



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

Commissioners Linda Calafiore, Donna Jett, Ellen
Martin, Judy Refuerzo, and Chair John Micek
Contact: 831.620.2000 www.ci.carmel.ca.us/carmel

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

REGULAR MEETING Tuesday, June 13, 2023

9:30 AM

THIS MEETING WILL BE HELD IN PERSON AND VIA TELECONFERENCE. 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 watch the Youtube Live Stream at: <https://www.youtube.com/@CityofCarmelbytheSea/streams>, or use the link below to view or listen to the meeting via Zoom teleconference:

<https://ci-carmel-ca-us.zoom.us/j/88084714759> Meeting ID: 880 8471 4759 Passcode: 544336 Dial in: (669) 444-9171 US

HOW TO OFFER PUBLIC COMMENT: Public comment may be given in person at the meeting, or using 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 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.

The COVID-19 Community Level for Monterey County as of the date of this agenda posting is [LOW/MEDIUM] (mask wearing not required). Seating will be limited and available on a first come first served basis.

PLEDGE OF ALLEGIANCE

CALL TO ORDER AND ROLL CALL

ANNOUNCEMENTS

- A. Announcements from Commissioners
- B. 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. Matters not appearing on the agenda will not receive action at this meeting and may be referred to staff. Persons are not required to provide their names, and it is helpful for speakers to state their names so they may be identified in the minutes of the meeting.

ORDERS OF BUSINESS

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

1. Approval of the minutes for the May 9, 2023 Regular Meeting
2. Receive updates on the 2023 special events calendar for the City of Carmel-by-the-Sea and potential new events and discuss.
3. Receive an update on the Farmers' Market and discuss.
4. Receive a report on the Community Activities Department budget

FUTURE AGENDA ITEMS

ADJOURNMENT

This agenda was posted at City Hall, Monte Verde Street between Ocean Avenue and 7th Avenue, Harrison Memorial Library, located on the NE corner of Ocean Avenue and Lincoln Street, the Carmel-by-the-Sea Post Office, 5th Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us> in accordance with applicable legal requirements.

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Community Activities Commission 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).

**REGULAR MEETING
Tuesday, May 9, 2023**

**VIDEO
9:30 AM**

THIS MEETING WILL BE HELD IN PERSON IN THE COUNCIL CHAMBERS AND VIA TELECONFERENCE. This meeting will be held via teleconference and in-person in the City Council Chambers at City Hall located on Monte Verde Street between Ocean and Seventh Avenues. To participate via teleconference click the following link to attend via Zoom (or copy and paste link in your browser):

Zoom Link <https://ci-carmel-ca-us.zoom.us/j/88438875368>, Meeting ID: 884 3887 5368
Passcode: 794467 **Dial in:** (669) 444-9171

The COVID-19 Community Level for Monterey County as of the date of this agenda posting on May 5, 2023, is **LOW OR MEDIUM** (mask wearing not required). Seating will be limited and available on a first come first served basis.

The public can also email comments to lsfenton@ci.carmel.ca.us. Comments must be received 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 added to the agenda and made part of the record.

CALL TO ORDER AND ROLL CALL

PRESENT: Calafiore, Jett, Martin, Micek, Refuerzo
ABSENT: None
STAFF PRESENT: Ashlee Wright, Library & Community Activities Director
Leslie Fenton, Executive Assistant

PLEDGE OF ALLEGIANCE

Members of the audience joined Commission members in the Pledge of Allegiance.

PUBLIC APPEARANCES

Nancy Twomey

ANNOUNCEMENTS

Item A: Announcements from Commissioners

Chair Micek thanked outgoing Commissioners Linda Calafiore and Judy Refuerzo for the years of service to the Community Activities Commission.

Commissioner Calafiore thanked Commission members for all they do for the community and her appreciation of the members.

Commissioner Jett thanked Judy and Linda and invited everyone to 3rd Thursday to hear her the B Keepers.

Commissioner Martin thanked Judy and Linda.

Item B: Announcements from Staff

Library & Community Activities Director Wright thanked Commissioners Calafiore and Refuerzo for their service to the Commission and the Carmel community. Also, thanked Margi Perotti who retired at the end of March for all her work at the Community Activities Department and all she did to make events fun and special.

ORDERS OF BUSINESS

Item 3: Approval of the minutes for the February 14, 2023 Regular Meeting

Commissioner Jett moved to approve the minutes for the February 14, 2023 Regular Meeting, seconded by Chair Micek and carried by the following roll call vote:

AYES: Jett, Martin, Refuerzo, Micek
 NOES: None
 ABSENT: None
 ABSTAIN: Calafiore

Item 4: Receive updates on the 2023 special events calendar for the City of Carmel-by-the-Sea and potential new events and discuss.

Library & Community Activities Director Wright announced the following:

- New event calendar ad in next Pine Cone
- Discussing an event in April for Volunteer Appreciation Week
- Looking at dates for another Community Fair next year
- Working on getting word out for event season

Public Appearances
 None

Item 5: Receive an update on the Farmers' Market and discuss.

Library & Community Activities Director Wright presented the report.

- Vendors are returning after the winter season break

- Community group participation is still strong and due to returning vendors and space available there will be a limit of two (2) community groups per market

Public Appearances

Nancy Twomey

Wanda Vollmer

Item 6: Discuss 2021-2024 Community Activities Commission Strategic Plan and future of Commission.

Library & Community Activities Director Wright presented the report.

Chair Micek – Commission is empowered to help City and community groups, vibrant community culture, staff execute commission's visions, support of commission shouldn't be an afterthought, and success depends on teach and staff given. Commission represents the community, need people to help/participate in events, and community needs to see Commission relevant.

Commissioner Calafiore – Commission initially focused on adding program not shifted to improving programs, farmers market, and other events. Should publicize other events around town.

Commissioner Martin – Staff are doing an amazing job, City staff need to acknowledge/support events, outreach to other groups/organizations, need one place that community/residents, visitors can look at for events, and send posters/images to partners for engagement.

Commission Jett – Collection of community volunteers who enhance the City, role will change of go away, need one calendar for all events, collaborate with non-profits to enhance experiences of people, and send City staff to other events in community.

Public Appearances

Nancy Twomey

Wanda Vollmer

FUTURE AGENDA ITEMS

- Strategic Plan
- Budget

ADJOURNMENT

There being no further business before the Commission, the meeting was adjourned at 10:16 am. The next Regular Meeting is scheduled for Tuesday, June 13, 2023.

Respectfully submitted,
Leslie Fenton, Executive Assistant

John Micek, Chair
Community Activities and Cultural Commission

UPCOMING EVENTS

2023

MAY

May 19-21, Fri.-Sun. Carmel Art Festival
May 25, Thurs. Farmers' Market 3rd Thursday
May 29, Mon. Memorial Day Ceremony

June 3-4, Sat.-Sun. Carmel Surfabout
June 2-9, Fri.-Fri. Carmel Culinary Week
June 10, Sat. Monterey Winemakers' Celebration
June 15, Thurs. Farmers' Market 3rd Thursday

JUNE

JULY

July 4, Tues. Monterey Pops! Concert
July 6-9, Thurs.-Sun. Women's U.S. Open
July 15, Sat. Carmel Craft Guild 75th Anniversary
July 20, Thurs. Farmers' Market 3rd Thursday

CAR WEEK Aug. 15, Tues. Acura in the Park
Aug. 16, Wed. Concours for a Cause
Aug. 17, Thurs. Prancing Ponies Womens Car Show
Aug. 17, Thurs. Ferrari Owners' Concours Carmel
Aug. 30, Wed. Homecrafters' Jurying

AUGUST

SEPTEMBER

TBD Carmel High School Homecoming Parade
TBD Community Group Fair
Sept. 16, Sat. Sandcastle Contest
Sept. 21, Thurs. Farmers' Market 3rd Thursday

TBD Challenged Athletes
Oct. 14, Sat. Meet the Makers
Oct. 19, Thurs. Farmers' Market 3rd Thursday
Oct. 28, Sat. Pumpkin Roll
Oct. 31, Tues. Halloween Parade

OCTOBER

NOVEMBER DECEMBER

Nov. 11, Sat. Veterans' Day Ceremony
Nov. 18, Sat. 52nd Annual Homecrafters' Marketplace
Dec. 1, Fri. Annual Holiday Celebration - Tree and Menorah Lighting

For more info go to ci.carmel.ca.us/upcoming-events or
call (831) 620-2020



COMMUNITY GROUPS - 2023

DATE	GROUP	CONTACT	ACTIVITY (i.e. handouts, music)
JANUARY			
January 5, 2023	Friends of the Library	Susan Murphy	book sale
January 12, 2023	Friends of the Library	Susan Murphy	book sale
January 19, 2023	Village preservation Committee		
January 19, 2023	Friends of the Library	Susan Murphy	book sale
January 26, 2023	CRA	Nancy Twomey	
January 26, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
January 26, 2023	Friends of the Library	Susan Murphy	book sale
FEBRUARY			
February 2, 2023	Friends of the Library	Susan Murphy	book sale
February 9, 2023	Friends of the Library	Susan Murphy	book sale
February 16, 2023	Village preservation Committee		
February 16, 2023	Friends of the Library	Susan Murphy	book sale
February 23, 2023	CRA	Nancy Twomey	
February 23, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
MARCH			
March 2, 2023	Friends of the Library	Susan Murphy	book sale
March 9, 2023	Friends of the Library	Susan Murphy	book sale
March 9, 2023	Ecology Action (volunteer Alan)	Emily Gottlieb	outreach - Resilient Central Cost Campaign
March 16, 2023	Village preservation Committee		
March 16, 2023	Friends of the Library	Susan Murphy	book sale
March 23, 2023	Friends of the Library	Susan Murphy	book sale
March 30, 2023	CRA	Nancy Twomey	
March 30, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
March 30, 2023	Ecology Action (volunteer Alan)	Emily Gottlieb	outreach - Resilient Central Cost Campaign
APRIL			

COMMUNITY GROUPS - 2023

April 6, 2023	Friends of the Library	Susan Murphy	book sale
April 13, 2023	Friends of the Library	Susan Murphy	book sale
April 13, 2023	Ecology Action (volunteer Alan)	Emily Gottlieb	outreach - Resilient Central Cost Campaign
April 20, 2023	Village preservation Committee		
April 20, 2023	Friends of the Library	Susan Murphy	book sale
April 27, 2023	CRA	Nancy Twomey	
April 27, 2023	Brian Uhler / City's Parking project	btuhlerconsulting@gmail.com	
April 27, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
MAY			
May 4, 2023	Brian Uhler / City's Parking project	btuhlerconsulting@gmail.com	
May 4, 2023	Friends of the Library	Susan Murphy	book sale
May 11, 2023	Friends of the Library	Susan Murphy (Joan)	book sale
May 18, 2023	Village preservation Committee		
May 18, 2023	Friends of the Library	Susan Murphy (Joan)	book sale
May 25, 2023	CRA	Nancy Twomey	
May 25, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
May 25, 2023	Visit Carmel	Amy Herzog	Carmel Culinary Week
JUNE			
June 1, 2023	Visit Carmel	Amy Herzog	Carmel Culinary Week
June 1, 2023	Friends of the Library	Susan Murphy (Joan)	book sale
June 8, 2023	Friends of the Library	Susan Murphy (Joan)	book sale
June 8, 2023	Greenwaste	Daisy Gordo	education
June 15, 2023	Village preservation Committee		
June 15, 2023	Greenwaste	Daisy Gordo	education
June 22, 2023	Friends of the Library	Susan Murphy (Joan)	book sale
June 22, 2023	Greenwaste	Daisy Gordo	education
June 29, 2023	CRA	Nancy Twomey	
June 29, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach

COMMUNITY GROUPS - 2023

JULY			
July 6, 2023			
July 13, 2023			
July 20, 2023	Village preservation Committee		
July 27, 2023	CRA	Nancy Twomey	
July 27, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
AUGUST			
August 3, 2023			
August 10, 2023			
August 17, 2023	CAR WEEK		
August 24, 2023			
August 31, 2023	CRA	Nancy Twomey	
August 31, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
SEPTEMBER			
September 7, 2023			
September 14, 2023			
September 21, 2023	Village preservation Committee		
September 28, 2023	CRA	Nancy Twomey	
September 28, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
OCTOBER			
October 5, 2023			
October 12, 2023			
October 19, 2023	Village preservation Committee		
October 26, 2023	CRA	Nancy Twomey	
October 26, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
NOVEMBER			

COMMUNITY GROUPS - 2023

November 2, 2023			
November 9, 2023			
November 26, 2023	Village preservation Committee		
November 23, 2023	THANKSGIVING		
November 30, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
DECEMBER			
December 7, 2023			
December 14, 2023			
December 21, 2023	Village preservation Committee		
December 28, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach



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

June 13, 2023
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Receive a report on the Community Activities Department budget

RECOMMENDATION:

Receive a report on the Community Activities Department budget

BACKGROUND/SUMMARY:

Each year staff creates a budget for the Community Activities Department that proposes to support Strategic Plan initiatives, annual City special events, and the Farmers' Market. The budget is presented to the Community Activities Commission (CAC) for feedback and is then presented to the City Council, alongside the other department requests, for their consideration as part of the annual budget process.

FISCAL IMPACT:

Pandemic years and recovery

As represented in Figure 1., a 5-year snapshot of the Community Activities Department budget, the operating budget was significantly reduced during the pandemic, as was most of the City budget.

Despite the reduced budget the staff and the CAC still found creative ways to bring the community together, so to speak, upping decorations for Halloween/City Birthday and the December holidays and through giveaways at the Farmers' Market. Fiscal year 2022-2023 marked the first year of a return to "normal" with all City events restored (including the Pumpkin Roll) and the slow building back towards the pre-pandemic budget.

Figure 1.

Description of Services	Adopted FY 18-19	Adopted FY 19-20	Adopted FY 20-21	Adopted FY 21-22	Adopted FY 22-23
Contract Services	\$25,000.00	\$38,700.00	\$12,950.00	\$9,000.00	\$39,220.00
Community Promotions	\$41,000.00	\$26,750.00	\$14,136.00	\$19,500.00	\$19,500.00
Advertising	\$4,800.00	\$8,000.00	\$200.00	\$3,000.00	\$8,500.00
Office Supplies	\$1,500.00	\$300.00	\$200.00	\$300.00	\$300.00
Printing	\$6,900.00	\$8,000.00	\$500.00	\$2,500.00	\$2,500.00
TOTAL	\$79,200.00	\$81,750.00	\$27,986.00	\$34,300.00	\$70,020.00

FY 2023-2024 Proposed Budget (Figure 2.)

The proposed FY 2023-2024 budget continues the pandemic rebuilding efforts, supports annual City events, new events, and Farmers' Market - both the regular weekly market and 3rd Thursdays.

The budget includes the following line items:

- Contract Services: Farmers' Market, Glastonbury, 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, signage for events, etc.

Figure 2.

Description of Services	Adopted FY 22-23	Actual FY 22-23	Proposed FY 23-24
Contract Services	\$39,220.00	\$41,659.53	\$68,675.00
Community Promotions	\$19,500.00	\$24,519.81	\$20,867.00
Advertising	\$8,500.00	\$2,950.00	7350
Office Supplies	\$300.00	\$102.26	\$300.00
Printing	\$2,500.00	\$646.86	\$102.26
TOTAL	\$70,020.00	\$69,878.46	\$100,294.26

Annual City Events

Overall, costs have remained fairly stable for events over the years, with staff working to balance out costs for equipment replacements (i.e. tents, holiday, lights, etc.) year over year, so that the budget remains well balanced and equipment replacements don't need to happen all at once.

The City hosts nine events throughout the year:

- Memorial Day
- 4th of July
- Homecrafters' Jurying
- Sandcastle Contest
- Pumpkin Roll
- Halloween/Birthday parade
- Veterans' Day
- Homecrafters'
- Holiday Tree and Menorah Lighting

One small increase has been the use of Glastonbury for sound support for events like the Veterans Day and Memorial Day ceremonies, which has vastly improved those two events and increased sound in Devendorf Park during the Holiday Tree and Menorah lighting.

New Events

- *Earth Day*: Staff has been collaborating with the Public Works Department to have the City's first ever Earth Day event, Saturday, April 22 and staff are hoping this becomes an annual City event and have included funds for that in the proposed budget.
- *Citizen's Academy*: This is part of the library Strategic Plan and staff plans to execute this next spring.
- *Silent Dance Party*: Staff is working on planning for an event this fiscal year in partnership with the

Sunset Center and are hoping to continue this for next fiscal year.

Farmers' Market

One of the big differences in terms of activities between the pre-pandemic budget and post-pandemic budget is the Farmers' Market. The City engaged Good Roots, Inc. to manage the Farmers' Market beginning in January 2020. While Good Roots got off to a slow start because of the pandemic, they have now more than hit their stride with vendors, community group participation, improved signage, weekly music, compostable bags, and 3rd Thursdays.

Staff are continuing to work with Good Roots management on changing up signage and improving distribution of compostable bags. In addition, Good Roots will be working with vendors to improve aesthetics overall - harkening back to one of the goals of the original Carmel Artisan Food Experience Guidelines.

3rd Thursdays became a popular program and Council granted permission for the program to continue (and the serving of alcohol) and began in April and run through October.

ATTACHMENTS: