



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, February 14, 2023

9:30 AM

THIS MEETING IS VIA TELECONFERENCE AND IN-PERSON AT CITY HALL.

Governor Newsom's Executive Order N-29-20 has allowed local legislative bodies to hold public meetings via teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body.

To that end, 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 Avenue. To participate via teleconference click the following link to attend via Zoom <https://ci-carmel-ca-us.zoom.us/j/83563840562>? Meeting ID: 835 6384 0562 Passcode: 251769 Dial: +1 669 444 9171

The COVID-19 Community Level for Monterey County as of the date of this agenda posting on Friday, February 10, 2023, is LOW. Per Urgency Ordinance 2022-006, wearing a face mask to attend a meeting of a legislative body inside a City facility is optional when the community level is low. 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 December 13, 2022 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. Discuss progress on the 2021-2024 Community Activities Commission Strategic Plan and provide direction.

FUTURE AGENDA ITEMS

ADJOURNMENT

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

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

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

Community Activities Commission Meeting
Minutes

REGULAR MEETING
Tuesday, December 13, 2022

VIDEO

9:30 AM

Governor Newsom's Executive Order N-29-20 has allowed local legislative bodies to hold public meetings via teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body. Also, see the Order by the Monterey County Public Health Officer issued March 17, 2020. The health and well-being of our residents is the top priority for the City of Carmel-by-the-Sea. To that end, this meeting will be held via teleconference and web-streamed on the City's website ONLY.

To attend via Zoom <https://ci-carmel-ca-us.zoom.us/j/81321664949?>, Meeting ID 813 2166 4949, Passcode 824827; or to attend via telephone dial 1 669 444 9171 US

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

ANNOUNCEMENTS

Item A: Announcements from Commissioners
Commissioner Calafiore thanked staff for a great holiday program.

Item B: Announcements from Staff
Library & Community Activities Director Wright thanked everyone for participating in events. All the events were very successful and fun.

PUBLIC APPEARANCES

Dale Bryne

ORDERS OF BUSINESS

Item 1: Approval of the minutes for the November 8, 2022 Regular Meeting

Chair Micek moved to approve the minutes for the November 8, 2022 Regular Meeting, seconded by Commissioner Calafiore and carried by the following roll call vote:

AYES: Calafiore, Jett, Martin, Refuerzo, Micek

NOES: None

ABSENT: None

ABSTAIN: None

Item 2: Receive after-action reports for Veteran's Day Ceremony, Homecrafters' Marketplace and Holiday Celebration.

Library & Community Activities Director Wright presented the reports.

Veteran's Day Ceremony (11.11.22)

- Continue to use Glastonbury for sound
- Thank you Commissioner Martin for the flag pins and flags, they were a big hit

Homecrafters' Marketplace (11.19.22)

- Thank you to everyone who volunteered to get up early and help us out
- Change jury for event to August
- Look at parking/no parking around event next year

Holiday Celebration (12.2.22)

- Possible food/drink next year

Commissioner Calafiore said the event was a great success and she was very surprised when vendors thanked her upon leaving for a very organized event.

Commissioner Micek was very impressed that there was a 12-year old girl participating.

Commissioner Jett thought the event was very organized and the Carmel Woman's Club's event was successful and they were glad to be a part of the entire Craftapolooza! She thought the entire day was a great community event.

Public Appearances

None

Item 3: Consideration of the adoption of a meeting calendar for 2023.

Chair Micek moved to move the Regular July meeting scheduled for Tuesday, July 11, 2023 to Tuesday, July 18, 2023, and cancel the August 8, 2023 Regular Meeting, seconded by Commissioner Jett and carried by the following roll call vote:

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

FUTURE AGENDA ITEMS

None

ADJOURNMENT

There being no further business before the Commission, the meeting was adjourned at 9:54 am. The next Regular Meeting is scheduled for January 10, 2023.

Respectfully submitted,
Leslie Fenton, Executive Assistant

John Micek, Chair
Community Activities and Cultural Commission

2023 EVENTS

April

- Saturday, April 8 - Carmel Host Lions Club Breakfast with the Bunny (TBD)
- Thursday, April 20 - Farmers' Market Third Thursday (TBD)
- Saturday, April 22 - Public Works Earth Day Event
- Sunday, April 30 - Big Sur International Marathon

May

- Friday-Sunday, May 19-21 - Carmel Art Festival
- Thursday, May 18 - Farmers' Market Third Thursday (TBD)
- Monday, May 29 - Memorial Day Ceremony

June

- Saturday & Sunday, June 3 & 4 - Carmel Surfabout
- Friday, June 2 to Friday, June 9 - Carmel Culinary Week
- Saturday, June 10 - Monterey Winemakers Celebration
- Thursday, June 15 - Farmers' Market Third Thursday (TBD)

July

- Tuesday, July 4 - Monterey Pops! Concert
- Thursday-Sunday, July 6-9 - Women's US Open
- Thursday, July 20 - Farmers' Market Third Thursday (TBD)

August

- Friday, August 11 - Sunday, August 20 - Car Week NO REGULAR FARMERS' MARKET OR THIRD THURSDAY
- Tuesday, August 15 - Car Week Event TBD
- Thursday, August 17 - Car Week Event TBD
- TBD - Homecrafters' Jury (either late August or early September)

September

- TBD - Carmel High School Homecoming Parade - Ocean Ave
- TBD - Sandcastle Contest - Carmel Beach
- Thursday, September 21 - Farmers' Market Third Thursday (TBD)

October

- TBD - Challenged Athletes
- Saturday, October 14 - Meet the Makers
- Thursday, October 19 - Farmers' Market Third Thursday (TBD)

- Saturday, October 28 - Pumpkin Roll down Ocean Avenue & Decorating in the Park
- Tuesday, October 31 - Halloween Parade and candy giveaway - Devendorf Park

November

- Saturday, November 11 - Veterans Day Ceremony - Devendorf Park
- Saturday, November 18 - 52nd Homecrafters' Marketplace- Sunset Center

December

- Friday, December 1 - Annual Holiday Celebration - Devendorf Park

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			
March 9, 2023			
March 16, 2023	Village preservation Committee		
March 23, 2023			
March 30, 2023	CRA	Nancy Twomey	
March 30, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
APRIL			
April 6, 2023			
April 13, 2023			
April 20, 2023	Village preservation Committee		
April 27, 2023	CRA	Nancy Twomey	
April 27, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach

COMMUNITY GROUPS - 2023

MAY			
May 4, 2023			
May 11, 2023			
May 18, 2023	Village preservation Committee		
May 25, 2023	CRA	Nancy Twomey	
May 25, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
JUNE			
June 1, 2023			
June 8, 2023			
June 15, 2023	Village preservation Committee		
June 22, 2023			
June 29, 2023	CRA	Nancy Twomey	
June 29, 2023	Carmel Cares	Janice Bradner janicebradner@yahoo.com	outreach
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

COMMUNITY GROUPS - 2023

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			
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

February 14, 2023
ORDERS OF BUSINESS

TO:	Community Activities Commissioners
SUBMITTED BY:	Ashlee Wright, Library and Community Activities Director
SUBJECT:	Discuss progress on the 2021-2024 Community Activities Commission Strategic Plan and provide direction.

RECOMMENDATION:

Discuss progress on the 2021-2024 Community Activities Commission Strategic Plan and provide direction.

BACKGROUND/SUMMARY:

*Staff will be providing an in depth presentation at the CAC meeting to review each goal and objective.

In May 2021 the Community Activities Commission (CAC) adopted its 2021-2024 Strategic Plan (Attachment 1). The CAC reviews its Strategic Plan every six months. This plan was last reviewed in July 2022.

Current progress on the Strategic Plan is included as an attachment for review.

FISCAL IMPACT:

There is no fiscal impact associated with the review of this item.

ATTACHMENTS:

Attachment 1 - 2021-2024 Strategic Plan



COMMUNITY ACTIVITIES COMMISSION 2021-2024 Strategic Plan

MISSION

The Community Activities Commission's mission is to encourage and support the interaction of neighbors, friends, families and visitors through the shared experience of special events, programs, and gatherings which bring the community together safely on the City's streets and in its parks and weave the fabric of our community by creating opportunities to interact, celebrate, enrich people's lives, and promote inclusiveness.

Goal 1. *Maximize communication opportunities.*

- FY 2021-2022 First Year Objectives:
 - ~~Develop a policy for community group participation in the Farmers' Market.~~ **COMPLETED**
 - ~~Maximize use of the City's website for communicating Community Activities events, Farmers' Market, information about community groups and volunteer opportunities.~~ **CARRYOVER**
- FY 2022-2023 Second Year Objectives:
 - Utilize banner poles for Community Activities Events and the Farmers' Market.
 - ~~Encourage the community to sign up for the Friday Letter and the Community Activities Commission eblast.~~
 - Maximize use of the City's website for communicating Community Activities events, Farmers' Market, information about community groups and volunteer opportunities.
- FY 2023-2024 Third Year Objectives:
 - Work with City Hall Administration to develop a social media policy and plan to utilize facebook, twitter, instagram, nextdoor, etc. for communication.
- Ongoing
 - Continue to refine the in-house communications plan for the Community Activities Department that includes: advertising in the Pine Cone, emails to the CAC, Post Office, eblasts, signage, etc.

Commented [1]: In Progress

Commented [2]: City Administrator and Planning Director have taken up this initiative.

Commented [3]: Needs to come off of the CAC Strategic Plan and let the Council prioritize.

Commented [4]: Recommend removing this as it is a routine part of department work.

Goal 2. *Embrace opportunities, diversity of events and campaigns, and social gatherings to encourage community interactions.*

- FY 2021-2022 First Year Objectives:
 - ~~Develop pilot programs for community events including but not limited to campaigns to decorate the village for holidays, regular presence at the Farmers' Market, etc.~~ **IN PROGRESS**
 - ~~Hold a Citizen's Academy potentially Fall 2022~~ **CARRYOVER**
 - ~~Encourage regular Community Group fairs in Devendorf Park during the Farmers' Market or on the weekends~~
- FY 2022-2023 Second Year Objectives:
 - Develop pilot programs for community events including but not limited to campaigns to decorate the village for holidays, regular presence at the Farmers' Market, etc.
 - ~~Hold a Citizen's Academy potentially Fall 2022~~ **CARRYOVER**
 - Encourage regular Community Group fairs in Devendorf Park during the Farmers' Market or on the weekends
 - Work with the Chamber of Commerce and/or Visit Carmel on an ambassador/respectful visitor type of program for Carmel-by-the-Sea.

Commented [5]: First Community Group Fair held September 2022. Successful. Will work on scheduling additional events and establishing regular dates on the special events calendar.

Commented [6]: Visit Carmel has launched a new version of the Love Carmel Like a Local campaign. Remove this from Strategic Plan.

- Work with the Planning Department and Planning Commission to revise the Art in Public Places Policy and redevelop the Art in Public Places program.
- FY 2023-2024 Third Year Objectives:
 - Hold a Citizen's Academy potentially Fall 2022
- Ongoing:
 - Look for opportunities to build partnerships with community groups for programs and events.
 - Continue to refine special event permitting process

Commented [7]: First draft completed. In progress.

Commented [8]: Recommend removing these as they are a routine part of department work.

Commented [9]: Online permitting process launched!!!

Goal 3. *Strive to be excellent stewards of the environment.*

- FY 2021-2022 First Year Objectives:
 - ~~Work with the City's Environmental Compliance Manager to begin waste minimization efforts at all City events~~ **IN PROGRESS**
 - ~~Begin waste minimization efforts at the Farmers' Market by supporting the use of bio bags and reusable bags at the Farmers' Market~~ **IN PROGRESS**
 - ~~Work with outside event organizers to ensure that other permitted events in Carmel-by-the-Sea are engaging in waste minimization; consult with the City's environmental compliance manager for further opportunities~~ **IN PROGRESS**
 - ~~Include messaging regarding sustainability efforts in all event advertising~~ **CARRYOVER**
 - ~~Volunteer groups participating in events for trash pick-up and diversion~~ **CARRYOVER**
- FY 2022-2023 Second Year Objectives:
 - Work with the City's Environmental Compliance Manager to begin waste minimization efforts at all City events
 - Begin waste minimization efforts at the Farmers' Market by supporting the use of bio bags and reusable bags at the Farmers' Market
 - Work with outside event organizers to ensure that other permitted events in Carmel-by-the-Sea are engaging in waste minimization; consult with the City's environmental compliance manager for further opportunities
 - Include messaging regarding sustainability efforts in all event advertising
 - Volunteer groups participating in events for trash pick-up and diversion
 - Work with the City's Environmental Compliance Manager to achieve zero waste City events
 - Continue to work with outside event organizers to ensure that other permitted events in Carmel-by-the-Sea are engaging in waste minimization; consult with the City's environmental compliance manager for further opportunities

Commented [10]: Exploring the Sustainable Libraries Program and building a partnership with the environmental compliance dept of Public Works to conduct community outreach.

Commented [11]: Codified in the budget. Continued monitoring.

Goal 4. *Develop long range plans for community spaces.*

- FY 2021-2022 First Year Objectives:
 - ~~Work with other City departments and Boards and Commissions to begin socializing the Devendorf Park Plaza project with the community~~ **CARRYOVER**
 - ~~Develop policy governing use of City facilities (Vista Lobos) for community use when they can reopen.~~ **CARRYOVER**
 - ~~Begin developing and discussing long range goals for the use of City facilities such as Vista Lobos and the Scout House~~ **CARRYOVER**
- FY 2022-2023 Second Year Objectives:
 - Work with other City departments and Boards and Commissions to begin socializing the Devendorf Park Plaza project with the community
 - Develop policy governing use of City facilities (Vista Lobos) for community use when they can reopen. **CARRYOVER**

Commented [12]: Let the Library take the lead on this. Remove from Strategic Plan.

- Begin developing and discussing long range goals for the use of City facilities such as Vista Lobos and the Scout House **CARRYOVER**
 - Make recommendations about physical improvements to and uses of Vista Lobos
 - Make recommendations about physical improvements to and use of the Scout House
- Ongoing:
 - Remain cognizant at all times of the uses of parks and other public spaces, Carmel Beach, Vista Lobos, and the Scout House and to endeavor to have such spaces and facilities put to their best possible use.

Commented [13]: Public Works has taken charge of the Scout House and Vista Lobos at this point for renovations. Remove these from the Strategic Plan.