17, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Executive Assistant

SUBJECT: Review past events

RECOMMENDATION:

Review past events

BACKGROUND / SUMMARY:

FISCAL IMPACT:

ATTACHMENTS:

None



CITY OF CARMEL-BY-THE-SEA
Activities Commission
Staff Report

February 17, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Executive Assistant

SUBJECT: Discuss upcoming events

RECOMMENDATION:

Discuss upcoming events

BACKGROUND / SUMMARY:

FISCAL IMPACT:

ATTACHMENTS:

None



CITY OF CARMEL-BY-THE-SEA
Activities Commission
Staff Report

February 17, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Executive Assistant

SUBJECT: Receive a report on the Community Activities Department FY 2026-2027 Proposed Draft budget

RECOMMENDATION:

Receive a report on the Community Activities Department FY 2026-2027 Proposed Draft budget

BACKGROUND / SUMMARY:

Each year, staff prepares a proposed budget for the Community Activities Department to support the City's annual special events and the Farmers' Market. The proposed draft budget is first presented to the Community Activities Commission (CAC) for review and feedback. It is then submitted to the City Council—alongside other departmental requests—for consideration as part of the City's annual budget process.

FISCAL IMPACT:

The proposed draft FY 2026-2027 budget supports annual City events, new events, and the Farmers' Market - both the regular weekly market and Third Thursdays.

The proposed budget includes the following line items:

- Contract Services: Farmers' Market, event sound, port-a-potty rentals, etc.
- Community Promotions: Annual City event supplies, snacks, decorations, lights, health permits, etc.
- Advertising: Pine Cone ads for City events
- Office Supplies: (self-explanatory)
- Printing: Flyers, posters, programs, signage for events, etc.

Annual City Events

Overall, event costs have remained relatively stable over the years. Staff carefully plan and stagger equipment replacements (e.g., tents, holiday lights, and other materials) to balance expenses from year to year, ensuring the budget remains steady and avoiding the need for large, one-time replacement costs.

The City hosts eight events throughout the year and provides support for three events:

- Breakfast with the Bunny (provide support to Carmel Host Lions)
- Earth + Arbor Day (provide support to Public Works)
- Memorial Day (in partnership with American Legion Post 512)
- July 4th Celebration (provide support to Monterey County Pops)
- Homecrafters' Jurying
- Sandcastle Contest
- Pumpkin Roll
- Halloween/ Parade & Birthday Celebration
- Veterans' Day (in partnership with American Legion Post 512)
- Homecrafters' Marketplace
- Holiday Celebration

ATTACHMENTS:

1. FY 2026-2027 Draft Proposed Budget

Account	Description of Services	Approved FY 25-26	Actual FY 25-26 (02/13)	Proposed Draft FY 26-27
JULY 4TH EVENT				
101-121-00-42005	Lunch	\$40.00	\$0.00	\$40.00
101-121-00-42009	Advertising (share)	\$400.00	\$312.00	\$400.00
TOTAL JULY 4TH EVENT		\$440.00	\$312.00	\$440.00
SAND CASTLE CONTEST				
101-121-00-42005	Snacks	\$100.00	\$0.00	\$100.00
101-121-00-42005	Plaque making supplies	\$0.00	\$0.00	\$200.00
101-121-00-42001	Portable restrooms	\$1,500.00	\$1,362.03	\$1,500.00
TOTAL SAND CASTLE CONTEST		\$1,600.00	\$1,362.03	\$1,800.00
PUMPKIN ROLL				
101-121-00-42005	Hay bales	\$0.00	\$217.77	\$250.00
101-121-00-42001	Pumpkins	\$2,200.00	\$1,950.00	\$2,200.00
101-121-00-42005	Decorations	\$100.00	\$0.00	\$100.00
101-121-00-42005	Food/Water for staff	\$150.00	\$112.96	\$150.00
101-121-00-42001	Pumpkin carver	\$600.00	\$0.00	\$600.00
101-121-00-42001	Sound	\$0.00	\$0.00	\$1,500.00
TOTAL PUMPKIN ROLL		\$3,050.00	\$2,280.73	\$4,800.00
CITY BIRTHDAY/PARADE				
101-121-00-42005	Candy/Hot dogs/chips/water	\$1,500.00	\$599.52	\$1,500.00
101-121-00-42403	Car Magnets/Banners	\$500.00	\$473.13	\$500.00
101-121-00-42005	Decorations for the Park	\$200.00	\$284.04	\$200.00
101-121-00-42005	Halloween lights	\$700.00	\$0.00	\$700.00
101-121-00-42005	Health Dept. Permit	\$0.00	\$490.26	\$500.00
101-121-00-42005	Sound	\$1,000.00	\$1,347.50	\$1,500.00

101-121-00-42009	Advertising		\$425.00	\$425.00
TOTAL CITY BIRTHDAY/PARADE		\$3,900.00	\$3,619.45	\$5,325.00

VETERAN'S DAY

101-121-00-42001	Sound	\$695.00	\$765.00	\$805.00
101-121-00-42005	Flowers	\$475.00	\$475.25	\$500.00
101-121-00-42403	Programs	\$90.00	\$68.17	\$90.00
101-121-00-42009	Advertising	\$0.00	\$425.00	\$425.00
TOTAL VETERAN'S DAY		\$1,260.00	\$1,733.42	\$1,820.00

HEMOCRAFTERS'

101-121-00-42005	Health Permit	\$0.00	\$490.26	\$500.00
101-121-00-42005	Food for Jurors and staff (Jurying - August)	\$200.00	\$39.16	\$150.00
101-121-00-42005	Food for Staff/Volunteers day of event (November)	\$200.00	\$176.50	\$250.00
101-121-00-42005	Jury location rental fee	\$200.00	\$200.00	\$200.00
101-121-00-42001	Portable restrooms	\$1,100.00	\$1,011.56	\$1,500.00
101-121-00-42403	Printing	\$550.00	\$383.40	\$550.00
101-121-00-42009	Advertising		\$850.00	\$850.00
TOTAL HEMOCRAFTERS		\$2,250.00	\$3,150.88	\$4,000.00

HOLIDAY TREE / MENORAH LIGHTING

101-121-00-42005	Holiday Lights (replacements)	\$0.00	\$0.00	\$3,000.00
101-121-00-42005	Decorations (replacements) (incl, candy giveaways)	\$800.00	\$123.26	\$1,000.00
101-121-00-42001	Sound & Lighting	\$5,000.00	\$4,900.00	\$6,500.00
101-121-00-42001	Devendorf Park, medians, City buildings	\$12,900.00	\$12,900.00	\$12,900.00
101-121-00-42001	Holiday tree lights	\$6,800.00	\$6,800.00	\$6,800.00
101-121-00-42001	Santa	\$735.00	\$735.00	\$735.00
101-121-00-42001	Stage Rental	\$3,500.00	\$3,000.00	\$3,000.00
101-121-00-42001	Banners for Ocean Avenue	\$2,500.00	\$0.00	\$0.00
101-121-00-42009	Advertising		\$425.00	\$425.00
TOTAL HOLIDAY EVENT		\$32,235.00	\$28,883.26	\$34,360.00

MEMORIAL DAY				
101-121-00-42001	Sound	\$970.00	\$765.00	\$1,000.00
101-121-00-42005	Flowers	\$475.00	\$0.00	\$500.00
101-121-00-42403	Programs	\$90.00	\$0.00	\$90.00
TOTAL MEMORIAL DAY		\$1,445.00	\$765.00	\$1,590.00

NEW PROGRAM/EVENTS				
101-121-00-42001	Silent Dance Party	\$4,200.00	\$0.00	\$4,200.00
101-121-00-42001	Chamber golf - CAC hole sponsor	\$0.00	\$374.48	\$500.00
TOTAL NEW PROGRAMS/EVENTS		\$4,200.00	\$374.48	\$4,700.00

SUPPLIES/EQUIP./MISC				
101-121-00-42005	Replacement tents	\$1,200.00	\$961.34	\$0.00
101-121-00-42005	VIPS	\$500.00	\$235.00	\$250.00
101-121-00-42005	Misc	\$1,500.00	\$43.61	\$1,500.00
101-121-00-42001	New Stages	\$20,000.00	\$0.00	\$0.00
101-121-00-42403	Printing (Posters)	\$300.00	\$0.00	\$300.00
101-121-00-42101	Office Supplies	\$200.00	\$125.00	\$200.00
101-121-00-42001	Car Week shuttle	\$0.00	\$0.00	\$30,000.00
TOTAL SUPPLIES/EQUIPMENT FOR ALL		\$23,700.00	\$1,364.95	\$32,250.00

FARMERS' MARKET				
101-121-00-42001	Health Dept./Ag Dept. Fees	\$1,210.00	\$1,475.99	\$1,600.00
101-121-00-42001	Weekly Market	\$20,600.00	\$0.00	\$20,600.00
101-121-00-42001	3rd Thursday	\$20,100.00	\$20,700.00	\$20,100.00
TOTAL FARMERS' MARKET		\$62,510.00	\$22,175.99	\$62,900.00

ADVERTISING				
101-121-00-42009	All-events full-page ads (March, June, Sept.)	\$4,050.00	\$0.00	\$4,050.00
TOTAL ADVERTISING		\$4,050.00	\$0.00	\$4,050.00

Account	Description of Services	Proposed FY 25-26	Actual FY 25-26	Proposed FY 26-27
101-121-00-42001	Contract Services	\$75,500.00	\$54,286.09	\$109,040.00

101-121-00-42005	Community Promotions	\$38,950.00	\$8,899.03	\$20,590.00
101-121-00-42009	Advertising	\$4,450.00	\$2,437.00	\$6,575.00
101-121-00-42403	Printing (Posters)	\$940.00	\$451.57	\$1,030.00
TOTAL		\$119,840.00	\$66,073.69	\$137,235.00