



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, March 3, 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/87370025513>
Webinar ID: 873 7002 5513
Passcode: 516086
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. While stating your name is optional, it helps to identify speakers in the meeting minutes. 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. Remote or in-person participants who do not comply with the requirements of the Brown Act will be muted.

ANNOUNCEMENTS

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

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 February 17, 2026, Special Meeting
- 4) Review past events
- 5) Discuss upcoming events
- 6) Receive a report on the Community Activities Department FY 2026-2027 Proposed Draft budget and provide staff with direction

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

March 3, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Admin. Analyst

SUBJECT: Approval of the Minutes for the February 17, 2026, Special Meeting

RECOMMENDATION:

Approval of the Minutes for the February 17, 2026, Special Meeting

BACKGROUND / SUMMARY:

FISCAL IMPACT:

ATTACHMENTS:

1. CAC Special Meeting Minutes - February 17, 2026

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

SPECIAL MEETING MINUTES

Tuesday, February 17, 2026

CALL TO ORDER AND ROLL CALL

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

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.

Cindy Lloyd

ANNOUNCEMENTS

1) Announcements from Commissioners

Chair Ruess thanked the Chamber of Commerce and the Commissioners for a great Putts for Paws event. She also thanked Commissioner Martin for all the work she and her team did to make the commission's golf hole a success.

2) Announcements from Staff

Staff thanked Commissioner Martin for all the hard work on the golf hole and thanked the Commissioners who participated in the event.

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

Commissioner Refuerzo moved to approve the minutes for the January 13, 2026, Regular Meeting, seconded by Commissioner Martin and carried by the following roll call vote:

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

4) Receive an update on Car Week 2026 from Police Chief Trayer

Police Chief Trayer presented the report. The Commission received a presentation from Good Roots on their Car Week parking plan.

Public Appearances

Shirley Moon

Cindy Lloyd

5) Review past events

Mark Oman from the Carmel Chamber of Commerce discussed the Putts for Paws event.

6) Discuss upcoming events

Admin, Analyst Fenton announced that the next event is the Carmel Host Lions Breakfast with the Bunny on Saturday, April 4th. The City provides tables and chairs for the event.

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

Admin. Analyst Fenton presented the FY 2026-2027 proposed draft budget.

Public Appearances

Cindy Lloyd

FUTURE AGENDA ITEMS

Chair Ruess asked the Commissioners if the March 17th Regular Meeting could be rescheduled to Tuesday, March 3, due to a conflict. The Commissioners agreed to the change.

- Appoint an ad hoc committee for the 110th Birthday Celebration
- FY 2026-2027 Budget

ADJOURNMENT

There being no further business before the Commission, the meeting was adjourned at 11:57 a.m. The next Regular Meeting, Tuesday, March 17, has been rescheduled to a Special Meeting on Tuesday, March 3, at 9:30 a.m.

APPROVED:

ATTEST:

Maria Ruess, Chair

Leslie Fenton, Commission Clerk



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

March 3, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Admin. Analyst

SUBJECT: Review past events

RECOMMENDATION:

Review past events

BACKGROUND / SUMMARY:

FISCAL IMPACT:

ATTACHMENTS:

None



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

March 3, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Admin. Analyst

SUBJECT: Discuss upcoming events

RECOMMENDATION:

Discuss upcoming events

BACKGROUND / SUMMARY:

FISCAL IMPACT:

ATTACHMENTS:

1. 2026 EVENTS

2026 EVENTS

(Subject to change)

January

- Saturday, January 10 - Girls on the Run 5K

February

- Monday, February 9 - Sunday, February 15 - Pebble Beach Pro-Am
- Tuesday, February 10 - Carmel Chamber of Commerce Putts for Paws mini-golf tournament

April

- Saturday, April 4 - Carmel Host Lions Club Breakfast with the Bunny
- Thursday, April 16 - Farmers' Market Third Thursday
- Saturday, April 18 - Earth + Arbor Day

May

- Friday, May 15 - Sunday, May 17 - Carmel Art Festival
- Thursday, May 21 - Farmers' Market Third Thursday
- Monday, May 25 - Annual Memorial Day Ceremony
- Saturday, May 30 - Sunday, May 31 - Carmel Surfabout
- Saturday, May 30 - City-wide evacuation drill and Safety Day

June

- Friday, June 5 - Saturday, June 13 - Carmel Culinary Week
- Thursday, June 18 - Farmers' Market Third Thursday

July

- Saturday, July 4 - Monterey Pops! Independence Day Concert
- Thursday, July 16 - Farmers' Market Third Thursday

August

- Friday, August 7 - Sunday, August 16 - Monterey Peninsula Car Week
- Tuesday, August 10 - Concours for a Cause
- Wednesday, August 11 - Astons on the Avenue
- Thursday, August 12 - Ferrari Owners Club Concours Carmel
- Wednesday, August 26 - 55th Homecrafters' Jury

September

- Thursday, September 17 - Farmers' Market Third Thursday
- Saturday, September 19 - 63rd Great Sandcastle Contest

October

- Saturday, October 10 - Meet the Makers
- Thursday, October 15 - Farmers' Market Third Thursday
- Saturday, October 24 - 11th Annual Pumpkin Roll
- Saturday, October 31 - Halloween Parade + City 110th Birthday Celebration

November

- Wednesday, November 11 - Annual Veterans Day Ceremony
- Saturday, November 21 - 55th Homecrafters' Marketplace

December

- Friday, December 4 - Annual Holiday Celebration



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

March 3, 2026
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Leslie Fenton, Admin. Analyst

SUBJECT: Receive a report on the Community Activities Department FY 2026-2027 Proposed Draft budget and provide staff with direction

RECOMMENDATION:

Receive a report on the Community Activities Department FY 2026-2027 Proposed Draft budget and provide staff with direction

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 (in partnership with the AIA Monterey Bay Chapter)
- Pumpkin Roll
- Halloween/ Parade & Birthday Celebration
- Veterans' Day (in partnership with American Legion Post 512)
- Homecrafters' Marketplace
- Holiday Celebration

ATTACHMENTS:

1. PROPOSED FY 2026-2027 DRAFT 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
101-121-00-42001	Portable restrooms	\$0.00	\$0.00	\$1,500.00
101-121-00-42001	Sound	\$0.00	\$0.00	\$1,500.00
TOTAL JULY 4TH EVENT		\$440.00	\$312.00	\$3,440.00
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
101-121-00-42005	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	\$500.00
101-121-00-42001	Sound	\$0.00	\$0.00	\$1,500.00
101-121-00-42001	Pumpkins	\$2,200.00	\$1,950.00	\$2,200.00
TOTAL PUMPKIN ROLL		\$850.00	\$330.73	\$4,700.00
CITY BIRTHDAY/PARADE				
101-121-00-42005	Candy/Hot dogs/chips/water	\$1,500.00	\$599.52	\$2,500.00
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	\$300.00
101-121-00-42005	Halloween lights	\$700.00	\$0.00	\$700.00
101-121-00-42005	Health Dept. Permit	\$0.00	\$490.28	\$500.00
101-121-00-42005	Sound	\$1,000.00	\$1,347.50	\$1,500.00
101-121-00-42009	Advertising	\$0.00	\$425.00	\$425.00
TOTAL CITY BIRTHDAY/PARADE		\$3,900.00	\$3,619.47	\$6,425.00
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

new expense
new expense

celebrate City's 110th birthday

TOTAL VETERAN'S DAY		\$1,260.00	\$1,733.42	\$1,820.00
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HEMOCRAFTERS'				
101-121-00-42005	Health Permit	\$0.00	\$490.28	\$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	\$0.00	\$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	\$0.00	\$850.00	\$850.00
TOTAL HEMOCRAFTERS		\$2,250.00	\$2,950.90	\$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	\$0.00	\$425.00	\$425.00
TOTAL HOLIDAY EVENT		\$32,235.00	\$28,883.26	\$34,360.00

new Menorah

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
101-121-00-42001	Car Week shuttle	\$0.00	\$0.00	\$30,000.00
TOTAL NEW PROGRAMS/EVENTS		\$4,200.00	\$374.48	\$34,700.00

new expense

SUPPLIES/EQUIP/MISC				
101-121-00-42005	VIPS	\$500.00	\$331.84	\$350.00
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

TOTAL SUPPLIES/EQUIPMENT FOR ALL		\$22,500.00	\$500.45	\$2,350.00
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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	\$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	\$77,700.00	\$56,236.09	\$114,140.00
101-121-00-42005	Community Promotions	\$35,050.00	\$5,234.94	\$19,090.00
101-121-00-42009	Advertising	\$4,450.00	\$2,437.00	\$6,575.00
101-121-00-42403	Printing (Posters)	\$1,530.00	\$924.70	\$1,530.00
TOTAL		\$118,730.00	\$64,832.73	\$141,335.00