



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, January 9, 2024

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:

Please click the link below to join the webinar: <https://ci-carmel-ca-us.zoom.us/j/81367752003> Passcode: 552994 Dial: 669 444 9171

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 December 12, 2023, Regular Meeting
2. Receive an after action on Third Thursday and an update on the Farmers' Market.
3. Receive updates on the 2024 special events calendar for the City of Carmel-by-the-Sea and potential new events and discuss.

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 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 asked everyone to support all of the holiday events in town.

Commissioner Martin commented on how festive the park and the downtown area look.

Commissioner Micek thanked staff for a great job at the Homecrafters' Marketplace, especially in the rain.

Item B: Announcements from Staff

Library & Community Activities Director Wright thanked the Commissioners, Public Works staff, and VIPs for their assistance with Community Activities events in 2023.

PUBLIC APPEARANCES

Dale Bryne

ORDERS OF BUSINESS

Item 1: Approval of the minutes for the September 12, 2023, Regular Meeting

Commissioner Martin moved to approve the minutes for the September 12, 2023 Regular Meeting, seconded by Commissioner Jett and carried by the following roll call vote:

AYES: Jett, Martin, Micek

NOES: None

ABSENT: None

ABSTAIN: None

Item 2: Receive an update on the Farmers' Market and discuss.

Library & Community Activities Director Wright presented the update.

Item 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.

Library & Community Activities Director Wright presented the after-action reports.

- Discuss changing times at the Sandcastle Contest – start building to 7:00 a.m. and judging to 11:00 a.m.
- Close 6th & 7th from Mission to Monte Verde during parades
- Make sure the dumpster for Pumpkin Roll is delivered early in the morning and get the phone number for the person on duty on Saturday
- Ask Halloween Parade participants how many vehicles and try no parking on Ocean Ave during the parade
- Ask Homecrafters' vendors how many vehicles and add directional signs to other craft shows that day
- Discuss changing the location of the stage for the Holiday Celebration and shortening the program

Public Appearances

Nancy Twomey

Item 4: Consideration of the adoption of a meeting calendar for 2024.

Commissioner Jett moved to combine the July and August meetings to a Special Meeting on July 16, 2024, and cancel the August 13, 2024 meeting, seconded by Commissioner Micek and carried by the following roll call vote:

AYES: Jett, Martin, Micek

NOES: None

ABSENT: None

ABSTAIN: None

FUTURE AGENDA ITEMS

- 2024 event dates

ADJOURNMENT

There being no further business before the Commission, the meeting was adjourned at 10:05 a.m. The next Regular Meeting is scheduled for January 9, 2024.

Respectfully submitted,
Leslie Fenton, Executive Assistant

Donna Jett, Vice-Chair
Community Activities and Cultural Commission



CITY OF CARMEL-BY-THE-SEA

Community Activities Commission

Staff Report

January 9, 2024
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Receive an after action on Third Thursday and an update on the Farmers' Market.

RECOMMENDATION:

Receive an after action on Third Thursday and an update on the Farmers' Market.

BACKGROUND/SUMMARY:

The Farmers' Market is held every Thursday (holidays and Car Week notwithstanding) from 10:00 a.m. to 2:00 p.m. on Mission Street between Ocean and Sixth Avenues, and Sixth Avenue between Mission and Junipero Streets. The Community Activities Commission (CAC) receives an update on the Farmers' Market at each regular meeting and provides staff with feedback.

Good Roots Events, Inc. has been managing the market since early 2020 and has done an admirable job making improvements to the Farmers' Market operation, ensuring that the Village now has a vibrant market at which the community can gather each week.

Good Roots, continues to make efforts to provide compostable bags to the vendors and improve sustainability practices at the market. They have also worked on increased and better signage and talking points regarding dogs at the Farmers' Market. This became a problem during some of the markets in the high season and can be particularly contentious with shoppers not wanting to remove their dogs from the market. Since the new signage has been in place issues with dogs and their owners have improved.

Third Thursdays

When the Farmers' Market was first implemented over 9 years ago, once monthly evening events were proposed that showcased Village chefs, local produce, arts and music. This idea was finally implemented in 2022 with events in September and October, with events again in 2023 April through October.

Third Thursdays features, Farmers' Market vendors, artist demonstrations, fun games and activities for children, and music sponsored by Sunset Center including Yvan Vucina, The Transducers, Reija, B-Keeper, Glenn Bell, TNT & the Explosions, The Sea Dogs, and many more. These events are attended by all-ages of locals and visitors and often have a theme reflecting the time of the year. In July the Library partnered with Third Thursday for the end of Summer Reading program where there were free ice cream sundaes and books for everyone.

In January 2023 the Council received the annual update on the Farmers' Market. This included a report out about the Third Thursdays held April through October (with the exception of August). The Council also adopted Resolution 2023-007 approving the serving of alcohol at Third Thursdays.

While the Council did approve the serving of alcohol at Third Thursdays, alcohol was only served at the April event by the Carmel Residents' Association. In 2022 the Carmel Youth Center served at the September and October events. Recognizing that some attendees might appreciate a glass of wine and that alcohol sales by nonprofit groups is a good way for them to raise funds and get exposure

Staff requested that Council again approve the serving of alcohol at Third Thursday events for 2024.

In addition, staff also requested to change the start date to March as staff is working with Sunset Center on a potential opportunity for a visiting performer that could participate in Third Thursday in March.

FISCAL IMPACT:

ATTACHMENTS:

Attachment 1) Resolution 2024-003
2024 Community Organizations

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

RESOLUTION NO. 2024-003

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA
AUTHORIZING THE CONSUMPTION OF ALCOHOL AT THE FARMERS' MARKET THIRD
THURSDAY EVENTS TO BE HELD MARCH THROUGH OCTOBER 2024**

WHEREAS, the City entered into a contract in 2020 with Good Roots Events, Inc. due to their understanding of the Carmel-by-the-Sea community, their vision for the Market, and their overall experience managing Farmers' Markets and special events; and

WHEREAS, when the Farmers' Market was created in Carmel-by-the-Sea in 2014 a monthly evening component of the Market was an important component; and

WHEREAS, the Third Thursday events extends the Farmers' Market once monthly through October and will feature, artists, musicians, food, and potentially alcoholic beverages; and

WHEREAS, Chapter 9.20 of the Carmel-by-the-Sea Municipal Code states that it is unlawful for any person to drink any alcoholic beverage in or upon any public place, but that the City Council has the right, through adoption of a resolution, to make exceptions to the regulation for specific events of limited duration.

**NOW THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF
CARMEL- BY-THE-SEA DOES HEREBY:**

Authorize the consumption of alcohol at the Third Thursday events to be held March through October 2024.

**PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA this
8th day of January, 2024, by the following roll call vote:**

AYES:

NOES:

ABSENT:

ABSTAIN:

SIGNED:

ATTEST:

Dave Potter, Mayor

Nova Romero, MMC, City Clerk

COMMUNITY GROUPS - 2024

DATE	GROUP	CONTACT	ACTIVITY (i.e. handouts, music)
JANUARY			
January 4, 2024	Friends of the Library	Susan Murphy	book sale
January 11, 2024	Village Preservation Committee		
January 11, 2024	Friends of the Library	Susan Murphy	book sale
January 18, 2024	Friends of the Library	Susan Murphy	book sale
January 25, 2024	CRA	Nancy Twomey	
January 25, 2024	Friends of the Library	Susan Murphy	book sale
FEBRUARY			
February 1, 2024			
February 8, 2024	Village preservation Committee		
February 15, 2024			
February 22, 2024	CRA	Nancy Twomey	
February 29, 2024			
MARCH			
March 7, 2024			
March 14, 2024	Village preservation Committee		
March 21, 2024			
March 28, 2024	CRA	Nancy Twomey	
APRIL			
April 4, 2024			
April 11, 2024	Village preservation Committee		
April 18, 2024			
April 25, 2024	CRA	Nancy Twomey	
MAY			
May 2, 2024			
May 9, 2024	Village preservation Committee		
May 16, 2024			

COMMUNITY GROUPS - 2024

May 23, 2024			
May 30, 2024	CRA	Nancy Twomey	
JUNE			
June 6, 2024			
June 13, 2024	Village preservation Committee		
June 20, 2024			
June 27, 2024	CRA	Nancy Twomey	
JULY			
July 4, 2024	4TH OF JULY		
July 11, 2024	Village preservation Committee		
July 18, 2024			
July 25, 2024	CRA	Nancy Twomey	
AUGUST			
August 1, 2024			
August 8, 2024	Village Preservation Committee		
August 15, 2024	CAR WEEK		
August 22, 2024			
August 29, 2024	CRA	Nancy Twomey	
SEPTEMBER			
September 5, 2024			
September 12, 2024	Village Preservation Committee		
September 19, 2024			
September 26, 2024	CRA	Nancy Twomey	
OCTOBER			
October 3, 2024			
October 10, 2024	Village preservation Committee		

COMMUNITY GROUPS - 2024

October 17, 2024			
October 24, 2024			
October 31, 2024	CRA	Nancy Twomey	
NOVEMBER			
November 7, 2024			
November 14, 2024	Village preservation Committee		
November 21, 2024			
November 28, 2024	THANKSGIVING		
DECEMBER			
December 5, 2024			
December 12, 2024	Village preservation Committee		
December 19, 2024			
December 26, 2024			

2024 EVENTS

January

- Saturday, January 6 - Carmel Prepares
- Wednesday, January 31 - Sunday, February 4 - Pebble Beach Pro-Am

March

- Thursday, March 21 - Farmers' Market 3rd Thursday
- Saturday, March 30 - Carmel Host Lions Club Breakfast with the Bunny

April

- Thursday, April 18 - Farmers' Market 3rd Thursday
- Saturday, April 20 - Community/Earth Day event
- Sunday, April 28 - Big Sur International Marathon

May

- TBD - Carmel Art Festival
- Thursday, May 16 - Farmers' Market 3rd Thursday
- Monday, May 27 - Memorial Day Ceremony
- Friday, May 31 - Saturday, June 8 - Carmel Culinary Week

June

- TBD - Carmel Surfabout
- TBD - Carmel Culinary Week
- TBD - Monterey Winemakers Celebration
- Thursday, June 20 - Farmers' Market 3rd Thursday

July

- Thursday, July 4 - Monterey Pops! Concert
- Thursday, July 18 - Farmers' Market 3rd Thursday

August

- Friday, August 9 - Sunday, August 18- Car Week
- Tuesday, August 13 - Concours for a Cause
- Thursday, August 15 - Prancing Ponies Womens Car Show
- Thursday, August 15 - Ferrari Owners Club-Concours Carmel
- Wednesday, August 28 - Homecrafters' Jury

September

- TBD - Sandcastle Contest

- Thursday, September 19 - Farmers' Market 3rd Thursday
- TBD - Carmel High School Homecoming Parade
- TBD - Community Day

October

- Saturday, October 12 - Meet the Makers
- TBD - Challenged Athletes
- Thursday, October 17 - Farmers' Market 3rd Thursday
- Saturday, October 26 - Pumpkin Roll down Ocean Avenue
- Thursday, October 31 - Halloween Parade and candy giveaway - Devendorf Park

November

- Monday, November 11 - Veterans Day Ceremony - Devendorf Park
- Saturday, November 23 - 53rd Homecrafters' Marketplace - Sunset Center

December

- Friday, December 6 - Annual Holiday Celebration - Devendorf Park