



# CITY OF CARMEL-BY-THE-SEA ACTIVITIES COMMISSION AGENDA

Commissioners Kati Enea, Ellen Martin, Jeff Meacham  
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, October 14, 2025**  
**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/89936250624>  
Webinar ID: 899 3625 0624  
Passcode: 151510  
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. Persons are not required to provide their names, however, it is helpful for speakers to state their names so they may be identified in the minutes of the meeting. 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. If a member of the public attending the meeting remotely violates the Brown Act by failing to comply with these requirements of the Brown Act, then that speaker 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) Approval of the Minutes for the September 9, 2025, Regular Meeting
- 4) 2025 Car Week After Action Report
- 5) Receive a presentation from Girls on the Run Central Coast for a "Girls On The Run Family 5K" in Carmel-by-the-Sea on Saturday, January 10, 2026.
- 6) Receive a presentation from the Carmel Chamber of Commerce for a Putts for Paws Mini Golf Tournament in Devendorf Park on Tuesday, February 10, 2026.
- 7) Receive after-action reports on the 62nd Annual Sandcastle Contest and Community Day.
- 8) Discuss upcoming Community Activities events

## **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**

**October 14, 2025**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Executive Assistant

**SUBJECT:** Approval of the Minutes for the September 9, 2025, Regular Meeting

**RECOMMENDATION:**

Approval of the Minutes for the September 9, 2025, Regular Meeting

**BACKGROUND / SUMMARY:**

**FISCAL IMPACT:**

**ATTACHMENTS:**

1. CAC Regular Meeting Minutes - September 9, 2025

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

**REGULAR MEETING MINUTES**

**Tuesday, September 9, 2025**

**CALL TO ORDER AND ROLL CALL**

PRESENT: Enea, Martin, Refuerzo, Ruess

ABSENT: Meacham

STAFF PRESENT: Leslie Fenton, Executive Assistant

**PLEDGE OF ALLEGIANCE**

**ANNOUNCEMENTS**

**1) Announcements from Commissioners**

Commissioner Enea announced the Carmel Chamber of Commerce is holding the Taste of Carmel event on October 2, from 6:00 p.m. - 9:00 p.m, at the Carmel Mission.

Commissioner Ruess announced that an Interim Library Director would be starting on October 1, 2025, and she will be meeting with City Administrator Rerig to discuss the Interim Director and the Community Activities Commission.

**2) Announcements from Staff**

Executive Assistant Fenton announced the following:

- The Car Week staff report was done and focuses on the activities that took place after the events were over.
- Homecrafters' Marketplace jury was held on Wednesday, August 27. 43 vendors participated, 19 of those were vendors rejuryming.

Public Appearances

Shirley Moon

**PUBLIC APPEARANCES**

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then that speaker 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) Approval of the Minutes for the August 5, 2025, Special Meeting**

Commissioner Martin moved to approve the Minutes for the August 5, 2025, Special Meeting, seconded by Commissioner Enea and carried by the following roll call vote:

AYES: Enea, Martin, Refuerzo, Reuss  
NOES: None  
ABSENT: Meacham  
ABSTAIN: None

#### **4) Discuss upcoming Community Activities events and staffing needs**

Executive Assistant Fenton discussed the upcoming events and staffing needs.

Commissioner Refuerzo asked that the Halloween Parade be changed to the City of Carmel's Birthday Celebration parade.

Commissioner Ruess asked that the Carmel International Film Festival be added to the event calendar.

### **FUTURE AGENDA ITEMS**

- Car Week staff report
- September after-action reports
- Draft Mission statement

### **ADJOURNMENT**

There being no further business before the Commission, the meeting was adjourned at 11:11 a.m.

The next Regular Meeting is scheduled for October 14, 2025.

APPROVED:

ATTEST:

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Maria Ruess, Commission Chair

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Leslie Fenton, Commission Clerk



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

**October 14, 2025**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Executive Assistant

**SUBJECT:** 2025 Car Week After Action Report

**RECOMMENDATION:**

Receive the 2025 Car Week After Action Report and provide staff with feedback and direction.

**BACKGROUND / SUMMARY:**

Since its inception, “Car Week” has evolved from being just a handful of events during the span of a week, to tens of public and private events held over the span of a week and a half on the peninsula.

This year, “Car Week” took place from Friday, August 8 through Sunday, August 17.

This After Action Report seeks to discuss traffic and safety impacts to Carmel-by-the-Sea during Car Week, as well as a breakdown of any issues with events held in the Village, and to propose mitigation tactics to counter these effects in subsequent years.

**EVENTS HELD IN CARMEL-BY-THE-SEA**

For 2025, staff worked with event organizers from the previous year to build on the events they presented in 2024, understanding that if there are events in Carmel during Car Week that they would like to get back to the look and feel of the pre-pandemic events. With the expansion of Concours for a Cause on Tuesday and Prancing Ponies and the Concours Carmel on Thursday this year looked and felt more like Car Week pre-pandemic than it has in the past few years. There were four permitted events in Carmel-by-the-Sea this year:

- Tuesday, August 13 Concours for a Cause
- Wednesday, August 14 Astons on the Avenue
- Thursday, August 15 Prancing Ponies

- Thursday, August 15 Ferrari Owners' Club Concours Carmel

### **Concours for a Cause**

The Concours for a Cause event was held Tuesday, August 12, 2025, from 10:00 a.m. to 4:00 p.m. The event was held on Ocean Avenue between Junipero and Dolores Streets, inclusive of the side streets between Sixth and Seventh Avenues, and Devendorf Park. Event set-up began at 12:00 a.m. and event breakdown was completed by 8:00 p.m. This was the third year for this event in Carmel-by-the-Sea, and it featured classic cars organized by country. There were no issues with safety or the load-in/load-out of the event. We will work with the organizers to work towards clearing the event out quicker, so we can open up traffic and set up the traffic calming system as close to 6:00 p.m. as possible.

### **Astons on the Avenue**

This was the second year for the Astons on the Avenue event, which grew out of parking stall rentals in front of the Meuse Gallery in 2023. The event was held on Wednesday, August 13, 2025, from 10:00 a.m. to 4:00 p.m. on Ocean Avenue from Dolores Street down to Monte Verde Street and Lincoln between 6th and 7th Avenues. There were no issues with safety or the load-in/load-out of the event.

### **Prancing Ponies**

The Prancing Ponies Women's Car Show event was held Thursday, August 14, 2025, from 10:00 a.m. to 4:00 p.m. This is the 6th year this event was held in the City. Ocean Avenue was closed from Junipero to San Carlos Street. Mission Street was also closed between Red Eagle Lane and Sixth Avenue. Event set-up began at 12:00 a.m. and event breakdown began at 4:00 p.m. There were no major issues with this event.

### **Ferrari Owners Club Concours Carmel**

This was the third year of the Concours held on Thursday, August 14, 2024 from 9:00 a.m. to 4:00 p.m. The event was held on Dolores Street between Ocean and Seventh Avenues. Event set-up began at 1:00 a.m. and breakdown was completed by 7:30 p.m. This judged event featured curated vintage and modern Ferraris and Italian motorcycles, music, interviews with car owners and award ceremony. There were no issues with safety or the load-in/load-out of the event.

### **Overall Event Summary**

Overall, each event ran very smoothly and there were no major issues to report.

### **PARKING STALL PERMIT**

In the early 2000's the City began renting individual parking stalls in the downtown commercial district for non-construction purposes or as part of a special event permit. The purpose of the individual parking stall rentals was intended to allow businesses to set-up valet services during busy times of the year for their patrons or to park prestigious vehicles in front of their businesses to draw visitors to their establishments. Prior to the pandemic, parking stall permits were not issued on the Tuesday and Thursday of Car week, due to the all-encompassing size of the events traditionally held on these days - COTA and the Tour. Spaces were rented for the

remaining days of the week during Car Week.

Currently, if businesses want to rent a parking stall they must complete a parking stall permit application through the Community Activities Department. Pricing for the rental of parking stalls is scaled based on the time of year, with higher rental rates during Peak Demand times, including the weeks surrounding the December Holidays, major golf events at Pebble Beach, and during Car Week. The cost for the rental of parking stalls is \$100 per stall/day and \$200 per stall day during Peak Demand Rental time. If the applicant is requesting the placement of carpet, stanchions, etc. in the parking stall in addition to parking a vehicle they must also pay the fee for a Temporary Encroachment.

During recent years, demand for parking stall permits has been concentrated during and around Car Week, very few if any parking stall permit applications are received around the December Holidays or major golf events.

## **SHUTTLES**

For 2025, the City implemented a free parking and shuttle program to provide visitors and employees with convenient access to downtown on Tuesday, Wednesday, and Thursday of Car Week. This program mirrored a program that used to operate on Tuesday of Car Week as a condition of approval for the Concours on the Avenue event, which no longer exists. The parking lot and shuttle operated from Larson Field adjacent to the Carmel Mission, which has a maximum capacity of approximately 300 cars once properly set up. Setup included removing sections of chain link fencing around the large baseball field, protecting irrigation valves, and roping off the dirt infields to keep cars on the grass only. The shuttle hours were from 9:00 a.m. to 9:00 p.m. Over the three days of operation, daily usage was as follows:

- Tuesday, August 12: Between 200–260 cars parked, peak occupancy at roughly 200 cars at one time.
- Wednesday, August 13: 176 cars parked, with peak occupancy at roughly 140 cars at one time.
- Thursday, August 14: 320 cars parked, peak occupancy at roughly 275 cars at one time.

Running between Larson Field and the Carmel Plaza, shuttles picked-up/dropped-off riders every 5–10 minutes on Tuesday and Wednesday, and approximately every 10-15 minutes on Thursday due to heavier traffic. Peak parking and shuttle demand occurred between 10:00 a.m. and 1:00 p.m. on Tuesday and Wednesday, and from 11:00 a.m. to 2:00 p.m. on Thursday. The utilization of two large 14-passenger shuttles effectively addressed the demand for rides, resulting in no reported complaints regarding wait times. Staff observed that the presence of one (1) professional parking attendant was necessary to guide cars into spaces, maximize lot capacity, and maintain safe driving lanes. In addition to the professional parking attendant, it was also necessary to have one (1) volunteer during peak times to direct traffic coming in from Rio Road to the small gates that led to the grass fields.

Feedback from users was overwhelmingly positive. Riders reported that shuttle

frequency was appropriate and convenient. Visitors expressed appreciation for the reliability, quality, and convenience of the service, the clear signage directing them to the lot, and the fact that the shuttle was free of charge. Several riders specifically commented on the value of worry-free parking during the busiest days of Car Week.

A wide range of individuals utilized the shuttle, including domestic and international visitors, peninsula area residents, local employees, and community members. The majority of riders consisted of out-of-town visitors attending Car Week, with local residents also comprising a substantial segment of the ridership. The shuttle also served a meaningful accessibility role: 20 individuals with mobility challenges used the service on Tuesday, 7 on Wednesday, and 15 on Thursday. Riders most often learned of the program through car event websites, social media (including dedicated Car Week groups), or by following posted signs on Highway 1 and in the Village after being unable to locate downtown parking. Riders expressed a strong sentiment that there should be recognition of the City's role in offering the program, with many indicating that they wanted to know whom to thank.

Based on the success of the program, areas to explore next year should include:

- Work more closely with Car Week event organizers to promote use of the lot and shuttle and explore opportunities for cost-sharing with Carmel event organizers.
- Consider improvements to ADA accessibility, including shuttles with lifts, and additional signage for designated handicap spaces.
- Collect formal survey data on ridership demographics and guest satisfaction.
- Reduce lot hours of operation to align with demand, as usage declined significantly after 5:00 p.m.
- Increased messaging of the city's role in providing the shuttle program.

In conclusion, the shuttle program provided a meaningful contribution to traffic mitigation during Car Week 2025. The program succeeded in reducing congestion downtown, improving the visitor experience, demonstrating the viability of off-site shuttle programs into the Village, and setting a strong foundation for expansion in future years.



Image 1 - Professional Parking Attendant Guiding Cars To Organized Parking Lanes



Image 2 - Volunteer Parking Attendant Guiding Cars Onto Grass Fields



Image 3 - Shuttle Vans in Operation Picking Up Guests at Larson Field

## 2025 Car Week Survey

This year's Car Week survey received 423 responses.

## Overall Sentiment

- **Mixed feedback overall**— responses split roughly into thirds:
  - ~1/3 **Loved it:** saw it as exciting, energetic, and good for local business.
  - ~1/3 **Conflicted:** appreciated the economic benefit but disliked congestion, noise, and crowd behavior.
  - ~1/3 **Did not like it:** found it overwhelming, disruptive, and unsafe.

## Positive Themes

- **Economic & tourism benefits** – increased retail and restaurant sales; exposure for Carmel businesses.
- **Community energy** – “fun atmosphere,” “great cars,” “international visitors,” “village felt alive.”
- **Well-organized Tuesday event (Concours for a Cause)** – widely praised as the best-managed, most elegant day.
- **Shuttle service** – appreciated by those who used it; praised for long hours, friendliness, and ease once located.
- **Police presence downtown** – seen as strong and professional during the main events.

## Negative Themes

- **Noise** – the number one complaint. Late-night revving, “street racing,” and “testosterone-fueled chaos” noted.
- **Traffic congestion** – gridlock throughout Carmel and surrounding areas; many called it “the worst year yet.”
- **Aggressive driving** – frequent reports of speeding, burnout, and reckless behavior, especially in neighborhoods.
- **Too many events** – multiple shows downtown caused “three days of gridlock” and “diluted quality.”
- **Crowds** – complaints of rudeness, litter, and a shift from “classy car enthusiasts” to “influencer crowd.”
- **Resident access** – locals felt trapped or unable to reach work, school, or medical appointments.

## Shuttle Service Feedback

- Many **did not know** about the service or **found signage lacking**.
- Those who used it described it as “**excellent**” or “**spectacular**.”
- Suggestions:
  - Improve **visibility and signage** (especially on Highway 1 and downtown).
  - **Extend hours** for early/late workers.
  - Add more **pickup/drop-off points** and **golf-cart shuttles** near residential areas.

## Traffic & Safety Recommendations

- **More police presence** – particularly on residential streets and at key intersections.
- **Temporary speed bumps** and **noise enforcement**.
- **Ban or restrict truck deliveries** during event hours.
- **Close portions of downtown** to vehicle traffic for pedestrian safety.
- **Earlier coordination** with CHP and other cities for better highway flow.
- **Limit number of events** or **spread them over multiple weeks** to reduce strain.

## Event Management Suggestions

- Focus on **fewer, higher-quality shows** (Tuesday and Ferrari events favored).
- **End events by 10 PM** to reduce late-night noise.
- **Reintroduce Tour d’Elegance** or similar “classy” displays.
- Improve **communication with residents** (maps, timing, traffic alerts).
- Consider “**walk village**” model – park-and-shuttle system similar to European cities.

# Community Tone

- Many love the **heritage and glamour** of Car Week but want it “**smaller, safer, and more respectful.**”
- Strong call for **balance**: maintain economic benefit while protecting resident quality of life.
- Several residents noted: “We don’t want to cancel Car Week — we want to manage it better.”

## FISCAL IMPACT:

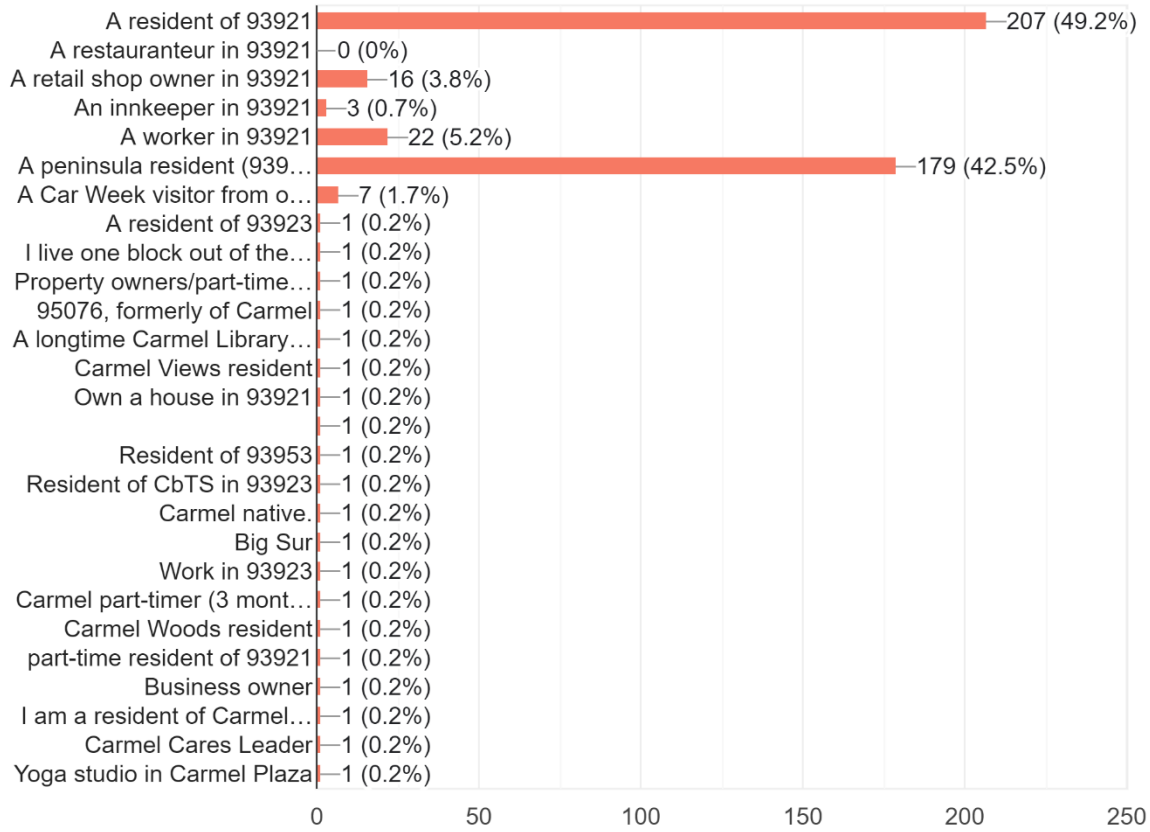
## ATTACHMENTS:

1. 2025 Car Week Survey Results Summary

## 2025 Car Week Survey Results Summary

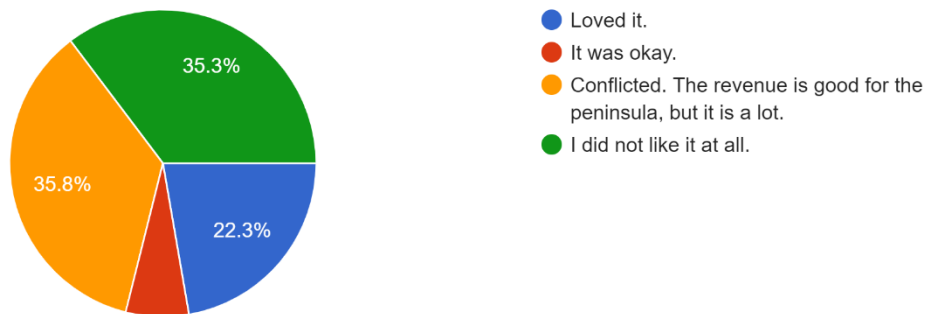
I am:

421 responses



How did you feel about Car Week in Carmel-by-the-Sea overall this year?

422 responses



## 2025 Car Week Survey Results Summary

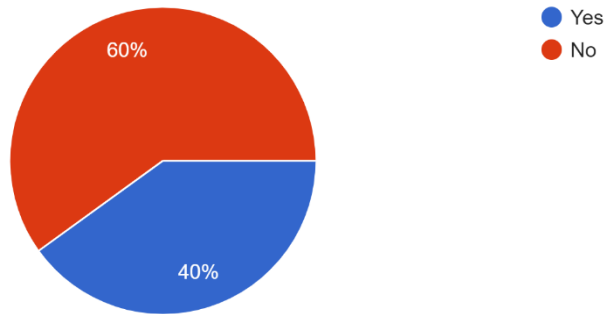
### Why do you feel that way?

- **Safety and Reckless Driving:** The most frequent concern was the extreme number of reckless, fast-moving, and speeding drivers, especially at high speeds on narrow residential streets, often coupled with traffic violations (running stop signs, illegal passing), creating a dangerous environment for residents and pedestrians. This behavior was often attributed to a "younger crowd," "hooligans," or "thugs" and led to fears of accidents and compromised emergency response.
- **Excessive Noise and Pollution:** The second most common complaint was the unbearable noise pollution from cars revving engines, loud mufflers, and racing at all hours, including late at night and into the early morning, significantly disrupting residents' sleep and quality of life.
- **Traffic and Gridlock:** Residents reported unprecedented traffic congestion and gridlock across the entire peninsula, making simple, routine activities like commuting, errands, and attending medical appointments impossible or severely delayed, leading some to feel "trapped" in their homes.
- **Disrespectful Visitors and Entitlement:** Many respondents noted a change in the visitor demographic, describing them as rude, entitled, disrespectful of the community and residents' property, and only interested in showing off, often contrasting with the "classy" atmosphere of prior years.
- **Impact on the Community:** The event is perceived by many as having outgrown the peninsula's infrastructure, negatively impacting the ability of locals to conduct normal life, with some small businesses reporting a significant drop in revenue due to the disruption.
- **Positive Aspects:** Conversely, many respondents appreciated the high energy, excitement, the sight of beautiful/exotic cars, the well-organized planned events in Carmel (especially Concours for a Cause and the Tuesday event), and the significant economic benefits and revenue generated for local businesses and charities.

## 2025 Car Week Survey Results Summary

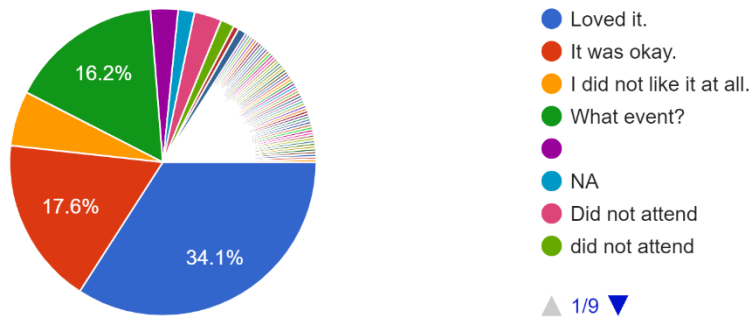
Did you attend the Concours for a Cause event on Tuesday, August 12?

422 responses



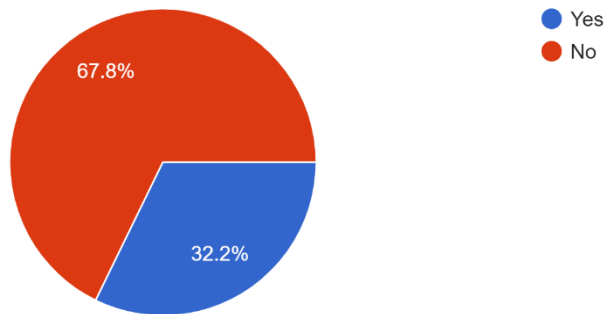
How did you feel about the Concours for a Cause event on Tuesday, August 12?

346 responses



Did you attend the Astons on the Avenue Car Show on Ocean Avenue on Wednesday, August 13?

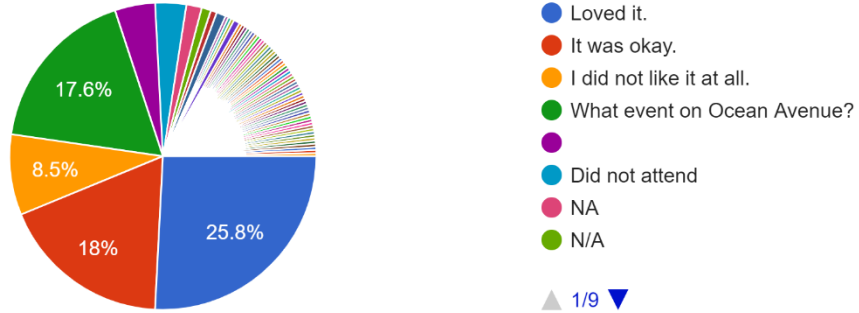
419 responses



## 2025 Car Week Survey Results Summary

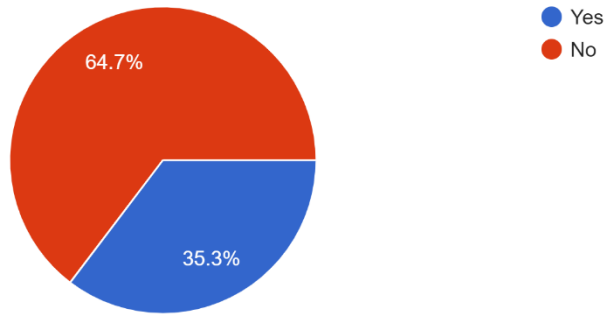
How did you feel about the Astons on the Avenue Car Show on Ocean Avenue on Wednesday, August 13?

306 responses



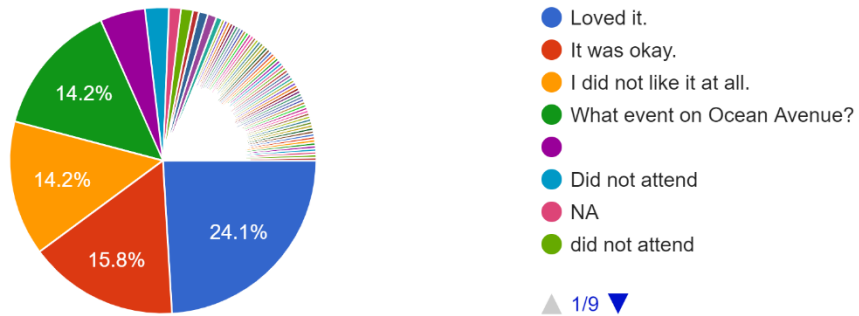
Did you attend the Prancing Ponies All Woman Car Show on Ocean Avenue on Thursday, August 14?

416 responses



How did you feel about the Prancing Ponies All Woman Car Show on Ocean Avenue on Thursday, August 14?

316 responses



## 2025 Car Week Survey Results Summary

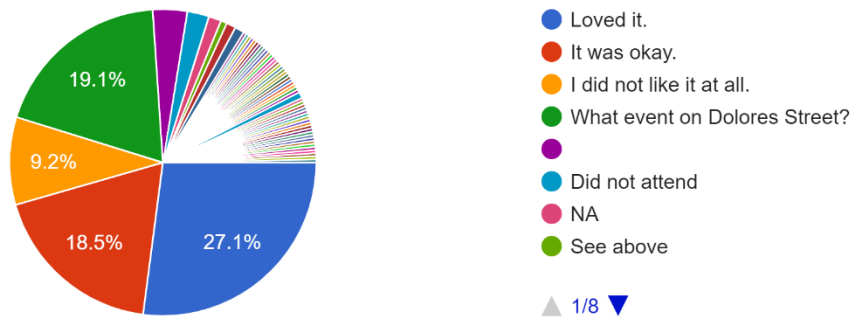
Did you attend the Ferrari Owner's Club event on Dolores Street on Thursday, August 14?

415 responses



How did you feel about the Ferrari Owner's Club Concours Carmel event on Dolores Street on Thursday, August 14?

303 responses



How do you feel about the events in Carmel-by-the-Sea in general this year?

397 responses



## 2025 Car Week Survey Results Summary

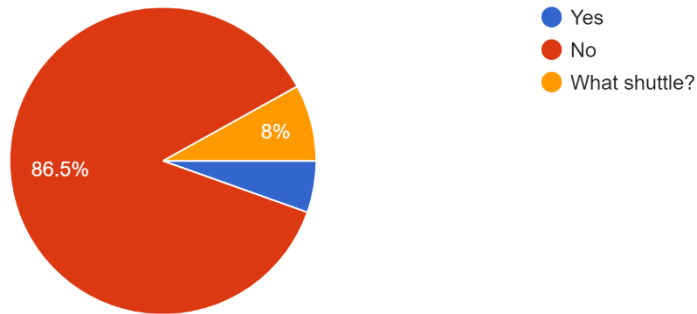
### Why do you feel that way?

- **Negative Impacts (Traffic, Noise, Crowds, Safety):** The most frequent complaints are the "horrendous traffic" and congestion, "constant engine noise" which can last late into the night (past midnight or even 2 AM), excessive crowds, lack of parking, and safety concerns due to "reckless drivers," speeding, and the overall volume of people and cars overwhelming the village's infrastructure. Many residents felt it negatively impacted their daily routine and quality of life, forcing them to avoid the town.
- **Event Overload & Quality:** Many respondents felt there are "too many events," suggesting a reduction to one or two days/events. There were specific critiques of the "Prancing Ponies" event for having "rental cars" and not being "high end enough" compared to the high-caliber shows, bringing "the event down."
- **Positive Atmosphere & Economic Benefit:** Attendees loved the "energy and excitement," "fun, festive, great people and car watching," and the chance to see "rare and beautiful cars." The events are also recognized as being "Great for the economy" and bringing "revenue" and a "liveliness" to the town.
- **Well-Managed Events:** The formal events, particularly the "Concours for a Cause" and "Ferrari Club event," were frequently praised for being "well organized," "well run," "monitored," and "safe," particularly the Tuesday event which was described as "least crowded and very mellow."
- **Suggestions for Improvement:** Key suggestions include reducing the number of events, enforcing noise and traffic laws more strictly with "severe fines," expanding the "off site parking" and "shuttle service" (which was well-liked), and bringing back missed features like the "Tour d'Elegance" or Concours cars lining Ocean Avenue.

## 2025 Car Week Survey Results Summary

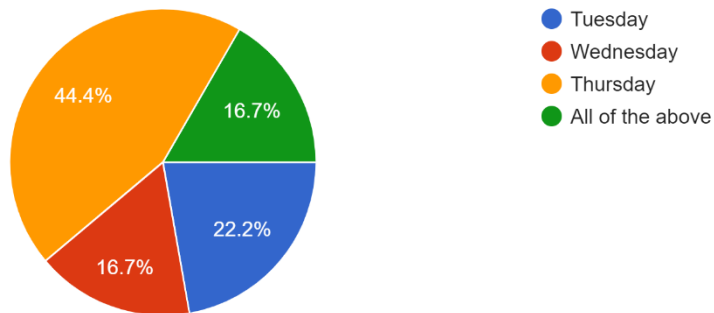
Did you use the City provided free parking and shuttle for any of the events this year?

423 responses

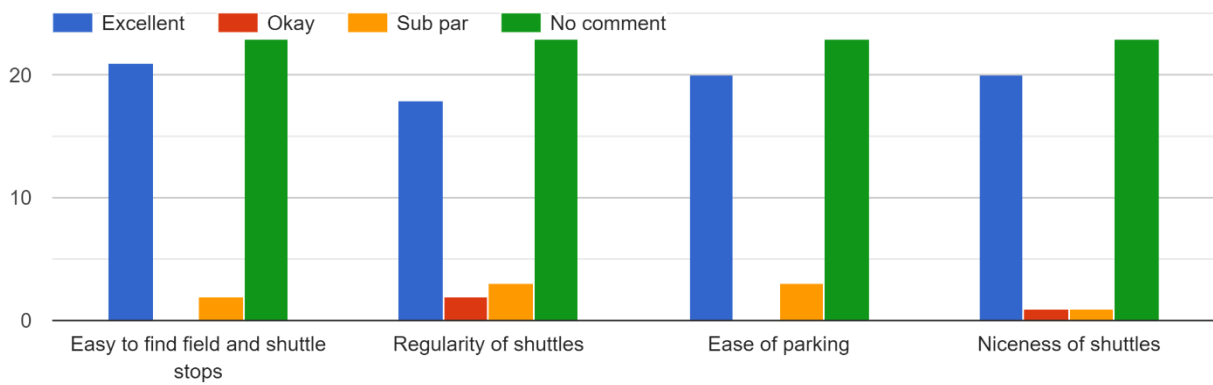


If you answered, "Yes" what days did you use the shuttle service?

18 responses



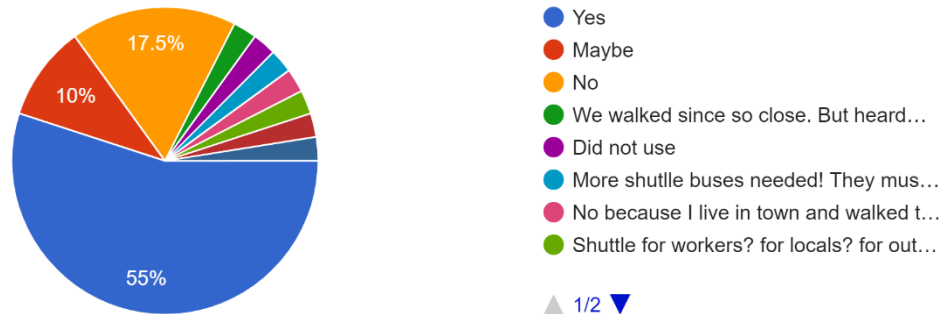
If you answered, "Yes" how did you find the quality of service?



## 2025 Car Week Survey Results Summary

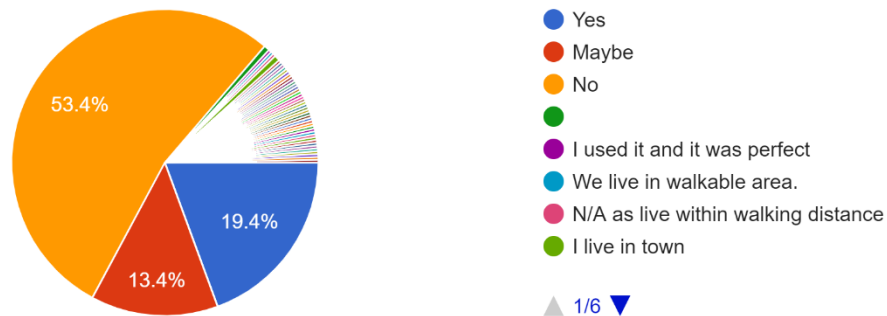
If you answered, "Yes" would you use the shuttle service again during Car Week to attend events?

40 responses



If you didn't use the shuttle services or didn't know there was a shuttle service would you be interested in trying it out to attend next year's Car Week events?

335 responses



If you answered "Maybe" or "No" to the above question, why?

- Proximity and Walking:** The most common reason for not using the shuttle was living within walking distance of the events or downtown Carmel, allowing residents to walk or bike instead.
- Lack of Interest/Avoidance:** Many respondents expressed a lack of interest in Car Week events, or actively avoid the town or leave the area entirely during Car Week due to crowds, traffic, noise, and general inconvenience/stress.
- Practical/Logistical Concerns:** Some responses indicated that they preferred to drive their own car, need their car for work (e.g., realtor), or that the shuttle hours/logistics (e.g., frequency, location, time needed) would not work for their schedule or required too much hassle compared to finding parking.

## 2025 Car Week Survey Results Summary

- **Event Experience/Impact:** There were sentiments that Car Week has devolved, become too crowded ("zoo," "over-attended"), or is too focused on glorifying wealth, leading some to refuse to support it or wish for its cancellation. Concerns were also raised about high hotel room rates and overall organization issues.
- **Specific Needs:** A few respondents mentioned needing their vehicle for work or to transport equipment for setting up and running events.

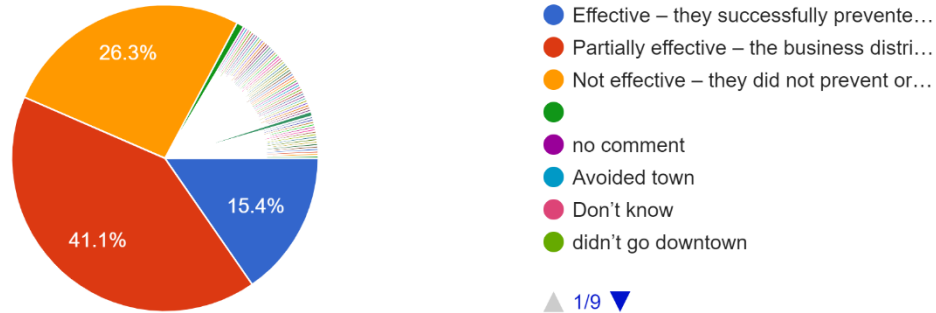
### Other thoughts about shuttle service during Car Week?

- **Overall positive sentiment and critical need:** The shuttle service was generally viewed as a great, excellent, critical, and much-needed idea with real merit, appreciated for keeping cars out of residential areas and downtown, and respondents suggest continuing it.
- **Need for better promotion and awareness:** The service needs significantly better promotion and publicity, as many residents and employees were unaware of it or found out too late. Suggestions include earlier promotion, better signage on Highway 1, outreach to car clubs and social media, and local news coverage.
- **Concerns about effectiveness and usage:** Some respondents questioned if the service was utilized to its maximum capability, if it was worth the expense, or if it truly alleviated gridlock and traffic congestion, with reports of slow travel times and long waits (up to 90 minutes or 2 hours).
- **Suggestions for expansion and mandatory use:** There is a strong suggestion to expand the shuttle service, offer more shuttles, make it mandatory for visitors who don't purchase limited parking passes, or establish mass parking outside the city limits with dedicated shuttle access to clear city streets.
- **Logistics and operational feedback:** The service was described as very well-run, well-organized, with courteous drivers and long hours. However, some traffic issues were noted just getting to the shuttle parking lot, and one person objected to the route using their street.

## 2025 Car Week Survey Results Summary

How effective were the evening traffic calming measures in the business district during Car Week in improving safety?

384 responses



### Why do you feel that way?

- **Speeding and Reckless Driving in Residential Areas:** A major concern was excessive speeding, reckless driving, revving engines, and running stop signs, particularly in residential neighborhoods (e.g., Carpenter St, San Antonio, 4th Ave, Rio Road, Junipero, Serra). This was reported to cause noise pollution, sleepless nights, stress, and safety concerns for residents and pedestrians, often until late hours or early morning.
- **Traffic Congestion and Rerouting:** Traffic was described as a "disaster," "chaotic," and a "nightmare," leading to gridlock and significant delays both in the business district and surrounding areas. Traffic calming measures in one area (e.g., speed bumps on Ocean Ave) reportedly pushed the problem onto other residential streets.
- **Lack of Police Enforcement/Presence in Neighborhoods:** Many respondents felt there was insufficient police presence or control in residential neighborhoods, with drivers ignoring traffic laws. Some suggested more speed bumps, police patrols, and issuing tickets to curb the dangerous driving and noise.
- **Crowding and Safety Concerns:** The event was described as overcrowded, feeling "out of control" or like a "mad house." Concerns were raised about safety due to the large crowds, reckless drivers, and close calls between cars and pedestrians/children.
- **Contrasting Views on Control Measures:** While many felt the measures were ineffective, particularly in neighborhoods, others observed that the police handled

## 2025 Car Week Survey Results Summary

things well or that the business district seemed more controlled than in previous years.

### What improvements would you recommend to better handle Car Week's traffic?

- **Increase Law Enforcement and Enforcement Measures:** Many respondents recommended a much greater and more visible police presence, more officers on foot patrol, and stricter enforcement of traffic laws, including ticketing for speeding, exhibition of speed (revving engines), and noise violations. Some suggested higher fines or impounding vehicles for serious violations.
- **Reduce the Scale of Events:** A significant number of responses suggested fewer events, fewer days, or scaling back the entire Car Week to reduce traffic volume and overcrowding. Some proposed moving events outside of Carmel-by-the-Sea or limiting them to one well-run event per day or a single weekend.
- **Implement Traffic Calming and Physical Controls:** A highly repeated suggestion was the installation of temporary or permanent speed bumps/humps/chicanes on various streets, especially Carpenter, Ocean, Junipero, Rio Road, and other residential cut-through streets, to force cars to slow down. Others recommended closing or restricting access to the downtown area or neighborhood streets.
- **Mandatory Shuttle Use and Parking Restrictions:** Many respondents advised forcing or strongly encouraging non-residents and visitors to use shuttle services, suggesting parking be designated outside of the city, such as at Fort Ord or the airport. They recommended restricting non-resident vehicle access to the village, possibly using permits for residents.
- **Improve Coordination and Planning:** Better coordination of events with neighboring jurisdictions and improved communication, especially regarding highway closures, were recommended. Some suggested a serious overhaul of traffic management planning due to the event's growing size.

### Any other thoughts about Car Week or things you would like to share?

- **Scale and Scope of Car Week:** A dominant sentiment is that Car Week has become too large, long (no longer just a "week," but up to 10 days), out of control, chaotic, and beyond the capacity of the village's infrastructure, leading to a general dread among many residents who now plan to leave town during the event.

## 2025 Car Week Survey Results Summary

- **Negative Impacts (Noise, Traffic, and Safety):** Major complaints focus on excessive noise pollution from revving/loud exhausts, severe traffic congestion (including highway backups), reckless/dangerous driving, and public safety concerns, particularly regarding emergency vehicle access and the safety of residents and children.
- **Behavior and Crowd Shift:** Many note a shift in the event's demographic, attracting a less respectful, unruly "influencer" and "hooligan" crowd focused on exotic/modern supercars, in contrast to the more "classy," vintage, classic car enthusiasts of the past.
- **Suggestions for Change:** Common suggestions include scaling down the event, limiting the number of events in Carmel (perhaps to 1-2 days), focusing on classic/vintage cars over modern supercars, increasing law enforcement presence, imposing noise ordinances, and moving/spreading out events to less congested areas (like Fort Ord, Marina, or Salinas).
- **Economic Impact and Communication:** Residents frequently request an honest, transparent financial assessment of the costs versus the revenue/benefits of Car Week to the city (not just private businesses), with skepticism that the revenue truly justifies the extreme negative impact on the quality of life for residents.
- **Positive Feedback and Appreciation:** There is appreciation for the hard work of the City staff and Police Department, who were often credited with doing a great job managing the chaos, and some respondents noted they still enjoy the glamour of the classic cars, the revenue it brings to the area, or the sense of excitement.



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

**October 14, 2025**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Executive Assistant

**SUBJECT:** Receive a presentation from Girls on the Run Central Coast for a "Girls On The Run Family 5K" in Carmel-by-the-Sea on Saturday, January 10, 2026.

**RECOMMENDATION:**

Approve a request from Girls on the Run Central Coast for a "Girls On The Run Family 5K" in Carmel-by-the-Sea on Saturday, January 10, 2026, and make a recommendation to the City Council to approve the event.

**BACKGROUND / SUMMARY:**

Between 2010 - 2019, the "Run in the Name of Love" 2K and 5K run and walk was held in Carmel-by-the-Sea in June on Father's Day Sunday. Unfortunately, the run was not able to return after the pandemic.

Girls on the Run Central Coast has submitted an application to hold a "Girls On The Run Family 5K" in Carmel-by-the-Sea on Saturday, January 10, 2026. Girls On The Run Central Coast is a 501(c)(3) nonprofit organization designed to enhance participants' social, emotional, and physical skills to successfully navigate life experiences.

The 5K run would follow the "Run in the Name of Love" course, beginning at Sunset Center and finishing at the Del Mar parking lot. Part of the course runs through the County of Monterey, and the organizers are coordinating with County representatives.

San Carlos Street, between Eighth Avenue and Tenth Avenue, and Ninth Avenue between San Carlos Street and Dolores Street will be closed to through traffic from 5:00 a.m. to 11:00 a.m. for start line set-up and the race start. The Del Mar parking lot will be closed to public use from 5:00 a.m. to 12:00 p.m. for finish line activities.

Pedestrian access to the beach would not be blocked. The organizers would provide portable restrooms at both locations and provide for the removal of all waste. The

organizers expect 850 participants.

Volunteers would be stationed at course intersections to stop traffic as the runners pass by, and signs would be posted along the course notifying drivers of the presence of runners. The organizers will notify the residents in the affected areas and place an ad in the Carmel Pine Cone announcing the race. Off-duty police officers and the VIPS will be asked to assist with traffic control. Medical personnel would be roving the course on bicycles.

Staff discussed the parking issue for such a large event. The organizers will encourage carpooling and are requesting that the North Lot of Sunset Center be reserved for participant parking between 5:00 a.m. to 12:00 p.m.

Community Activities staff and Chief Trayer met with the organizers to address concerns and were satisfied with the outcome of the discussion.

The 5k qualifies as a temporary event, exempt from a Coastal Development Permit.

This event requires City Council approval due to the large-scale nature and number of participants.

**FISCAL IMPACT:**

NA

**ATTACHMENTS:**

1. Special Event Permit Application - Girls on the Run Family 5k -1.10.2026



### **Applicant Information**

**Event Title:** Girls On The Run Family 5K

**Event Date:** 01/10/2026

**Applicant Name:** Alberto Ramirez

**Organization:** Girls on The Run Central Coast

**Phone:** —

**Email Address:** alberto.ramirez@gotrcentralcoast.org

**Mailing Address:** P.O. Box 22272 Carmel, CA 93922

**Day-of-Event Contact:** Alberto Ramirez

**Day-of-Event Phone:**

### **Event Information**

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

The 1st annual Carmel-by-the-Sea New Years Resolution Family Fun 5K is composed of a 5K fun run/walk. The fun run/walk will begin at Carmel-by-the-Sea's Sunset Center on San Carlos and end on Scenic Road at Ocean Avenue. Dogs will be permitted on the Walk. Upon approval, the Event will be held on January 10, 2026. The 5K, with an expected number of 850 participants, will begin at 8:30 AM. The finish celebration (awards, raffle, and refreshments) will be located in Del Mar Parking Lot. Set-up of the announcer platform, tables, port-potties, fencing, and tents begins at approximately 5:00 AM.

We are looking at the timing system and equipment to arrive for set-up at Sunset Center and at the entrance of Del Mar Parking Lot, on Scenic, at 6:45 AM to be set-up. If approved this year, at 10:50 AM the race organizers and volunteers will begin to dismantle the equipment, remove all items, and insure that the parking lot is left in a pristine condition. The parking lot will be scheduled to reopen to the public at 11:30 AM. (Maps of equipment used follow.)

The proceeds will benefit Girls on The Run Central Coast, a 501(c)(3) nonprofit organization designed to enhance participants' social, emotional and physical skills to successfully navigate life experiences.

#### **Type of Event**

Race, Fun Run or Walk, Bike Event

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

900

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

Yes



**Where will your event be held?**

On the streets of Carmel-by-the-Sea (Map Attached)

**Event Timeline**

**Actual Event Date :** 01/10/2026

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

January 10, 2026 at 5:00 am

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

January 10, 2026 at 11:30 am

**Street Closures**

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

Yes

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

I am requesting the City of Carmel-by-the-Sea to perform the traffic control (fees will apply)

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

San Carlos between 10th Avenue and Santa Lucia Ave.

Santa Lucia Ave. between San Carlos and Rio Rd.

Rio Rd. Between Santa Lucia Ave. and Lasuen Rd.

Lasuen Rd between Rio Rd. and Dolores St.

15th Avenue between Dolores and Carmelo St.

Carmelo St. between 15th Street and Scenic Rd.

Scenic Rd. Between Carmelo St. and Ocean Ave.

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

For safety; so participants can walk/jog/run freely during the event.

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

2026-01-10 08:15

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

01/10/2026

**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.**

All the stalls in the Del Mar Parking Lot from 5:00 am to the completion of the event at 11:30 am, at which time the parking lot reopens for public use.



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

Yes

**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.**

Please Attachment #3

## **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.**

The directors collaborate with Carmel Police Department, the City of Carmel, the County of Monterey and the California Highway Patrol in planning the event.

Two EMTs will be present at the event, one at the finish area and the other roving the course on a bicycle. Both will be equipped with cell phones and/or 2- way radios for communications as well as a map of the 5k and 2k courses. Both will have emergency contact information with instructions to contact 911 first for medical emergencies and then to contact Alberto Ramirez or Kelsey Pearson.

Intersection volunteers will be given written cards with contact information and emergency instructions to (1) call 911 in the event of an emergency, (2) block or redirect traffic as needed to protect any injured participant in the roadway, (3) call the roving EMT for assistance and (4) not move any injured participant.

The chain of command for emergencies is as follows:

First, Race Director Alberto Ramirez

Second, Executive Director Kelsey Pearson

Third, Community Engagement & Outreach Coordinator Tamara Davis

If the Race Director is unavailable, the Executive Director should be consulted. If she is unavailable, then the Community Engagement & Outreach Coordinator should be consulted.

**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.**

Two EMTs will be present at the event, one at the finish area and the other roving the course on a bicycle. Both will be equipped with cell phones and/or 2- way radios for communications as well as a map of the 5k and 2k courses. Both will have emergency contact information with instructions to contact 911 first for medical emergencies and then to contact Alberto Ramirez or Kelsey Pearson.



## **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.**

Disabled parking is already available at the start and finish of the event.

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

Yes

**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?**

Yes

## **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.**

Race management will coordinate with Green Waste to have the correct number of trash and recycling bins at the event appropriate to the number of participants, as well as the collection time for these bins to be removed.

## **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?**

10

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



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

01/10/2026

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

Yes

**If no, please describe why.**

N/A

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

**Will your event require amplified sound?**

Yes

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

Del Mar Parking Lot

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

Gas-powered generator

### **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.**

Disabled parking is already available at the start and finish of the event.

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

No

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

N/A

### **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  
Alberto Ramirez

Organization  
Girls on The Run Central Coast

Date  
09/23/2025

# Carmel-by-the-Sea New Year's Resolution Family Fun 5K Run/Walk 5K Course



# Carmel-by-the-Sea New Year's Resolution Family Fun 5K Run/Walk

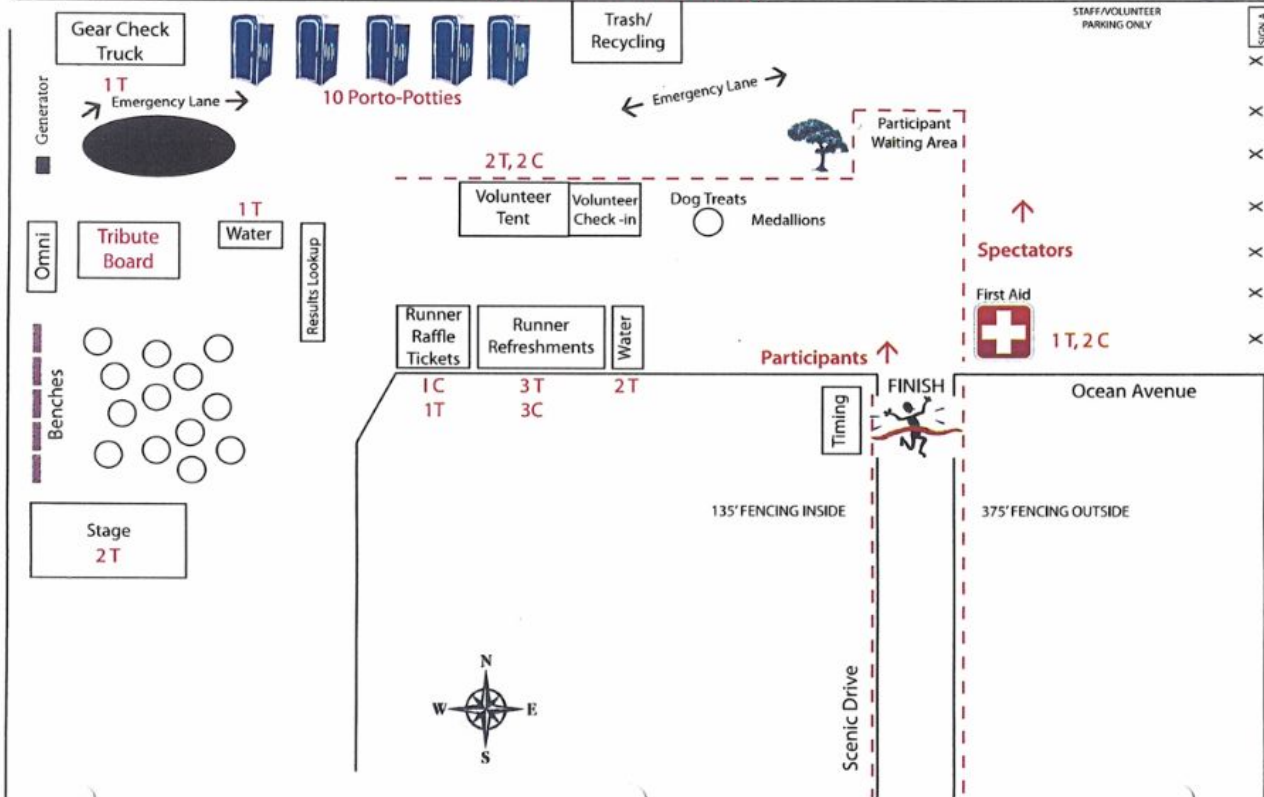
FINISH  
15 Tables  
11 Chairs

## FINISH CELEBRATION MAP

Not to scale

= fencing  
600' total order

← Pedestrian Beach Access →



# ***Carmel-by-the-Sea New Year's Resolution Family Fun 5K Run/Walk Officers/Volunteers Location***

Run in the Name of Love, 6/17/2018			
#	Volunteer Intersections	Cones	Barriers
1	San Carlos and 10th	2	Barrier
2	San Carlos and 11th	2	
3	San Carlos and 12th	2	
4	San Carlos and 13th	2	Officer
5	San Carlos and Santa Lucia with Officer	1	Officer
6	Santa Lucia and Mission	1	
7	Santa Lucia and Franciscan Way	1	
8	Santa Lucia and Rio Road	1	Officer
9	Rio/Junipero and Lasuen-hard right turn		Officer
10	Lasuen Drive and Dolores	1	
11	15 <sup>th</sup> and 14th	1	
12	15th and Monte Verde Street	2	
13	15th and Camino Real	2	
14	15th and Carmelo Street	2	
15	Carmelo and 16th Avenue-East side	1	
16	Carmelo and 16th Avenue-East side	1	
17	Carmelo Street and 17th Avenue	1	
18	River Beach (blind curve)	1	
19	Scenic Road and Valley View Avenue	1	
20	Scenic Road and Isabella	1	
21	Scenic Road and Ocean View (south)	1	
22	The Point	2	
23	Scenic Road at Stewart Way	1	
24	Scenic Road at Ocean View (north)	1	
25	Scenic Road at Martin Way	1	
26	Scenic Road at Santa Lucia	1	
27	Scenic Road at 13th Avenue	2	
28	Scenic Road at 8th Avenue	1	Barrier
29	13th and Dolores	2	
30	13th and Lincoln Street	2	
31	13th and Monte Verde Street	2	
32	13th and Casanova Street	2	
33	13th and Camino Real	2	
34	13th and Carmelo Street	2	
35	13 <sup>th</sup> and San Antonio	2	Barrier
		50	



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

**October 14, 2025**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Executive Assistant

**SUBJECT:** Receive a presentation from the Carmel Chamber of Commerce for a Putts for Paws Mini Golf Tournament in Devendorf Park on Tuesday, February 10, 2026.

**RECOMMENDATION:**

Approve a request from the Carmel Chamber of Commerce for a Putts for Paws Mini Golf Tournament in Devendorf Park on Tuesday, February 10, 2026.

**BACKGROUND / SUMMARY:**

The Carmel Chamber of Commerce would like to hold a mini-golf tournament during AT&T week on Tuesday, February 10, 2026. The goal of the event is to celebrate the tournament, involve the community, support local businesses, and raise money for charity.

The event organizers have requested the closure of Mission Street between Ocean Avenue and Sixth Street to set up food and beverage tents. No alcohol will be served at this event, and the organizers will coordinate with the County of Monterey for any health department permit requirements. The organizers will state in their promotional materials that live animals will not be allowed in Devendorf Park during this event.

This event does not meet the criteria for approval by the City Council.

**FISCAL IMPACT:**

NA

**ATTACHMENTS:**

1. Special Event Permit Application - Putts for Paws Mini Golf Tournament - 2.10.2026



### **Applicant Information**

**Event Title:** Putts for Paws Mini Golf Tournament

**Event Date:** 02/10/2026

**Applicant Name:** Kati Enea

**Organization:** Carmel Chamber of Commerce

**Phone:** —

**Email Address:** kati@carmelchamber.org

**Mailing Address:** PO Box 4444

**Day-of-Event Contact:** Kati Enea

**Day-of-Event Phone:**

### **Event Information**

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

The Chamber would like to host a mini golf contest during ATT week to celebrate the tournament, involve the community, support local businesses and raise money for charity. We will work with our volunteer committee to put together a 9-hole mini course, would like to include local food and beverage.

#### **Type of Event**

Community Event

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

250+++

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

Yes

**Where will your event be held?**

Devendorf Park

### **Event Timeline**

**Actual Event Date :** 02/10/2026

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

Morning of event



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

8:00pm

## **Street Closures**

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

Yes

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

I am requesting the City of Carmel-by-the-Sea to perform the traffic control (fees will apply)

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

We'd like to close 6th from Junipero to Mission

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

We will use that for food and beverage offerings.

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

2026-02-10 08:00

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

02/10/2026

## **Parking**

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

No

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

**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?**

No

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



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

No

**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.**

Let us know what we need to do for this.

**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?**

No

**If yes, please describe.**

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

Yes

**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?**

Yes

**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.**

We will make arrangements with Greenwaste for cleanup as needed. We will have our vendors load out anything they bring in. Our volunteer team will leave location better than found. Thank you!

**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?**

No

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

**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?**

Not applicable

**If no, please describe why.**

NA

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

**Will your event require amplified sound?**

Yes

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

We will work with Glastonbury, our AV partner to provide sound and staging.

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

We will need power access to plug in.

### **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.**

Yes, we will work with local businesses to offer food and beverage.

**If yes, please describe.**



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

No

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

We will offer mocktails only

**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

Kati Enea

Organization

Carmel Chamber of Commerce

Date

09/10/2025



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

**October 14, 2025**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Executive Assistant

**SUBJECT:** Receive after-action reports on the 62nd Annual Sandcastle Contest and Community Day.

**RECOMMENDATION:**

Receive after-action reports on the 62nd Annual Sandcastle Contest and Community Day.

**BACKGROUND / SUMMARY:**

**62nd Annual Sandcastle Contest**

The City and the Monterey Bay Chapter of the American Institute of Architects (AIA) partnered to host the 62nd Annual Sandcastle Contest, which took place on Sunday, September 14. This year's theme was "Carmel's Nature." Traditionally held on a Saturday, the event was moved to Sunday after the AIA Board and City staff observed that many participants had to leave early, often before the awards were handed out, due to sporting events scheduled on Saturdays. Registration takes place at the event, and we had 28 entries.

As always, this event went smoothly. This year, the ATV was being used by the Police Department, so Public Works staff used the new skip loader to get the tent, tables, and chairs from one end of the beach to the other. There were six judges, three from the City and three from the AIA, who had a difficult task with so many creative castles.

City staff received one email inquiry as to why the event changed from Saturday to Sunday. Staff responded and did not hear anything further. At the event, people asked about the change of day but understood why it had been done and had no complaints. City staff and the AIA will revisit the Saturday vs. Sunday choice next year.

**Community Day**

The City's annual Community Day was held in conjunction with the Farmers' Market Third Thursday event on Thursday, September 18, from 4:00 p.m. to 7:00 p.m. Twenty-

two local organizations participated. The change from a Saturday event to part of Third Thursday came out of feedback from participants at last year's event. The hope was that more locals would attend and be interested in what the organizations offered.

The feedback from the combined event was mixed. Most of the organizations liked the festive mood of the event with the music, but found that those attending seemed to sit down and not walk around. The placement of the groups was not ideal. They were located in the back corner, but if they were located up front, it would be near the music, and talking with attendees would be difficult. Suggestions for next time included combining again with Third Thursday, but adding a nighttime farmers' market element and returning to Saturday. Staff will discuss options for another combined event with the farmers' market manager.

**FISCAL IMPACT:**

NA

**ATTACHMENTS:**

None



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

**October 14, 2025**  
**ORDERS OF BUSINESS**

**TO:** Community Activities Commissioners

**SUBMITTED BY:** Leslie Fenton, Executive Assistant

**SUBJECT:** Discuss upcoming Community Activities events

**RECOMMENDATION:**

**BACKGROUND / SUMMARY:**

**FISCAL IMPACT:**

**ATTACHMENTS:**

1. 2025 Schedule Event Flyer



# 2025 CITY EVENTS

## SEPT.

- Sept. 14, Sun. **Sandcastle Contest**
- Sept. 18, Thurs. **Third Thursday & Community Day**

## OCT.

- Oct. 2-5, Thurs-Sun. **Carmel International Film Festival**
- Oct. 11, Sat. **Meet the Makers**
- Oct. 16, Thurs. **Third Thursday**
- Oct. 20, Mon. **Challenged Athletes**
- Oct. 25, Sat. **Pumpkin Roll**
- Oct. 31, Fri. **City Birthday Celebration & Halloween Parade**

## NOV. & DEC.

- Nov. 7, Fri. **CHS Shoe Parade**
- Nov. 8, Sat. **Carmel Prepares - Community Safety Series**
- Nov. 11, Tues. **Veterans Day Ceremony**
- Nov. 22, Sat. **54<sup>th</sup> Homecrafters' Marketplace**
- Dec. 5, Fri. **Holiday Celebration**

For more information  
call: 831-620-2020



Or Visit  
[ci.carmel.ca.us/upcoming-events](https://ci.carmel.ca.us/upcoming-events)