



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

Commissioners Donna Jett, Ellen Martin, 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, December 12, 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:

To participate in the meeting via Zoom: <https://ci-carmel-ca-us.zoom.us/j/87029963831>
Meeting ID: 870 2996 3831 Passcode: 575630 Dial in: (253) 215-8782

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.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE

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 September 12, 2023, Regular Meeting
2. Receive an update on the Farmers' Market and discuss.
3. Receive after-action reports for the Sandcastle Contest, Carmel High School Homecoming Parade, Pumpkin Roll, Halloween Parade, Veteran's Day Ceremony, Community Day, Homecrafters' Marketplace and Holiday Celebration.
4. Consideration of the adoption of a meeting calendar for 2024.

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, September 12, 2023

9:30 AM

CALL TO ORDER AND ROLL CALL

PRESENT: Jett, Martin, Micek
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.

ANNOUNCEMENTS

Item A: Announcements from Commissioners

Commissioner Jett announced that she attended the Carmel Heritage Society's Home Tour and the Carmel Woman's Club has an event on September 19.

Item B: Announcements from Staff

None

PUBLIC APPEARANCES

ORDERS OF BUSINESS

Item 1: Approval of the minutes for the May 9, 2023, Regular Meeting

Commissioner Jett moved to approve the minutes for the May 9, 2023, Regular Meeting, seconded by Commissioner Martin and carried by the following roll call vote:

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

Item 2: Receive an after-action report on the July 4th Monterey POPS! concert.

Library & Community Activities Director Wright presented the report.

Public Appearances
Nancy Twomey

Item 3: Receive an after-action report on Car Week 2023.

Library & Community Activities Director Wright presented the report.

Public Appearances
Nancy Twomey

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 presented the report.

Public Appearances
Nancy Twomey

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

Library & Community Activities Director Wright presented the report.

FUTURE AGENDA ITEMS

- Full Car Week after-action
- After-actions for CHS Homecoming Parade and 3rd Thursday

ADJOURNMENT

There being no further business before the Commission, the meeting was adjourned at 10:09 a.m. The next Regular Meeting is scheduled for Tuesday, October 10, 2023.

Respectfully submitted,
Leslie Fenton, Executive Assistant

John Micek, Chair
Community Activities Commission

COMMUNITY GROUPS - 2023

OCTOBER			
October 5, 2023	Friends of the Library	Susan Murphy	book sale
October 5, 2023	I Cantori di Carmel	Alexa Dieterle	outreach
October 12, 2023	VIP's	Deanna Dickman	outreach
October 12, 2023	Friends of the Library	Susan Murphy	book sale
October 19, 2023	Village preservation Committee		
October 19, 2023	Friends of the Library	Susan Murphy	book sale
October 26, 2023	CRA	Nancy Twomey	
October 26, 2023	Friends of the Library	Susan Murphy	book sale
NOVEMBER			
November 2, 2023	I Cantori di Carmel	Alexa Dieterle	outreach
November 2, 2023	Friends of the Library	Susan Murphy	book sale
November 9, 2023	Friends of the Library	Susan Murphy	book sale
November 16, 2023	Monterey County Elections	Anahi Romero	outreach
November 16, 2023	Village preservation Committee		
November 23, 2023	THANKSGIVING		
November 30, 2023	Friends of the Library	Susan Murphy	book sale
November 30, 2023	I Cantori di Carmel	Alexa Dieterle	outreach
DECEMBER			
December 7, 2023	Friends of the Library	Susan Murphy	book sale
December 14, 2023	Friends of the Library	Susan Murphy	book sale
December 21, 2023	Village preservation Committee		
December 21, 2023	City/CERT		
December 21, 2023	Boy Scouts Pack 93	Bo Grunde	fundraiser
December 28, 2023			



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

December 12, 2023
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Receive after-action reports for the Sandcastle Contest, Carmel High School Homecoming Parade, Pumpkin Roll, Halloween Parade, Veteran's Day Ceremony, Community Day, Homecrafters' Marketplace and Holiday Celebration.

RECOMMENDATION:

Receive after-action reports for the Sandcastle Contest, Carmel High School Homecoming Parade, Pumpkin Roll, Halloween Parade, Veteran's Day Ceremony, Community Day, Homecrafters' Marketplace and Holiday Celebration.

BACKGROUND/SUMMARY:

For all of the events this year staff would like to thank the Commissioners, VIPs, Public Works Department, and other City staff, who volunteered their time to help execute this year's events. These events would not be able to occur without that support.

Sandcastle Contest

Each year the City partners with the Monterey Bay Chapter of the American Institute of Architects (AIA) to hold the annual Sandcastle contest. This year's event was held on Saturday, September 16 and the theme chosen by the AIA was "Time Travel into the Future". Plaque decorating was held the previous Tuesday at the Park Branch Library.

As always, this event went smoothly and there were a lot of creative castles! This year the ATV was working which was very helpful, as heavy lifting for tables chairs, etc. over the sand is very difficult. The number of judges was limited this year and that was helpful for the marshall keeping them moving down the beach, but some of the pomp of having a Councilmember or the Mayor was missing.

Things to think about for next year:

- Make sure that someone from Council can participate next year. Consider announcing the judges in advance.
- Explore the idea of shifting the timing of the event. Currently, castle building is from 8:00 a.m. to 12:00 p.m. with judging beginning at 12:00 p.m. By noon a lot of families start drifting away and awards are not usually handed out until nearly 1:00 p.m. - and sometimes after. Staff proposes working with the architects to try castle building from 7:00 a.m. to 11:00 a.m. with judging beginning at 11:00 a.m. and

awards handed out by 12:00 p.m.

- Ensure that the ATV is in good working order in advance of the event.

Homecoming Parade

The Carmel High School Homecoming Parade was held on Friday, September 22 at 4:00 p.m. The parade staged in the footprint of the Farmers' Market on Mission Street and Sixth Avenues. The parade launched from Sixth Avenue headed right onto Junipero Street, right onto Ocean Avenue and down to Monte Verde Street before making the turn to come back up Ocean Avenue to return to the staging area. Overall, the parade went very well.

This year staff decided to close the side street to traffic at Ocean Avenue and also at Sixth and Seventh Avenues. This helped relieve some of the congestion, keeping people moving on Sixth and Seventh Avenues and minimized some of the yelling at staff that typically happens. The VIPs were instrumental in making this a success and their help at events is appreciated greatly, as is all of the help Community Activities receives from the Public Works Department. In addition City staff marched at the end of the parade as a visual marker for the VIPs stationed on Ocean Avenue for when they could re-open the streets again which worked well.

For next year's Homecoming parade and the upcoming Halloween parade at the end of the month:

- Station two VIPs at the top of Ocean Avenue at Junipero Street and two VIPs at the bottom of Ocean Avenue at Monte Verde. These are the trickiest spots to close down to traffic and one person is not enough.
- Place signage at Ocean Avenue and Carpenter Street and at Ocean Avenue and Junipero the week of the event reminding people that the parade will be happening and to detour accordingly.

Community Day

Unfortunately, due to weather Community Day was canceled. Staff are looking at other dates to reschedule.

Pumpkin Roll

The Pumpkin Roll was held Saturday, October 28 from 11:00 a.m. to 2:00 p.m. Overall the event ran well. There was a minor hiccup with the dumpster being delivered late, but the crowd was in good spirits and Councilmember Richards provided Halloween music.

For next year's Pumpkin Roll:

- Get the Saturday contact information from Greewaste.
- Have the dumpster delivered at 8:00 a.m. for additional buffer if dumpster delivery is ever late again.
- Create signage for the pumpkin bins telling participants one pumpkin and one roll per person and/or potentially have staff or a volunteer to let people know this. This will ensure that everyone gets a chance to roll.

In addition to the Pumpkin Roll, Max's Helping Paws had their annual Howloween fundraiser at the Forest Theater. Last year it was held at Carmel Plaza. Having both events on the same day is nice and provides multiple events for people to enjoy within walking distance of each other. If Howloween is held at the Forest Theater again next year, the VIPs recommended that staff consider closing a portion of Mountain View for pedestrian traffic only as a safety measure.

Halloween Parade

The Halloween Parade was held Tuesday, October 31 and began at 4:30 p.m. Using the information learned from the Homecoming parade street closures with the help of the VIPs worked very well. The Tam Tam drum circle provided music in Devendorf Park prior to and after the event alongside the Seaside drum

circle, and there was trick-or-treating candy in the Park after the parade.

For next year's Halloween Parade:

- Make sure that groups provide an accurate number of vehicles that their group will have participating to help with parade line-up .
- Make all of Ocean Avenue NO PARKING for the event to provide spectators with more space for viewing the parade, rather than the medians.

Veteran's Day Ceremony

The Veteran's Day ceremony was held Saturday, November 11 at 11:00 a.m. As always it is wonderful working with Post 512 representatives on this event. The only item of note for next year is to coordinate with the song leader in advance to ensure that Glastonbury, the sound provider, has the best instrumental tracks for the sing-a-long.

Homecrafters' Marketplace

The Homecrafters' Marketplace was held on Saturday, November 18 from 9:00 a.m. to 3:00 p.m.

This year it rained and while this was an inconvenience, especially during the early morning set-up hours, it did not deter the shoppers who were out in full force with the sun at 9:00 a.m. This year staff allowed the Lions to bring their trailer in the night before the event, which helped significantly during the morning set-up to reduce traffic congestion.

For next year's Homecrafters':

- Allow the Lions to park their trailer in the Sunset Lot overnight again.
- Require vendors to submit how many vehicles they will have for unloading in the morning to help staff figure out staggering. Some vendors had multiple vehicles that came in at different times and it added to traffic congestion in the lot.
- Directional signage on A-frames around the Sunset directing shoppers to the other craft shows in town.

Holiday Tree and Menorah Lighting Event

The Holiday Tree and Menorah Lighting event was held on Friday, December 1 starting with the DEI Monte Brass playing music at 3:00 p.m. Santa and Mrs. Claus arrived a little after 3:30 due to some issues with the fire engine escorting them. This was followed by the Menorah Lighting ceremony at 4:00 p.m. and the tree-lighting ceremony which began at 4:30 p.m. Overall, the event went well and there were no major issues.

For next years' Holiday Tree and Menorah Lighting event:

- Invest in nicer looking stanchions for Santa's line for better crowd control.
- Reconfigure the placement of the stage so that more people can better see the program.
- Add additional speakers so spectators on both sides of Ocean Avenue can hear the program.
- Improve the "backstage" area to keep some areas roped off from the general public, explore a stage backdrop, and add a speaker backstage so that performers/staff can hear and don't miss important cues.
- Block off the equipment at the front of the stage, so that children cannot climb on it.
- Shorten the duration of the program and better stagger some of the acts.

This event was heavily attended, despite other tree-lighting events happening around the peninsula, with a crowd that easily rivaled that of a Car Week event.

FISCAL IMPACT:

N/A

ATTACHMENTS:



CITY OF CARMEL-BY-THE-SEA

Community Activities Commission

Staff Report

December 12, 2023
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Consideration of the adoption of a meeting calendar for 2024.

RECOMMENDATION:

Provide staff with direction regarding the 2024 meeting dates and adopt a meeting calendar for 2024.

BACKGROUND/SUMMARY:

Each year the Community Activities Commission (CAC) considers scheduling conflicts for regular meetings such as Car Week and holidays as they arise.

Staff is proposing the adoption of a 2024 meeting calendar in order to preempt the need for last minute schedule changes and to provide Commissioners and staff adequate notice of upcoming meetings throughout the year for planning purposes.

The proposed 2024 CAC meeting calendar (Attachment 1) includes the meeting dates, as well as agenda packet distribution dates.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

ATTACHMENTS:

2024 Proposed Meeting Dates

2024 Calendar

January							February							March							April						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6	28	29	30	31	1	2	3	25	26	27	28	29	1	2	31	1	2	3	4	5	6
7	8	9	10	11	12	13	4	5	6	7	8	9	10	3	4	5	6	7	8	9	7	8	9	10	11	12	13
14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20
21	22	23	24	25	26	27	18	19	20	21	22	23	24	17	18	19	20	21	22	23	21	22	23	24	25	26	27
28	29	30	31	1	2	3	25	26	27	28	29	1	2	24	25	26	27	28	29	30	28	29	30	1	2	3	4
														31	1	2	3	4	5	6							
May							June							July							August						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4	26	27	28	29	30	31	1	30	1	2	3	4	5	6	28	29	30	31	1	2	3
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
26	27	28	29	30	31	1	23	24	25	26	27	28	29	28	29	30	31	1	2	3	25	26	27	28	29	30	31
							30	1	2	3	4	5	6								Car Week 9-18						
September							October							November							December						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	29	30	1	2	3	4	5	27	28	29	30	31	1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30	1	2	3	4	5	27	28	29	30	31	1	2	24	25	26	27	28	29	30	29	30	31	1	2	3	4