



# 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

## Regular Meeting Tuesday, April 14, 2026 9:30 AM

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### 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/84876388585>  
Webinar ID:848 7638 8585  
Passcode: 701649  
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](mailto: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.

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## CALL TO ORDER AND ROLL CALL

## PLEDGE OF ALLEGIANCE

## ANNOUNCEMENTS

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

## **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.

## **ORDERS OF BUSINESS**

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

- 3) Approve the Minutes for the March 3, 2026, Special Meeting.
- 4) Receive an update on the Car Week Managed Parking Pilot Program
- 5) Car Week 2026 – Proposed Revocable License Agreement for Parking Management by Good Roots Inc
- 6) Receive a presentation from Jack Galante of Galante Family Vineyards for a "Carmel By The Glass" wine tasting event on Carmel Beach on Saturday, September 19, 2026.
- 7) Review past events
- 8) Discuss upcoming events
- 9) Consideration of the appointment of two Ad Hoc Committees to work with staff on the City's 110th Birthday Celebration and the Holiday Celebration

## **FUTURE AGENDA ITEMS**

## **ADJOURNMENT**

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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**

**April 14, 2026**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Admin. Analyst

**SUBJECT:** Approve the Minutes for the March 3, 2026, Special Meeting.

**RECOMMENDATION:**

Approve the Minutes for the March 3, 2026, Special Meeting.

**BACKGROUND / SUMMARY:**

**FISCAL IMPACT:**

**ATTACHMENTS:**

1. 3.3.26 Special Meeting Minutes

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

**SPECIAL MEETING MINUTES**

**Tuesday, March 3, 2026**

**CALL TO ORDER AND ROLL CALL**

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

**PLEDGE OF ALLEGIANCE**

**PUBLIC APPEARANCES**

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None

**ANNOUNCEMENTS**

**1) Announcements from Commissioners**

Chair Ruess announced that Commissioner Martin had emailed her comments for an item on the agenda.

**2) Announcements from Staff**

Staff announced that Third Thursdays would begin in April, not March.

**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**

Commissioner Enea moved to approve the Minutes for the February 17, 2026, Special Meeting, seconded by Commissioner Meacham and carried by the following roll call vote:

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

ABSTAIN: None

**4) Review past events**

No past events to review.

**5) Discuss upcoming events**

Admin. Analyst Fenton announced the following:

- The date for the annual Great Sandcastle Contest is Saturday, September 19, 2026.
- The date for the annual Homecrafters' Marketplace jury is Wednesday, August 26, 2026.
- At the April meeting, we will discuss the formation of two ad hoc committees to work with staff on upcoming events.

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

Commissioners requested that additional funds be added to the City's Birthday Celebration event to celebrate the City's 110th birthday.

**FUTURE AGENDA ITEMS**

- Ad hoc committees
- Ideas to celebrate the City's 110th birthday

**ADJOURNMENT**

There being no further business before the Commission, the meeting was adjourned at 10:00 a.m.

The next Regular meeting is scheduled for Tuesday, April 14, 2026.

APPROVED:

ATTEST:

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Maria Ruess, Chair

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Leslie Fenton, Commission Clerk



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

**April 14, 2026**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Admin. Analyst

**SUBJECT:** Receive an update on the Car Week Managed Parking Pilot Program

**RECOMMENDATION:**

Receive an update on the Car Week Managed Parking Pilot Program and provide direction to staff

**BACKGROUND / SUMMARY:**

At the February 17, 2026, Special Meeting, Police Chief Trayer provided an update on the feedback he received from the two listening sessions and meetings with residents, business owners, and council members on Car Week 2025. The Commission also received a presentation from Good Roots Inc. for a managed parking pilot program. The Chief presented the Commission with three proposed options for Car Week 2026. The Commission provided feedback and recommended that the managed parking pilot program be forwarded to the City Council for further evaluation.

Police Chief Trayer and Good Roots Inc. are returning to provide details on the Managed Parking Pilot Program and receive feedback from the Commission.

**FISCAL IMPACT:**

None

**ATTACHMENTS:**

1. 2026\_04 CAC - Car Week Managed Parking Pilot



# CITY OF CARMEL-BY-THE-SEA

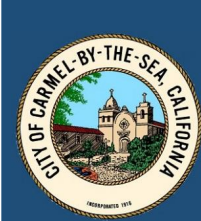
## Managed Parking Pilot Program:

### Improving Safety, Access & Flow During Peak Evenings

Community Activities Commission

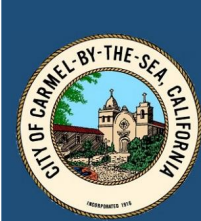
April 14, 2026

Chief Trayer



# Background: Car Week in Carmel

- Gridlock cause by circling traffic
- Increased noise and safety issues caused by cruising
- Lack of parking leads to visitor frustration
- Spillover impacts in the residential neighborhoods



# Managed Parking Pilot Program

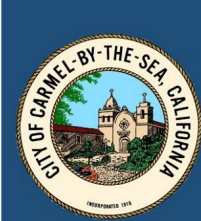
## Organized Parking + Controlled Access

- Directed parking (like stadium events)
- Reduced cruising
- Improved turnover of spaces
- Less congestion overall



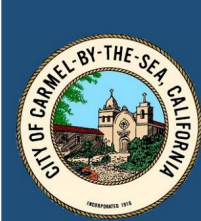
# What This Is (and Isn't)

- **IT IS:**
  - A managed parking system
  - A safety and congestion solution
  - A way to support downtown businesses
- **NOT** a car event
- **NOT** designed to attract more crowds



# How It Works

- Enter via Seventh Avenue
- Directed to available parking
- Self-park in designated space
- Exit efficiently toward Highway 1

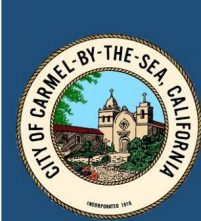


# Hours & Access

- 5:00 PM – 10:00 PM managed parking
- Streets closed to through traffic until 12:00 AM
- Emergency access maintained at all times

- Use of existing downtown spaces on side streets
- Diagonal and parallel parking on Ocean Ave to maximize spaces
- Overflow parking at Larsen Field (350–400 spaces)
- Shuttle access available

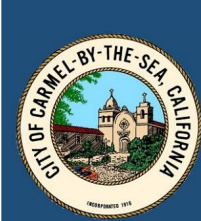
- ADA-compliant parking provided
- Drop-offs for mobility-limited guests allowed
- Delivery vehicles accommodated
- Emergency access always prioritized



# Business Impact

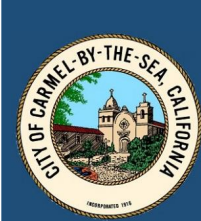
Goal: Make it easier to visit downtown

- Reduce gridlock
- Improve parking turnover
- Increase access to restaurants and shops
- Create a more walkable environment



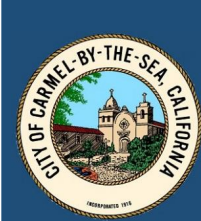
# What About Car Week Behavior?

- No cruising loops
- No grouping of exhibition vehicles
- No revving, idling, or disruptions
- Standard parking rules enforced



# What to Expect

- 1–2 minute check-in (rolling)
- Clear signage and staff direction
- Multiple entry points to keep traffic moving



# Bottom Line

- Less ~~chaos~~. Less ~~noise~~.  
Less ~~congestion~~.
- **More access. Better flow.**  
**Safer Carmel.**



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

**April 14, 2026**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Brian Pierik, City Attorney

**SUBJECT:** Car Week 2026 – Proposed Revocable License Agreement for Parking Management by Good Roots Inc

**RECOMMENDATION:**

1. Discuss the Proposed Revocable License Agreement for Parking Management by Good Roots Inc.
2. Motion making recommendations to the City Council regarding the Proposed Agreement

**BACKGROUND / SUMMARY:**

**DISCUSSION**

On February 17, 2026, the Community Activities Commission considered a Staff Report from Leslie Fenton with an update on Car Week 2026 from Police Chief Trayer. (Attachment 1)

At the February 17, 2026, meeting, the CAC received a presentation from Good Roots, Inc., “Traffic Calming & Vehicle Control Operations”. (Attachment 2)

On March 3, 2026, Police Chief Trayer presented a Staff Report to the City Council recommending the Council authorize staff to pilot a limited downtown managed parking program on Thursday to Saturday evenings of Car Week 2026 and return after the event with data and analysis for future consideration. (Attachment 3)

Pursuant to the direction from the City Council, on March 3, 2026, City Staff and the City Attorney drafted a Proposed Revocable License Agreement with Good Roots (“Proposed Agreement”) which has been reviewed by Good Roots. (Attachment 4)

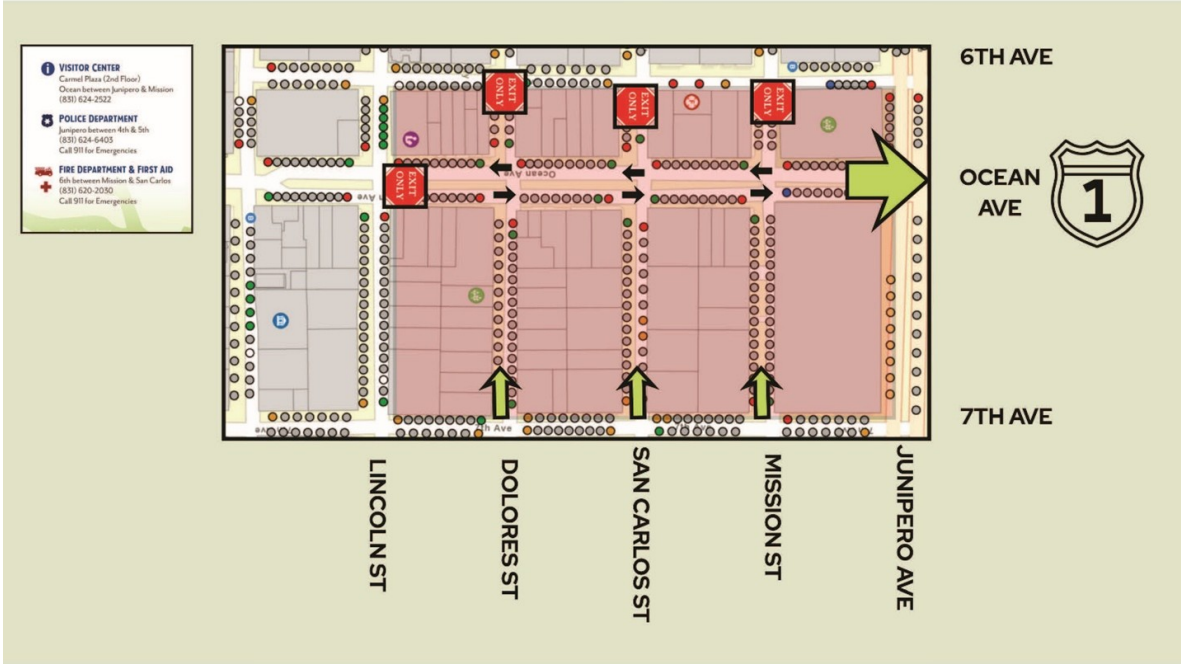
The terms of the Proposed Agreement include Good Roots paying to the City

\$21,822.00 as a license fee. Good Roots would provide staff to arrange for parking on downtown streets designated as Ocean Avenue between Junipero Street and Lincoln Street, and on designated segments of Mission, San Carlos, and Dolores from 6th Avenue to 7th Avenue between Junipero Street and Lincoln Street. There will be no parking by Good Roots of vehicles on 6th Avenue or 7th Avenue. There will be designated entry locations on 7th Avenue and exits on Ocean Avenue and 6th Avenue and adjacent side streets, as approved by the Police Chief, or designee.

The charge by Good Roots to the vehicle owners for the parking on Ocean Avenue will be \$200 per parked car per day for the period of 5 p.m. to 10 p.m. and for parking on the other designated downtown streets the amount of \$100 per car per day. There will be no charge for parking by City residents except for parking on Ocean Avenue.

Following this meeting of the CAC to discuss the Proposed Agreement, staff will present to the City Council at its meeting on May 5, 2026 the Proposed Agreement and any recommendations by the CAC in regard to the Proposed Agreement.

**MAP**



**FISCAL IMPACT:**

The City will receive from Grass Roots a license fee of \$21,822.00.

**ATTACHMENTS:**

- 1. ATTACHMENT 1 2.17.26 CAC Chief Trayer Report

2. Attachment 2 2.17.26 CAC Good Roots Presentation
3. Attachment 3 3.3.26 City Council Staff Report (6)
4. Attachment 4 4.9.26 CLEAN DRAFT Revocable License Agreement\_



**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:

# Noise, Speed, and Nighttime Harm

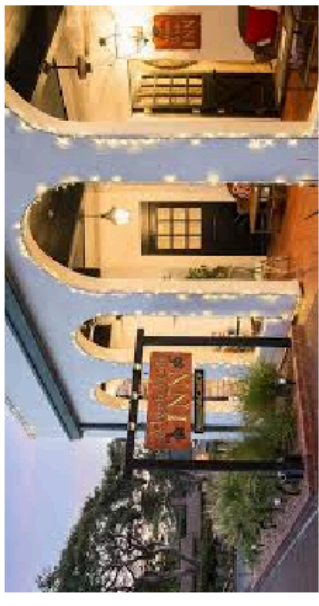
- *Find Real, visible steps to cut noise and reckless driving, especially 9–11 PM.*
- *Suggested more Speed humps on more streets*
- *Support additional Enforcement Tools: Driving, noise, speeds*
- *Decrease Traffic route changes.*

*“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.*

CITY OF CARMEL-BY-THE-SEA

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## 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*

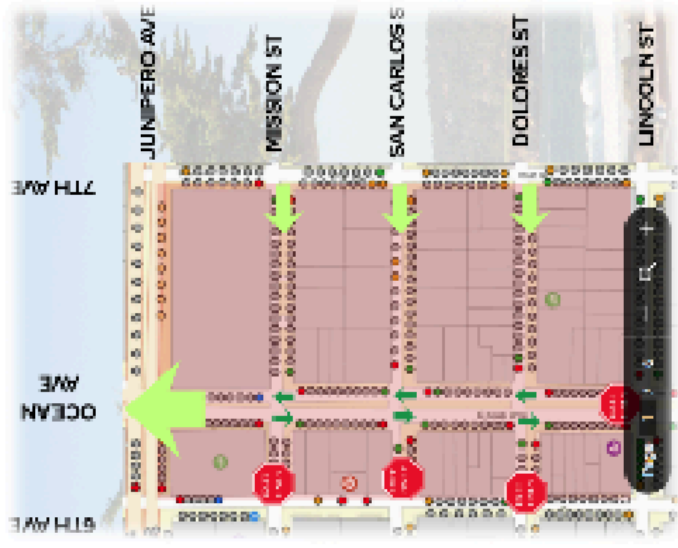
***Economic benefit without community burnout.***



## Recurring Themes:

### 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



# **TRAFFIC CALMING & VEHICLE CONTROL OPERATIONS**

**City of Carmel-by-the-Sea  
Community Activities Commission  
Tuesday, February 17, 2026**

# Good Roots Events

## What Good Roots is known for:

- End-to-end event operations (planning, permitting, logistics, vendors, day-of management)
- Strong partnerships with local stakeholders and a focus on community alignment
- High standards, polished presentation, and dependable execution year after year

### **Carmel-by-the-Sea Farmers Market (5-year revitalization & management):**

- Reinvigorated the market experience through consistent operations, vendor curation, and community-focused programming
- Strengthened market visibility and momentum with thoughtful management and on-the-ground execution
- Sustained reliable weekly performance while keeping the market welcoming, high-quality, and true to Carmel's character

### **Concours for a Cause — Carmel Car Week (Tuesday) (4th year):**

- Produces Carmel's Tuesday Car Week showcase that's now entering its 4th year
- Helps Carmel recover and rebuild classic Car Week traditions that were disrupted by pandemic-era losses
- Purpose-driven event model that supports the community through charitable impact while delivering an elevated guest experience

# Proposal

## Temporary traffic control measures during Car Week evening hours to:

- Support the Carmel Police Department
- Mitigate congestion,
- Enhance pedestrian safety,
- Deter exhibition driving
- Help maintain public order within the downtown core of Carmel-by-the-Sea.



# Operational Objective

In coordination with the Carmel Police Department, implement temporary evening traffic controls to:

- Reduce congestion
- Enhance pedestrian safety
- Deter exhibition driving
- Maintain public order in the downtown core

# Ops Plan

## Operational Period

Thursday–Saturday | Car Week

Hours: 6:00 PM – 10:00 PM (TBD with CPD)

## Traffic Control Strategy

Controlled Perimeter Includes:

- Staged parking on Ocean Ave & side streets
- Limited ingress points
- Designated, controlled egress routes
- Active staffing at all access points

Goal: Predictable traffic flow and visible enforcement presence.

## Vehicle Staging & Exit Plan

Parking Zone:

- Ocean Ave & adjacent streets (6th–7th, Junipero–Lincoln)

Mandatory Exit Routes:

- Ocean Ave vehicles → Eastbound to Hwy 1
- Side street vehicles → 6th Ave → Junipero → Eastbound Ocean

Ensures controlled departure and discourages “victory laps.”

## Controlled Exit – Ocean & Junipero

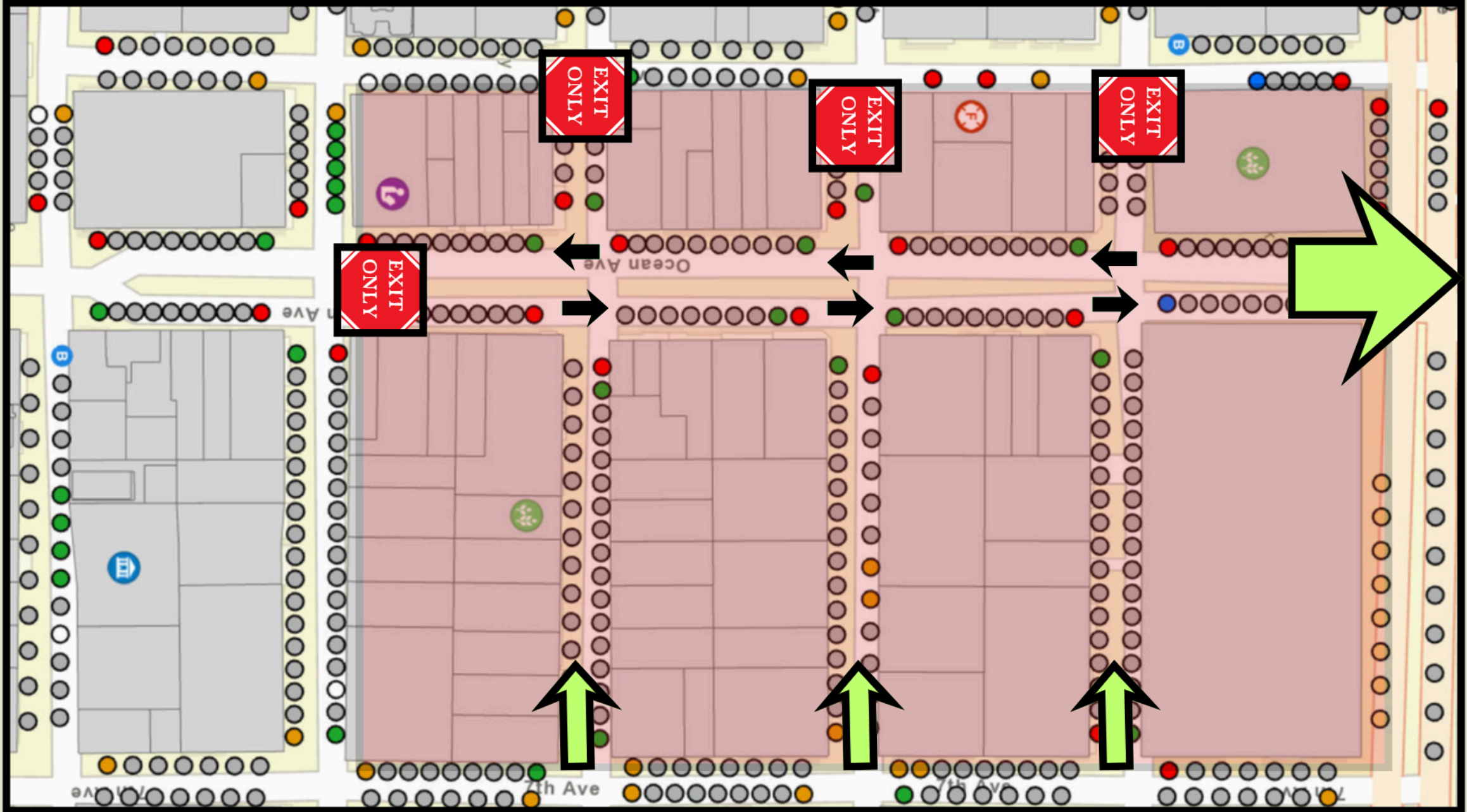
- Actively staffed
- CPD-supported
- Observed vehicle release
- Immediate enforcement presence

Purpose: Deter unsafe acceleration and disruptive behavior.

**VISITOR CENTER**  
Carmel Plaza (2nd Floor)  
Ocean between Junipero & Mission  
(831) 624-2522

**POLICE DEPARTMENT**  
Junipero between 4th & 5th  
(831) 624-6403  
Call 911 for Emergencies

**FIRE DEPARTMENT & FIRST AID**  
6th between Mission & San Carlos  
(831) 620-2030  
Call 911 for Emergencies



6TH AVE

OCEAN AVE



7TH AVE

LINCOLN ST

DOLORES ST

SAN CARLOS ST

MISSION ST

JUNIPERO AVE

# Ops Plan

## Vehicle Processing Area

Controlled Perimeter Includes:

- Staged parking on Ocean Ave & side streets
- Limited ingress points
- Designated, controlled egress routes
- Active staffing at all access points

Goal: Predictable traffic flow and visible enforcement presence.

## Staffing & Deployment

### Traffic Control Personnel (8 total per block)

- Ingress & egress points
- Access control
- Traffic direction
- Perimeter enforcement
- CPD coordination

Parking Operations Staff

- Parking guidance
- Internal circulation management
- Maintain emergency access routes

## Visibility & Authority

All staff will wear:

- High-visibility safety vests
- Matching headwear
- Name badges
- Pole lights where needed

Uniform appearance reinforces authority and compliance.

## Controlled Exit – Ocean & Junipero

- Actively staffed
- CPD-supported
- Observed vehicle release
- Immediate enforcement presence

Purpose: Deter unsafe acceleration and disruptive behavior.

# A COORDINATED, VISIBLE, AND PROACTIVE APPROACH



## Structured evening traffic control during Car Week to:

- Reduce congestion
- Enhance pedestrian safety
- Deter exhibition driving
- Maintain order in the downtown core

## In partnership with the Carmel Police Department, Good Roots delivers:

- Controlled perimeters
- Managed ingress & egress
- Active staffing & enforcement presence
- Predictable, orderly vehicle flow

**QUESTIONS? WE WELCOME YOUR FEEDBACK AND DISCUSSION.**



**CITY OF CARMEL-BY-THE-SEA**  
**City Council**  
**Staff Report**

**March 3, 2026**  
**ORDERS OF BUSINESS**

**TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Todd Trayer, Police Chief

**APPROVED BY:** Brandon Swanson, Acting City Administrator

**SUBJECT:** 2026 Car Week Discussion and Direction

**RECOMMENDATION:**

Recommendation: Receive the Car Week Report. Authorize staff to pilot a limited downtown managed parking program on Thursday-Saturday evenings of Car Week 2026, returning after the event with data and analysis for future consideration.

**BACKGROUND / SUMMARY:**

This discussion reviews the history and evolution of Car Week and its impact on Carmel-by-the-Sea. In recent years, we have observed a noticeable shift in how the City's environment is affected during this period.

This report summarizes two community listening sessions hosted by the Police Department, attended by City Administration and members of our City team. It outlines outreach conducted since the 2025 Car Week and captures both what the community values about the events and the concerns expressed — particularly related to noise, vehicle speeds, enforcement levels, and nighttime safety.

The report evaluates impacts on both residential and business communities, including public safety costs, overtime expenditures, accessibility, and overall livability during the week. It also details operational changes the Police Department is implementing to address speeding, enhance pedestrian safety, and deter illegal activity.

A similar presentation was delivered to the Community Activity Committee on February 17, 2026. The Committee recommended that City Council review the concept of a

downtown managed parking program for Thursday through Saturday of Car Week 2026. This report includes input from an event organizer and outlines the logistical considerations, as well as the potential benefits and drawbacks, of implementing an evening managed parking program.

Recommendation: Receive the Car Week Report. Determine if Council wishes to authorize staff to pilot a limited downtown managed parking program on Thursday-Saturday evenings of Car Week 2026, returning after the event with data and analysis for future consideration.

**FISCAL IMPACT:**

If the managed parking pilot program is approved by Council, the City has the potential to collect \$21,822 in permit fees.

**PRIOR CITY COUNCIL ACTION:**

Car Week After-Action Report (November 2025)

**ATTACHMENTS:**

None

**CLEAN DRAFT 4.9.26**

**REVOCABLE LICENSE AGREEMENT**

**BY AND BETWEEN  
CITY OF CARMEL-BY-THE-SEA**

**AND**

**GOOD ROOTS INC**

This Revocable License Agreement (“**Agreement**”) is made and entered into this 5th day of May, 2026, by and between CITY OF CARMEL-BY-THE-SEA, a general law city and municipal corporation (“**CITY**”), and GOOD ROOTS INC, a California corporation (“**LICENSEE**”). CITY and LICENSEE may be referred to herein individually as a “Party” and collectively as the “Parties.” The Parties agree as follows:

**1. TERM OF AGREEMENT**

- 1.1. **Term.** This Agreement commences on May 5, 2026 , and continues in full force and effect through August 31, 2026, unless earlier terminated or extended as provided elsewhere in this Agreement.
- 1.2 **Extension of Term.** The term of this Agreement (“Term”) may be extended by an amendment to this Agreement executed by the Parties in writing. It is the intent of CITY that this Agreement has an initial Term with possible extensions if agreed to in writing by the Parties, subject to CITY’s annual review and LICENSEE’s objectively satisfactory performance of its obligations pursuant to this Agreement.

**2. RESPONSIBILITIES OF LICENSEE**

- 2.1. **Services.** LICENSEE agrees to perform all services (collectively, “Services”) reasonably necessary for the completion of the tasks and services set forth in attached Exhibit “A,” which is incorporated by reference, entitled “Car Week Downtown Parking Management Plan.”
- 2.2. **Personnel.** LICENSEE represents that it employs or will employ, at its own expense, all personnel required for the performance of the Services.
- 2.3. **Supervision and Qualifications.** LICENSEE represents that the Services will be performed by LICENSEE, or under its direct supervision, and that all personnel engaged in such work are fully qualified and authorized and permitted under applicable State and/or local law to perform such Services.
- 2.4. **Subcontracting.** LICENSEE cannot subcontract for or assign to any third party any portion of LICENSEE’s obligations to perform the Services without CITY’s prior written approval.

- 2.5. **City Liaison.** CITY designates the following person as CITY's liaison with the LICENSEE Police Chief Todd Trayer. ("City Liaison").
- 2.6. **LICENSEE Representative.** LICENSEE designates the following person to be LICENSEE's representative: Nile Estep ("Licensee Representative"). The Licensee Representative will work closely with the City Liaison as the primary contact for coordinating and executing upon LICENSEE's performance of the Services.
- 2.7. **Replacement of Representative.** The Licensee Representative cannot be replaced by LICENSEE without CITY's prior written approval.
- 2.8. **Compliance with Laws.** LICENSEE must comply with all applicable law in performance of the Services including, without limitation, the Carmel Municipal Code and all requirements imposed by the CITY's Police Chief, or designee, for traffic control and public safety.
- 2.9. **Changes to Services.** CITY may request minor modifications to the scope of Services within the general scope of this Agreement, consisting of additions, deletions, or other revisions, provided such changes do not create substantial burdens on LICENSEE. All such changes must be authorized in writing, executed by LICENSEE and CITY. The cost, credit, liability or time extension resulting from any changes in the Services will be determined in accordance with written agreement between the Parties.
- 2.10. **Financial Responsibility.** LICENSEE, except as otherwise indicated in this Agreement, is solely responsible for all expenses, costs, liabilities, and losses incurred in furtherance of this Agreement and/or related to the Services. CITY does not have any liability or responsibility for the payment of any losses suffered or liabilities incurred by LICENSEE arising from performance of the Services except to the extent directly or proximately caused, in whole or in part, by willful, intentional, or negligent act(s) of the CITY or its officers, officials, employees, agents, contractors, and/or representatives.

### 3. RESPONSIBILITIES OF CITY

- 3.1. **Information and Support.** CITY will provide to LICENSEE full information regarding its requirements for the Agreement, and furnish LICENSEE with all information, data, reports, maps, and records which are available within the offices of CITY and are necessary for LICENSEE's performance of the Services.
- 3.2. **Permits and Approvals.** CITY will assist LICENSEE in obtaining necessary permits and approvals from CITY departments and provide coordination with other governmental agencies as needed for LICENSEE's performance of the Services.
- 3.3. **Use of City Property - Revocable License.** This Agreement is a revocable license (not a lease and not conveying any property interest) to LICENSEE to use designated portions of Ocean Avenue, Dolores Street, and other City downtown streets, on-street parking spaces, and public areas as specified in Exhibit "A" to facilitate LICENSEE's performance of the Services, subject to:

- 3.3.1. CITY's right to access and use such areas for public safety and emergency services;
- 3.3.2. CITY's right to immediately suspend, relocate, or immediately terminate this Agreement as necessary to protect public safety;
- 3.3.3. Protection of CITY's property and infrastructure;
- 3.3.4. Restoration of all areas subject to the Services to pre-event condition; and/or
- 3.3.5. Specific blocks, times, and conditions approved by the CITY Police Chief or designee.

This Agreement is temporary and does not create any property right or exclusive use beyond the specific approved event dates and times.

- 3.4. **Public Safety Services.** CITY will coordinate provision of police, fire, and emergency medical services as required for public safety during Car Week events.

#### **4. COMPENSATION AND FEES**

- 4.1. **License Fee.** LICENSEE must pay CITY a license fee for the period of the performance of the Services in the amount of \$21,822.00 which is due by July 1, 2026.
- 4.2. **Charges for Parking.** In connection with LICENSEE's performance of the Services, LICENSEE will charge persons parking vehicles on Ocean Avenue the amount of \$200 per parked car per day for the period of 5 p.m. to 10 p.m. and for parking on other downtown streets the amount of \$100 per car per day for the period of 5 p.m. to 10 p.m. (collectively, "Charges").
- 4.3. **City Residents.** There will be no charge for parking by City residents except for parking on Ocean Avenue.

#### **5. TERMINATION OR SUSPENSION OF AGREEMENT**

- 5.1. **Termination by CITY.** CITY may terminate this Agreement for any reason related to public interest or due to LICENSEE's reasonably unsatisfactory performance of the Services upon providing LICENSEE eight (8) hours advance written notice. Any fees paid by LICENSEE shall be prorated based on the effective date of termination, and CITY shall refund to LICENSEE any unused portion of such fees corresponding to the period after cancellation.
- 5.2. **Termination for Cause.** CITY may immediately terminate this Agreement for cause upon written notice if LICENSEE:
  - A. Fails to perform any material obligation under this Agreement
  - B. Violates any applicable law, regulation, or permit condition
  - C. Fails to maintain required insurance coverage
  - D. Engages in fraud or misrepresentation

E. Becomes insolvent or files for bankruptcy protection

- 5.3. **Termination by LICENSEE.** If this Agreement is terminated by LICENSEE without cause, then LICENSEE is liable to CITY for any and all expenses and costs incurred by CITY in furtherance of the CITY completing the Services and for any other damages which CITY may sustain by direct reason of such termination.
- 5.4. **Effect of Termination.** Upon termination:
- 5.4.1. LICENSEE must immediately cease using CITY property and intellectual property.
- 5.4.2. LICENSEE must remove all LICENSEE equipment, materials, and temporary structures from property within the CITY within three hours
- 5.4.3. LICENSEE must restore all City property used by LICENSEE in performing the Services to pre-event condition.
- 5.4.4. All financial obligations of the respective Parties, whether arising from this Agreement or otherwise, through the date of termination remain due and payable.
- 5.4.5. Articles 8, 9, and provisions regarding indemnification and insurance survive termination.

## 6. EMPLOYMENT PRACTICES OF LICENSEE

- 6.1. **Non-Discrimination.** In connection with its performance of the Services, LICENSEE cannot discriminate against any LICENSEE employee or applicant for employment with LICENSEE on the basis of race, religion, color, sex, national origin, age, disability, sexual orientation, gender identity, or any other protected characteristic under applicable law.
- 6.2. **Affirmative Actions.** In connection with its performance of the Services, LICENSEE must take affirmative actions to ensure that LICENSEE's employees and employment applicants are treated during their employment without regard to their race, religion, color, sex, national origin, age, disability, sexual orientation, gender identity, or any other protected characteristic.
- 6.3. **Subcontractor Requirements.** These provisions must be included in any LICENSEE subcontracts relating to the Services.

## 7. CONFLICTS OF INTEREST

- 7.1. **City Officials and Employees.** No officer or employee of CITY can have any interest, direct or indirect, in this Agreement or the proceeds thereof during his or her tenure with CITY or for a period of one year thereafter. This section will survive termination of the Agreement.
- 7.2. **LICENSEE Interests.** LICENSEE covenants on behalf of itself and its employees, that it has, at the time of the execution of this Agreement, no interest, direct or indirect, which

would conflict in any manner or degree with the performance of services required under this Agreement, nor will it acquire any such interest at any time during such performance of services. LICENSEE further covenants that during the performance of this Agreement, no person having any such interest may be employed by LICENSEE.

- 7.3. **Disclosure Requirements.** The Parties covenant and agree that, to their best knowledge, no member of the City Council, nor any officer or employee of CITY has any interest, whether contractual, non-contractual, financial or otherwise direct or indirect, in this Agreement or in the business of subcontracting work required under this Agreement; and that if any such interest comes to the attention of either Party at any time during the performance of this Agreement, a full and complete disclosure of such information must be made in writing to the other Party, even if such interest would not be considered a conflict of interest under applicable laws.
- 7.4. **No Brokerage Fees.** LICENSEE covenants that it has not employed or retained any person or company to solicit or secure this Agreement; and that it has not paid or agreed to pay any person or company any fee, commission, percentage, brokerage fee, gift, or other compensation, contingent upon or resulting from the award or making of this Agreement. For breach or violation of this covenant, CITY has the right to annul this Agreement without liability, or in its discretion to deduct from the contract price, or otherwise recover, the full amount of such fee, commission, percentage, brokerage fee, gift, or contingent fee.
- 7.5. **Political Activities.** LICENSEE cannot disseminate mailers, flyers, newsletters, magazines or any other written materials in connection with Car Week that contain City Council Member names, pictures or likenesses for political purposes. This provision does not apply to press releases, news articles, reporting coverage, magazine articles, and other feature articles authored by LICENSEE or media outlets reporting on Car Week.

**8. INSURANCE AND INDEMNIFICATION**

- 8.1. **Insurance Requirement.** LICENSEE must procure and maintain insurance against claims for injuries to persons or damages to property, which may arise from or in connection with LICENSEE 's performance of the Services. The cost of such insurance is borne by LICENSEE. CITY may terminate this Agreement for LICENSEE 's failure to procure and/or maintain the proper insurance upon the terms set forth in Section 5.2 of this Agreement.
- 8.2. **Required Coverage.** Before commencing performance under this Agreement, and at all other times this Agreement is effective, LICENSEE will procure and maintain the following types of insurance with coverage limits complying, at a minimum, with the limits set forth below:

Type of Insurance	Minimum Limits
Commercial General Liability	\$2,000,000 per occurrence
	\$4,000,000 aggregate

Automobile Liability	\$1,000,000 combined single limit
Workers' Compensation	Statutory limits
Employers' Liability	\$1,000,000 per accident
Excess/Umbrella Liability	\$5,000,000 per occurrence
Event Cancellation (if applicable)	As mutually agreed

8.3.

- 8.3. **Commercial General Liability Requirements.** LICENSEE's commercial general liability insurance will meet or exceed the requirements of the most recent ISO-CGL Form, or equivalent. LICENSEE's liability insurance policies will be endorsed to name CITY, its officials, employees, and volunteers as "additional insureds" under said insurance coverage and to state that such insurance will be deemed "primary" such that any other insurance that may be carried by CITY will be excess and non-contributory. Such insurance will be on an "occurrence," not a "claims made," basis and will not be cancelable or subject to reduction except upon 30 days prior written notice to CITY.
- 8.4. **Automobile Coverage.** LICENSEE's automobile coverage will be written on ISO Business Auto Coverage Form or equivalent, including coverage for all owned, hired, and non-owned vehicles used in connection with LICENSEE's performance of the Services. .
- 8.5. **Certificates of Insurance.** LICENSEE will furnish to CITY duly authenticated Certificates of Insurance and required endorsements evidencing maintenance of the insurance required under this Agreement and such other evidence of insurance or copies of policies as may be reasonably required by CITY from time to time. Insurance must be placed with insurers with a current A.M. Best Company Rating equivalent to at least a Rating of "A:VII" and licensed to do business in California.
- 8.6. **Failure to Maintain Insurance.** Notwithstanding Section 5.2 of this Agreement, should LICENSEE, for any reason, fail to obtain and maintain the insurance required by this Agreement, CITY may obtain such coverage and LICENSEE shall reimburse the CITY for that expense or the CITY may terminate this Agreement.
- 8.7. **Cancellation Notice.** Each insurance policy required by this Agreement must be endorsed to state that coverage cannot be cancelled except after 30 days prior written notice by mail has been given to CITY, or 10 days' notice if cancellation is due to nonpayment of a premium.
- 8.8. **Additional Insured Requirements.** All LICENSEE insurance policies naming CITY as additional insured must:
- 8.8.1. Provide primary coverage without contribution from any insurance carried by CITY;

8.8.2. Cover CITY's vicarious liability as well as liability assumed by LICENSEE under this Agreement; and

8.8.3. Apply to claims arising out of LICENSEE's operations, whether by LICENSEE or subcontractors.

8.9. **INDEMNIFICATION.** LICENSEE agrees to the following:

8.9.1. LICENSEE will defend, indemnify, and hold harmless CITY and all its officers, officials, employees, agents, volunteers, and representatives from and against any and all claims, demands, actions, suits, proceedings, losses, costs, damages, liabilities, and expenses (including, without limitation, reasonable attorney's fees and costs of litigation) of any character arising from or in connection with LICENSEE's negligence or willful misconduct in the performance of the Services and/or breach of this Agreement.

This indemnification obligation is subject to offsets against such loss or damage to the extent arising from CITY's negligence or willful misconduct.

8.9.2. Defense Obligation. Should CITY be named in any suit, or should any claim be brought against it by suit or otherwise, whether the same be groundless or not, arising from or related to LICENSEE's negligence or willful misconduct in the performance of the Services, LICENSEE will defend CITY (at CITY's written request and with counsel approved by to CITY, which approval shall not be unreasonably withheld) and will indemnify CITY for any judgment rendered against it or any sums paid out in settlement or otherwise.

8.9.3. For purposes of this Article, "CITY" includes CITY's officers, officials, employees, agents, volunteers, and representatives.

8.9.4. It is expressly understood and agreed that the foregoing provisions will survive termination of this Agreement.

8.9.5. LICENSEE acknowledges that it has fully informed itself of the contents and meaning of this indemnification agreement, and has executed it with full knowledge thereof, and that the terms are contractual and not a mere recital.

8.10. **Subcontractor Insurance.** LICENSEE agrees to obtain from all subcontractors certificates of insurance evidencing coverage for general liability, workers' compensation, and auto liability insurance. All insurance endorsements must contain an additional insured endorsement naming "CITY OF CARMEL-BY-THE-SEA, its elected and appointed officials, employees, agents, and volunteers as additional insureds." Policy must apply on a primary basis. Any insurance or self-insurance maintained by CITY is non-contributory to LICENSEE's policy.

## 9. FORCE MAJEURE

9.1. **Excused Performance.** Neither LICENSEE nor CITY will be deemed to be in default if performance of the obligations required in this Agreement is delayed or becomes

impossible or impracticable because of any natural disaster, war, terrorist act, earthquake, fire, flood, extreme weather conditions, strike, epidemic, pandemic, act of federal, state, or local government (including CITY in its regulatory and police power capacity), its agencies or officers, or any other legitimate cause beyond the reasonable control of the parties (individually and/or collectively, “Force Majeure Event”).

- 9.2. **Extension of Time.** On the occurrence of any Force Majeure Event, CITY, in addition to any other rights and remedies it may have, may elect, by giving notice to LICENSEE, to extend the term of the Agreement or reschedule Car Week. In the event of any such extension or rescheduling, specific dates, periods, and time requirements referred to in the Agreement will be postponed or extended accordingly. The Parties will make a good faith effort to negotiate new dates.
- 9.3. **Allocation of Losses.** Each Party assumes responsibility for its own losses, expenses, and/or other liabilities that result from this Agreement being delayed or becoming impossible to perform because of a Force Majeure Event. CITY has no duty or obligation to pay for any portion of any such losses, expenses, and/or other liabilities incurred by LICENSEE as a sole, direct result of a Force Majeure Event.
- 9.4. **Cancellation Decision.** In the event of extreme weather, natural disaster, public health emergency, or other adverse conditions not constituting a Force Majeure Event, CITY Administrator can make the final determination to postpone or cancel Car Week in the Administrator’s sole discretion after consultation with LICENSEE. In such event, the Parties will negotiate in good faith regarding allocation of costs already incurred and any partial license fees based on the City’s fee schedule.
- 9.5. **Suspension of Financial Obligations.** Financial reporting obligations under Article 5 are suspended if Car Week is cancelled or substantially curtailed due to force majeure. The parties will negotiate in good faith regarding any payments or reimbursements due under such circumstances.

## 10. GENERAL PROVISIONS

- 10.1. **Independent Contractor Status.** This Agreement is by and between CITY and LICENSEE and is not intended, and cannot be construed, to create the relationship of agent, servant, employee, partnership, joint venture, or association, as between CITY and LICENSEE. The employees and agents of one Party are not the employees or agents of the other Party for any purpose whatsoever. LICENSEE and its employees are independent contractors and are not employees of CITY. LICENSEE is solely liable and responsible for providing all compensation and benefits to, or on behalf of, all persons performing work pursuant to this Agreement. CITY has no liability or responsibility for the payment of any salaries, wages, unemployment benefits, Federal, State, or local taxes, or other compensation, benefits, or taxes for any personnel provided by or on behalf of LICENSEE. LICENSEE understands and agrees that all persons performing work pursuant to this Agreement are, for purposes of worker’s compensation liability, solely employees of LICENSEE and not employees of CITY. LICENSEE is solely liable and responsible for furnishing all worker’s compensation benefits to any person as a result of any injuries

arising from or connected with any work performed by or on behalf of LICENSEE hereunder. LICENSEE agrees to indemnify, defend with counsel acceptable to CITY, and hold CITY harmless for any action or proceeding regarding LICENSEE 's employee or agent's independent LICENSEE status. The employees and agents of each Party must, while on the premises of the other Party or City property, comply with all rules and regulations of the premises and CITY, including, without limitation, security and safety requirements.

- 10.2. **Successors and Assigns.** CITY and LICENSEE each binds itself and its partners, successors, and assigns to the other Party to this Agreement and to the partners, successors and assigns of such other Party with respect to all covenants of this Agreement. Neither CITY nor LICENSEE can assign, sublet, or transfer its interest in this Agreement without the written consent of the other Party.
- 10.3. **Governing Law and Venue.** This Agreement was drafted in, and will be construed in accordance with the laws of, the State of California, and exclusive venue for any action involving this Agreement will be in Monterey County Superior Court.
- 10.4. **Notice to Proceed.** LICENSEE may begin work upon receipt of the "Notice to Proceed" from CITY and will diligently perform the Services required under this Agreement.
- 10.5. **Records Retention and Inspection.** Records of LICENSEE 's expenses pertaining its performance of the Services, and records of accounts between the Parties must be kept on a generally recognized accounting basis. Such records, in addition to employment, operating, and regulatory documents, must be available to the Parties or their respective authorized representatives at mutually convenient times during normal business hours for inspection and audit. The Parties must maintain all records relating to this Agreement for five years after the termination of this Agreement or until resolution of any audit findings of either Party or disputes between the Parties, whichever is later.
- 10.6. **Political Activity Restrictions.** LICENSEE covenants that, during the Term, it cannot use its name or funds, or permit or offer its name or funds, to be used in connection with the election, nomination, support or publicity endorsement or appointment of any officer or employee of (1) CITY or any governmental agency in which CITY is included, or (2) any county, state or federal government agency. LICENSEE further covenants that it must refrain from participation in the distribution of pamphlets or handbills of any kind favoring or opposing any candidate for election to any public office.
- 10.7. **No Waiver.** No waiver of any breach of this Agreement can be held to be a waiver of any other subsequent breach. All remedies afforded in this Agreement will be taken and construed as cumulative, that is, in addition to every other remedy provided herein or by law. The failure of one Party to enforce at any time any of the provisions of this Agreement, or to require at any time performance by the other Party of any of the provisions, cannot be construed to be a waiver of such provisions, nor in any way affect the validity of this Agreement or any part thereof or the right of either Party to thereafter enforce each and every such provision.

10.8. **Order of Precedence.** If there is a conflict between the documents to this Agreement, the highest in precedence controls. The precedence is from highest to lowest as follows:

1. Permits from third party agencies as may be required by law;
2. The body of this Agreement; and
3. Exhibit A attached to this Agreement.

10.9. **Notices.** Whenever it is necessary for either Party to serve notice on the other respecting this Agreement, such notice must be served by personal delivery or by certified mail or by electronic mail addressed to the following addresses, unless and until different addresses may be furnished in writing by either Party to the other:

To CITY:

City of Carmel-by-the-Sea  
City Administrator  
P.O. Box CC  
Carmel-by-the-Sea, CA 93921

**To LICENSEE :**

Good Root Events  
2692 Middlefield Rd Suite C  
Redwood City, CA 94063  
Attention: Nile Estep

Such notice is deemed served within 72 hours after the same has been deposited in a United States Post Office by certified mail. If the Notice is delivered personally or my electronic mail, then the Notice shall be effective immediately.

10.10. **Changes and Additional Work.** LICENSEE cannot make material changes in the Services or perform or provide any additional work or services under this Agreement without first obtaining written authorization from CITY. Additional labor or materials provided by LICENSEE in connection with this Agreement without CITY's prior written authorization is done at LICENSEE 's risk and without compensation from CITY.

10.11. **Severability.** If any provision of this Agreement is found to be invalid, void, or unenforceable, the remaining provisions nevertheless continue in full force and effect without being invalidated in any way.

10.12. **Construction and Interpretation.** Each Party has had the opportunity to independently review this Agreement with legal counsel. Accordingly, this Agreement will be construed simply and in accordance with its fair meaning; it will not be interpreted strictly for or against either Party.

10.13. **Authority to Execute.** The Parties represent and warrant that all necessary action has been taken by the Parties to authorize the undersigned to execute this Agreement. This

Agreement may be modified only by written amendment signed by authorized representatives of both Parties.

- 10.14. **Electronic Signatures.** The Parties agree that this Agreement and the Parties' subsequent written agreements and documents (if any) ancillary to this Agreement will be considered signed by a Party when the signature of that Party is delivered by electronic signature. Such electronic signature will be treated in all respects as having the same effect as an original signature.
- 10.15. **Ownership of Event Materials.** The Parties agree that the Car Week name, logos, website domain, vendor lists, sponsor lists, marketing materials, and all forms created specifically for Car Week under this Agreement are the property of CITY,. The Parties agree that the website domain carmelbytheseaparking.com, Carmel-by-the-Sea parking logo, LICENSEE's customers lists, waiver documents, and other forms created by LICENSEE are the property and/or confidential trade secrets of LICENSEE, which CITY shall not use for any purpose unrelated to this Agreement, shall not use in any way that competes with LICENSEE's business or disclose to any third party for any reason.
- 10.16. **Entire Agreement.** This Agreement supersedes any and all other agreements, either oral or in writing, between the Parties with respect to the subject matter herein. Each Party to this Agreement acknowledges that this document comprises the entire agreement between the Parties with respect to Car Week and no other promises, statements, or representations have been made to any Party to this Agreement other than those contained herein. Any modifications of this Agreement are not valid unless in writing and signed by authorized representatives of both Parties.
- 10.17. **California Coastal Act Compliance.** LICENSEE acknowledges that Carmel-by-the-Sea is located within the California Coastal Zone and that the Services may require compliance with the California Coastal Act, CITY's Local Coastal Program, and a coastal development permit from CITY and/or the California Coastal Commission depending on the scope and nature of specific activities. LICENSEE acknowledges that services rendered in coastal areas can trigger Coastal Commission permit requirements that may affect event feasibility. LICENSEE will cooperate fully with CITY and regulatory agencies in obtaining any necessary coastal development permits and ensuring compliance with all coastal resource protection requirements. LICENSEE bears all costs and risks associated with obtaining coastal permits for performance of the Services, and if a coastal development permit is denied or conditioned in a manner that makes the event infeasible, such denial or conditioning will be treated as a Force Majeure Event under Article 10.
- 10.18. **Counterparts.** This Agreement may be executed in counterparts, each of which is deemed an original, but all of which together constitutes one and the same instrument.
- 10.19. **Survival.** The following provisions survive termination or expiration of this Agreement: Article 8 (Conflicts of Interest), Article 9 (Insurance and Indemnification), Section 11.5 (Records Retention), Section 11.16 (Ownership of Event Materials), and any provisions relating to payment obligations, warranties, or dispute resolution.

## 11. ANNUAL REVIEW

**11.1 Annual Review.** Annual Review and Approval Process. Following Car Week, CITY and LICENSEE will conduct a comprehensive review of event operations through a multi-step process: (1) internal CITY staff review and preparation of findings; (2) CITY staff presentation to, and review by, LICENSEE ; (3) CITY staff presentation to and review by the applicable CITY decision-making body; and (4) CITY staff final presentation to, and approval by, City Council. This review will include, but not necessarily be limited to, the following:

- Assessment of community impacts and feedback from residents and businesses;
- Review of financial performance including any pilot parking management program revenues;
- Evaluation of traffic, parking, and public safety operations;
- Analysis of environmental and coastal compliance;
- Identification of improvements for future years;
- Survey results from participants, businesses, and residents; and
- Consistency with LICENSEE’s destination management strategy goals.

**11.2 Results of Annual Review.** Results of this annual review will inform any CITY authorization to extend or amend the Agreement for subsequent Car Week events.

## 12. PLANS

### 12.1 Plans

Exhibit A attached hereto identifies the following plans (“Plans”)

12.1.1 Downtown Traffic Management Plan

12.1.2 Staff Plan

12.1.3 Operations Plan

12.1.4 Communications Plan

12.1.5 Vehicle Staging and Exit Plan

**12.2 Submission of Plans.** LICENSEE shall submit all of the Plans to the City on or before May 15, 2026 for review and approval by the City Council at its Meeting on June 2, 2026.

**SIGNATURES ON NEXT PAGE**

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the dates shown below.

**CITY OF CARMEL-BY-THE-SEA**

By: \_\_\_\_\_

Signature

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_

City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_

City Attorney

**GOOD ROOTS, Inc.**

By: \_\_\_\_\_

Signature

Name: \_\_\_\_\_

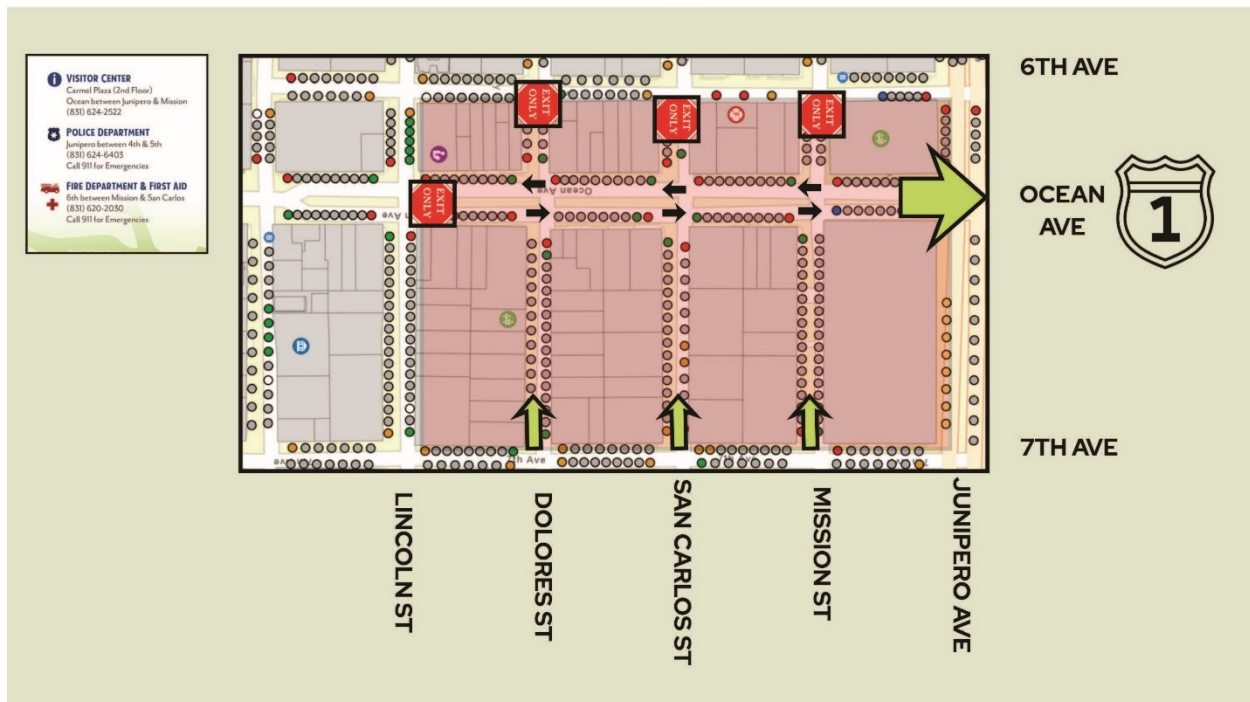
Title: \_\_\_\_\_

Date: \_\_\_\_\_

## Exhibit A

### Scope of Services

During Car Week, LICENSEE will plan, staff, and operate a coordinated evening downtown traffic and parking management program in partnership with the Carmel Police Chief, or designee (Police Chief), to reduce congestion, enhance pedestrian safety, deter exhibition driving, and maintain public order in the downtown core of Carmel-by-the-Sea, including Ocean Avenue and adjacent blocks between 6th and 7th Avenues and Junipero and Lincoln Streets as depicted here:



The Services will include, at a minimum, the following elements.

#### 1. Operational Period and Coverage

LICENSEE will implement evening traffic and parking controls from Thursday through Saturday of Car Week, between approximately 5:00 pm and 10:00 p.m., or as otherwise approved by the Police Chief, or designee. The primary service area includes: Ocean Avenue between Junipero Street and Lincoln Street; the intersecting side streets of 6th Avenue and 7th Avenue between Junipero Street and Lincoln Street; and any additional streets or blocks designated by CITY in advance within the downtown core.

#### 2. Traffic Control and Vehicle Processing

LICENSEE will design and operate a vehicle staging and exit plan that provides controlled, predictable circulation and discourages repeated cruising or “victory laps” on

Ocean Avenue and adjacent streets, including 6th Avenue, 7th Avenue, Junipero Street, and Lincoln Street. At a minimum, the traffic control program will include:

- Staged parking areas on Ocean Avenue between Junipero Street and Lincoln Street, and on designated segments of Mission, San Carlos and Dolores from 6th Avenue to 7th Avenue between Junipero Street and Lincoln Street. There will be no parking by Good Roots of vehicles on 6<sup>th</sup> Avenue or 7<sup>th</sup> Avenue.
- Limited, clearly defined ingress points into the downtown core, including designated entry locations on 7<sup>th</sup> Avenue and exits on Ocean Avenue and 6<sup>th</sup> Avenue and adjacent side streets, as approved by the Police Chief, or designee.
- Mandatory exit route for all vehicles parked in the designated parking zone will be eastbound toward Highway 1 via Ocean Avenue, or as otherwise approved by the Police Chief, or designee.
- A controlled vehicle processing area with observed vehicle release and immediate enforcement presence at key intersections, including the intersection of Ocean Avenue and Junipero Street, and any other intersections identified by the Police Chief, or designee.

### **3. Staffing, “Fully Staffed” Standard, and Deployment**

LICENSEE will provide a fully staffed deployment of at least 40 staff each night of operation, meaning that all required positions identified in the approved operations plan are filled by trained personnel for the entire operational period, with on-site supervisors and relief staff sufficient to cover breaks, rotation, and unforeseen absences without reducing coverage at any control point. Fully staffed also means adequate numbers to safely manage anticipated volumes of vehicles and pedestrians along Ocean Avenue, 6th Avenue, 7th Avenue, Junipero Street, and Lincoln Street, as determined in consultation with the Police Chief, or designee.

At a minimum, staffing will include:

- Traffic control personnel assigned to ingress and egress points on Ocean Avenue and adjacent side streets; access control at designated entry/exit points on 6th Avenue, 7th Avenue, Junipero Street, and Lincoln Street; traffic direction at key intersections; and perimeter enforcement, including coordination with the Police Chief, or designee.
- Parking operations staff responsible for parking guidance and internal circulation management on Ocean Avenue between Junipero Street and Lincoln Street and on 6th and 7th Avenues between Junipero Street and Lincoln Street, and for maintaining emergency access routes on these streets at all times.

- Traffic control personnel assigned to the controlled exit at Ocean Avenue and Junipero Street, and any other key intersection identified by the Police Chief, or designee, to provide active staffing, observed vehicle release, and an immediate enforcement presence.

All personnel will wear high-visibility safety vests, matching headwear, name badges, where needed, to present a uniform, authoritative presence and promote compliance.

#### **4. Licensee Liaison and Coordination Role**

Licensee's Liaison will serve as the single point of contact for CITY and the Police Chief, or designee, before, during, and after Car Week. The Licensee Liaison's responsibilities will include, at a minimum:

- Coordinating development of the downtown traffic management plan, staffing plan, and operations plan—including specific deployment locations and assignments along Ocean Avenue, 6th Avenue, 7th Avenue, Junipero Street, and Lincoln Street—and submitting them to CITY and the Police Chief, or designee, for review and approval within the required timelines.
- Attending pre-event coordination meetings with CITY, the Police Chief, or designee, and other agencies, and ensuring that agreed-upon changes (including changes to street closures, detours, or access on Ocean Avenue and adjacent streets) are incorporated into the plans and communicated to all LICENSEE representatives.
- Managing real-time communications during the operational period, including receiving direction from the Police Chief, or designee, adjusting staffing and traffic controls on the identified streets as conditions change, and promptly escalating any safety, access, or enforcement issues.
- Coordinating outreach and information flow to local businesses and residents on and around Ocean Avenue, 6th Avenue, 7th Avenue, Junipero Street, and Lincoln Street related to the Services, including street closures, parking restrictions, and access provisions, in collaboration with the City Liaison.
- Ensuring that post-event restoration activities, documentation, and any required reporting are completed and provided to CITY as required under this Agreement.

The Licensee Liaison must be on-site or immediately reachable by phone and radio during all operational periods and will have authority to direct LICENSEE's staff and resources to implement CITY and Police Chief, or designee, instructions on the identified streets and within the overall service area.

## **5. Downtown Traffic Management Plan and Related Tasks**

LICENSEE will prepare and implement a comprehensive downtown traffic management plan addressing at least the following, consistent with CITY and Police Chief, or designee, direction:

- Vehicle ingress and egress routes for participants traveling to and from Ocean Avenue and the surrounding downtown street network, including coordination with Monterey County, California Highway Patrol, Monterey County Sheriff, and neighboring jurisdictions through participation in STOPP enforcement operations, with the Carmel Police Department as lead agency for communications for the above entities.
- Communication plan to promote the City's Car Week shuttle and any other alternative transportation services; temporary street closures and detour routes affecting Ocean Avenue, 6th Avenue, 7th Avenue, Junipero Street, Lincoln Street, and connecting streets, as approved by the Police Chief, or designee; and parking management for residents, businesses, and visitors, including any pilot programs for managed parking during peak evening hours.
- Continuous emergency vehicle access to and through Ocean Avenue, 6th Avenue, 7th Avenue, Junipero Street, and Lincoln Street; signage and wayfinding directing motorists and pedestrians to parking, detours, and exits; and measures to discourage exhibition driving and unsafe vehicle operation, including staged parking and limited entry/exit points with staffed access control where applicable.

The downtown traffic management plan must be submitted to the City Liaison at least 60 days before Car Week and must receive Police Chief, or designee, approval before implementation.



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

**April 14, 2026**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Admin. Analyst

**SUBJECT:** Receive a presentation from Jack Galante of Galante Family Vineyards for a "Carmel By The Glass" wine tasting event on Carmel Beach on Saturday, September 19, 2026.

**RECOMMENDATION:**

Receive a presentation from Jack Galante of Galante Family Vineyards for a "Carmel By The Glass" wine tasting event on Carmel Beach on Saturday, September 19, 2026.

**BACKGROUND / SUMMARY:**

Carmel By The Glass, organized by Richard Pepe, took place in Devendorf Park in 2012, 2013, and 2014, to highlight local Carmel wine tasting rooms. The event was well attended and very successful.

Jack Galante of Galante Family Vineyards has submitted a Special Event Permit Application (Attached) to revive Carmel By The Glass. The event organizers are proposing to hold the event on Saturday, September 19, 2026, from 2:00 p.m. - 5:00 p.m. on Carmel Beach at Scenic and Thirteenth. They anticipate 300-350 guests.

As proposed, the event will feature tastings from Carmel's boutique wineries and the opportunity to engage with the winemakers. No food will be served. In accordance with the Department of Alcohol Beverage Control regulations, attendees must be 21 years of age. Tickets to the event must be purchased in advance; there will be no ticket sales on site the day of the event. The organizers will have volunteers checking for tickets, IDs, and wristbands.

Alcohol is allowed on the beach, not on the pathway above. The organizers will monitor that attendees do not leave the event area and proceed to the pathway above with alcohol. The organizers have been notified that they will need to provide portable restrooms due to the number of attendees.

The date of Carmel By The Glass coincides with the 63rd Great Sandcastle Contest. The Sandcastle Contest takes place on the beach between Tenth and Twelfth Avenues and is over by approximately 1:00 p.m. Staff does not anticipate any conflict between the two events, as they are scheduled at different times. This event does not require City Council approval since alcohol is permitted on the beach, there are no road closures, and tents are not being erected on public property.. Carmel By The Glass qualifies as a temporary event, exempt from a Coastal Development Permit.

**FISCAL IMPACT:**

NA

**ATTACHMENTS:**

1. Carmel By The Glass Special Event Permit Application



## **Applicant Information**

**Event Title:** Carmel By The Glass

**Event Date:** 09/19/2026

**Applicant Name:** Jack Galante

**Organization:** Galante Family Vineyards

**Phone:** (415) 860-8637\_

**Email Address:** jack@galantevineyards.com

**Mailing Address:** Dolores St. between Ocean Avenue & 7th Avenue Carmel-by-the-Sea, CA 93921

**Day-of-Event Contact:** Louise Bristow

**Day-of-Event Phone:** (818) 398-8091

## **Event Information**

**Provide a detailed description of your event, the sequence and types of activities the event will include, event attendees, etc.**

Carmel by the Glass is a proposed one-day wine tasting event that will bring together every Carmel tasting room in a singular celebration of local culture, hospitality, and the town's renowned and unique sense of place. This event has been held before, in Devendorf Park, but to position this event as something truly unique, Carmel by the Glass will take place on the beach – something that has never been done before, and something that no other California destination could pull off in the same impactful way. Carmel Beach epitomizes the town's natural beauty and enhances the visitor experience. During the three-hour afternoon event (2-5pm), guests will enjoy curated tastings from Carmel's boutique wineries and the unique opportunity to engage directly with winemakers. By showcasing Carmel as a premier wine and lifestyle destination, Carmel by the Glass will support local businesses, attract responsible visitors, and generate positive media attention, all while remaining in harmony with Carmel's traditions and values.

We anticipate 300 - 350 guests.

### **Type of Event**

Community Event

**What is the anticipated event attendance, including attendees, volunteers, vendors, etc.?**

300 - 350

**Will the event be open to the public?**

Yes, but tickets must be purchased in advance. There will be no onsite ticket sales.

**Where will your event be held?**



On Carmel Beach, near Scenic and 13th.

## **Event Timeline**

**Actual Event Date** : 09/19/2026

**When do you plan to start setting up for your event?**

9am on 19th September

**When will you be finished breaking down your event?**

7pm on 19th September

## **Street Closures**

**Will this event require any City streets to be closed?**

No

**If yes, how do you plan to manage the traffic control?**

**What street(s) are you requesting to be closed? (Be specific on exactly where the closures will occur)**

**Why do you need the requested street(s) closed and what will you be doing on them?**

**Provide the date and time the street(s) will be closed.**

**Provide the date and time the street(s) will be reopened.**

## **Parking**

**Does your event require reservation of parking stalls for loading/unloading, equipment, valet parking, etc.?**

Yes

**List the location(s) of and how many parking stall(s) you wish to reserve.**

Two parking stalls at the intersection of 13th and Scenic

**Will you be erecting any structures (stanchions, etc.) or placing any objects such as carpeting in the parking stall?**

No

**If yes, per Carmel Municipal Code 12.08.030, a temporary encroachment permit, which will be issued in conjunction with your special event permit is required. Describe in detail all structures/objects and their placement in the road.**



## **Safety and Security**

**Do you have a security plan for your event?**

Yes

**Please describe your security plan including crowd control, internal security and venue safety, or attach the plan to this application.**

Volunteers will handle security upon entry to the event to ensure only ticketed guests with wristbands can participate in the wine tasting activities.

**Do you have a medical plan for your event?**

Yes

**Describe your medical plan. Include the communications plan, the number and certification levels (MD, RD, Paramedic, EMT), and types of resources that will be at your event and the manner in which they will be managed and deployed.**

We will have trained first aiders present as part of our volunteer crew. Local PD and Fire Crews will be notified of the event.

## **Accessibility Plan**

These questions are intended to serve as a planning guideline and may not be inclusive of all City, County, State and Federal access requirements. You may attach more detailed information if necessary.

**Have you developed a disabled parking and/or transportation plan for your event?**

Yes

**If yes, please describe.**

Four accessible parking spaces are located at the base of Ocean Avenue.

**If an information center is provided at your event will customer services representatives be available to assist disabled individuals?**

Not applicable

**If all areas of your event venue cannot be made accessible, will maps, programs, or information be made available to show the location of accessible restrooms, parking, and first aid stations?**

Not applicable

## **Sanitation and Recycling**

All events must work with the City's waste management provider (Green Waste) to address recycling and waste diversion. The plan must indicate sufficient staff to handle event cleanup and sufficient equipment placed in effective locations. In the case of a street event, streets will remain closed to allow for adequate cleanup. Post-event cleanup must commence immediately after the end of the event. Litter and trash control shall include the event site and a one-block radius around the event site.

Per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited at any special event. Cups, plates or any type of food or liquid containers made of Styrofoam are not permitted. Only compostable service ware may be used.



**Describe your plan for cleanup and removal of recyclable goods, waste and garbage during and after your event, including the number of dumpsters, trash cans, recycling containers, and a plan for waste stream diversion.**

Eco-Friendly Glassware: Shatterproof crystal-clear polycarbonate wine glasses to eliminate risk of broken glass on the beach.

Waste Management: Zero-trace policy with wineries to remove waste, composting/recycling stations, and partnership with local waste services.

All waste will be removed from the beach by event staff and volunteers at the conclusion of the event.

All winery partners participating will remove their own bottles at the conclusion of the event.

### **Portable Toilets**

Per City Policy, all event organizers shall be responsible for providing portable toilets at their events. The number of portable toilets will be based on a formula of at least one for every 250 people, or in the case of large-scale events, as determined by a City Staff Committee. City facilities will not be substituted for the requirement and shall not be included in the formula. Ten percent of the total number of toilets shall be ADA/handicapped accessible. All toilets must have secondary containment. The goal is to have at least one wheelchair accessible toilet in each grouping of portable restrooms.

**Per City policy, will your event require portable toilets?**

Yes

**If yes, how many portable toilets will you be providing?**

Per the City's stated requirements, we will add as many additional toilets as needed.

**Provide the date and time that the portable toilets will be delivered.**

**Provide the date and time that the portable toilets will be removed.**

**Will a minimum of 10% of portable restrooms at your event be accessible?**

Yes

**If no, please describe why.**

We will meet all stated City requirements

### **Amplified Sound and/or Entertainment**

**Will your event require amplified sound?**

No

**If yes, please describe type and locations of amplified sound equipment, as well as performers, locations of stages, etc.**



**How will the amplified sound be powered? Please describe.**

### **Food and Alcohol**

If you plan to serve food at your event you will need to obtain a Temporary Food Facility (TFF) permit from the Monterey County Department of Health. More information and the online application can be found on their website <https://www.co.monterey.ca.us/government/departments-a-h/health/environmental-health/consumer-health-protection/special-events>. Please submit a copy of your health department permit along with your application materials.

If you plan to serve alcohol at your event your alcohol provider/pourer will need to provide a copy of their Alcoholic Beverage Control (ABC) license as an attachment to the permit application. For more information on ABC licensing please visit <https://www.abc.ca.gov/licensing/>

**Will you provide food at your event (e.g. catered, food concessions, etc.)? If yes, please describe.**

No

**If yes, please describe.**

Four accessible parking spaces are located at the base of Ocean Avenue.

**Will alcoholic beverages be served at your event?**

Yes

**If yes, please describe your security plan to ensure the safe sales or distribution of alcohol at your event.**

Uniformed staff managing access points, check-in, ID verification, wrist band allocations, and crowd control.

Responsible Pouring: All winery staff trained in safe alcohol service (LEAD certified).

### **Event Notification**

An event can change the normal flow of residential and business activity, potentially causing a negative impact to the community. In such cases the Staff Committee may determine that public notice to the surrounding neighborhood is required prior to reaching a decision. The applicant shall be responsible for distributing such notice.

If an event involves a street closure, amplified sound (more than announcements), the sale of alcohol, or more than 200 anticipated attendees, the applicant will be required to notify, in writing, all residents and businesses within 300 feet of the event venue and/or route at least two weeks prior to the Community Activities Commission or City Council meeting at which the event will be considered. The notification must include the following information:

- Name of event.
- Description of the event, including anticipated number of attendees.
- Name of person(s) or organization(s) sponsoring the event, with contact information including phone and e-mail.
- Proposed date, time and duration of the event, including setup and tear down.
- Proposed street closure(s) and alternative route(s), if applicable.
- Use of amplified sound, if applicable.
- Sale or serving of alcohol, if applicable.



- City staff contact information.
- Date, time and location of the public meeting(s) at which the event request will be considered.

The notification may be distributed door-to-door or mailed to the impacted area. A distribution list may be obtained from the Community Planning and Building Department. The applicant must also notice the proposed event in the local newspaper, and is encouraged to use other appropriate means of distribution such as e-mail blasts, and posting the notification on community or shared boards and at the Carmel Chamber of Commerce.

### **Insurance**

The City of Carmel-by-the-Sea requires liability coverage of a minimum of One Million Dollars (or minimum \$2,000,000 for large-scale events) for all special events.

ALL property and locations that are to be utilized/insured must be listed and reflect the City's interest in the insured property.

The policy must read as follows: The City of Carmel-by-the-Sea , its public officials, officers, agents, and employees are names as additionally insured in respect to <EVENT> on <DATE>.This information is typed in the "Description of Operations/Locations /Vehicles/Exclusions Added by Endorsement/Special Provisions.

- A separate "Additionally Insured" endorsement page, with the same wording as above, is also required.
- If applicable, Proof of Workers Compensation is also required.
- If applicable, Alcohol Liability Insurance is required.

The policy must specify commencement and expiration dates for coverage of the event. NAME/ADDRESS OF INSURED must read: City of Carmel-by-the-Sea, PO Box CC, Carmel, CA 93921. The name of the insurance company writing the policy, policy number, address phone and fax must be included.

The Insurance Company must be a company doing business in California and must be rated A+ or better. The rating of the company must be attached to the Certificate of Liability/additionally insured Endorsement.

### **Attachments**

If applicable please provide the following attachments via email to [communityactivities@ci.carmel.ca.us](mailto:communityactivities@ci.carmel.ca.us). Make sure to include the name of your event in the file name.

- Comprehensive event site plan, including but not limited to requested parking stalls, traffic safety barricades, amplified sound/stages, generator locations, food/drink concessions, first aid stations, information booths, trash/recycling, portable toilets, tents, etc.
- A list of all service providers (caterers, fencing, rentals, security, etc.) including business name, address, phone, email, and City of Carmel-by-the-Sea business license number.
- Sanitation and Recycling Plan with Green Waste Recovery.



- Sample of your notice for distributions to businesses, residents, and other entities that may be impacted by your event.
- Parking and or valet and/or shuttle plan.
- Temporary Food Facility permit from the Monterey County Department of Health
- ABC license
- Insurance certificate

### **Affidavit of Applicant**

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under the Carmel-by-the-Sea Municipal Code.

I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Administrator or the City Administrator's designee.

I agree to comply with any other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the conduct of the Event.

I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Carmel-by-the-Sea.

I understand the insurance documents must be submitted 45 days prior to the event.

I understand that submitting this application acts as a request not a guarantee.

Applicant Name

Jack Galante

Organization

Galante Family Vineyards

Date

03/14/2026



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

**April 14, 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**

**April 14, 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 11 - Concours for a Cause
- Wednesday, August 12 - Astons on the Avenue
- Thursday, August 13 - 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
- TBD - Halloween Parade
- Saturday, October 31 - City's 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**

**April 14, 2026**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Admin. Analyst

**SUBJECT:** Consideration of the appointment of two Ad Hoc Committees to work with staff on the City's 110th Birthday Celebration and the Holiday Celebration

**RECOMMENDATION:**

Appoint two commissioners to each of the following ad hoc committees: the City's 110th Birthday Celebration and the Holiday Celebration.

**BACKGROUND / SUMMARY:**

This year, the City is celebrating its 110th birthday. The Commission has decided it wants to incorporate this milestone into upcoming events, culminating in a big celebration on the City's birthday, October 31, 2026. The Commission Chair would like to appoint an ad hoc committee to work with staff on ways to celebrate the City's birthday and encourage our community partners to participate.

The Chair would also like to appoint an ad hoc committee to work with staff on the City's Holiday Celebration that takes place on the first Friday of December. The Holiday Celebration includes the Menorah and Tree lighting ceremonies, and is a popular event to kick off the holiday season. The Commission would like to review the overall program and consider whether any updates, changes, or additions may be appropriate.

**FISCAL IMPACT:**

There is no fiscal impact in appointing an ad hoc committee.

**ATTACHMENTS:**

None