

**MINUTES
COMMUNITY ACTIVITIES AND CULTURAL COMMISSION
CITY OF CARMEL-BY-THE-SEA**

OCTOBER 14, 2014

I. Call to Order and Roll Call

The meeting was called to order at 9:30 AM.

PRESENT: Dixie Dixon, Donna Jett, Ruth Rachel, Judy Refuerzo
ABSENT: Kristy Downing
STAFF PRESENT: Janet Bombard, Library and Community Activities Director
Lori Frontella, Interim City Clerk

II. Pledge of Allegiance

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

III. Appearances

None.

IV. Approval of Minutes of the October 14, 2014 Regular Meeting

Chair Dixon moved to, Approve the Minutes of the September 23, 2014 Regular Meeting, seconded by Commissioner Rachel. Carried unanimously.

V. Orders of Business

A. Receive report on the November 22, 2104 Homecrafters' Marketplace event.

Ashlee Wright reported that 16 new vendors will be in the event this year. Due to vendors who will not be returning, there will be five open booth spaces. Everything is on track with the event.

B. Provide recommendations to the City Council regarding 2015 City Key Initiatives.

Commissioner Jett expressed the opinion that Forest Theater should be a priority. Chair Dixon observed that maintenance on all City facilities should be a priority. Commissioner Refuerzo recommended closing the street near the Post Office to create a plaza for the community to enjoy as per a recommendation in the 2016 Report. Commissioners agreed with this recommendation.

The issue was opened to Public Comment. Christine Sandin of Sunset Center informed the Commission that the Sunset Center Key Initiative was pushed back to 2015 so as to be able to include the finished Sunset Center Strategic Plan. A campus plan will be included in the strategic plan.

C. Provide direction regarding rescheduling the November 2014 Community Activities and Cultural Commission regular meeting.

Due to the fact that the next meeting falls on Veterans' Day, the Commission moved to hold the November regular meeting on Monday, November 10th at 2:00 PM.

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COMMUNITY ACTIVITIES AND CULTURAL COMMISSION
CITY OF CARMEL-BY-THE-SEA**

VI. Announcements from the Chair and Commissioners

Chair Dixon announced that this would be her last CA&CC meeting, and that she has enjoyed working with everyone.

VII. Announcements from the Staff – Receive and Discuss Reports, provide direction as necessary

A. Receive Farmers Market Update.

The CA&CC and Ad Hoc Committee recommendations are slated to go before the City Council at the November 2014 meeting

Amy Jeffrey addressed the CA&CC regarding the Commission Farmers Market recommendations and the parking issues surrounding the market.

Christine Sandin informed the Commission that the Sunset Center parking lot is full most days. She also indicated that at some point Sunset Center would like to speak with the City about a pilot program that would provide entertainment from time-to-time at the Farmers Market.

B. Receive report on City Council directives regarding special events.

Janet Bombard reported that the City Council discussed car week at its August meeting. The City Council is asking staff to look at large events in the City well before car week, and to report back to Council regarding issues such as parking, a peninsula wide events calendar, traffic planning and establishing event criteria.

C. Community Activities and Cultural Commission appointments.

Janet Bombard advised the Commission that Judy Refuerzo was reappointed to the Commission and that Robert Richards is the new Commission reappointment.

Special Events Permits

Janet Bombard reviewed upcoming events with the Commission, including the Sandcastle Contest, the International Film Festival, the City Birthday Party and Parade, Veterans Day, Homecrafters', and the Tree Lighting.

Commissioner Jett asked that a schedule of 2015 permitted events be brought to the next meeting.

IX. Future Agenda Items

A. December meeting

X. Adjournment

There being no other matters to come before the Commission, the meeting was adjourned at 10:22 a.m.

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2014

To: Community Activities and Cultural Commission

From: Janet Bombard, Library and Community Activities Director

Subject: Consider a request from the Monterey County Vintners and Growers Association to hold an expanded 23rd Annual Winemakers' Celebration special event on Saturday, May 2, 2015 and make recommendation to the City Council

RECOMMENDATION(S):

Consider the request and the merits of the event and make a recommendation to Council based on those considerations.

EXECUTIVE SUMMARY/ANALYSIS:

The use of City property to the exclusion of the public, street closures, and the sale of alcohol on City streets all require Council permission.

The Monterey County Vintners and Growers Association wishes to hold its Annual Winemakers' Celebration wine tasting and food event in Carmel-by-the-Sea for the second year in a row. Last year's event was held on the street between Ocean and Seventh Avenues, necessitating a street closure.

The Community Activities and Cultural Commission reviews ongoing events for which there are substantive changes, and makes recommendations to Council regarding the proposed events. Event organizers will be requesting Council permission to expand the event this year by closing the street from 7th Avenue to San Carlos, creating an "L" shape.

The City Council, during its discussion of Car Show Week and special events touched on what they felt were key issues for City events. Applicable issues that Commissioners may want to keep in mind when evaluating the Monterey Vintner's request include:

- Public safety and access
- The City wants quality events
- Cleanliness of the streets

Specific details of the event are included in the Special Event Permit application (Attachment A).

PREVIOUS BOARD ACTION/DECISION HISTORY: At the December 10, 2013 meeting, the CA&CC moved to forward a recommendation for approval of the event to the City Council.

ATTACHMENTS:

Attachment A: Special Event Permit application

Attachment B: Site diagram

CITY OF CARMEL-BY-THE-SEA
 COMMUNITY SERVICES
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 CARMEL-BY-THE-SEA, CALIFORNIA 93921
 Phone: 831/620.2020 Fax: 831/624.2132
 E-Mail:
jboucher@ci.carmel.ca.us
srana@ci.carmel.ca.us

NON-BEACH
SPECIAL EVENT PERMIT

TYPE OF EVENT

Race Parade Festival Film Permit Fundraiser Other

EVENT TITLE: Monterey County Vintners & Growers Association (MCVGA) 23rd Annual Winemakers' Celebration

DATE OF REQUEST: August 20, 2014

DATE OF EVENT: Saturday May 2, 2015

TIME OF EVENT: 1 pm– 5 pm

Staging Time: 7 am- 1 pm

Set-Up Time: 7 am- 1 pm

Tear-down Time: 5 pm – 7 pm

SPECIFIC EVENT LOCATION: Dolores Street (between Ocean & 7th) and around the corner of 7th to San Carlos forming an "L" shape. The sidewalks will remain open to the public; the event will be on the street only.

CONTACT PERSON: Kim Stemler, Executive Director

CELL PHONE/TELEPHONE /FAX: 831.915.6621 (c) /831.375.9400(o) / 831.375.1116 (f)

E-MAIL: Kim@MontereyWines.org

PHYSICAL ADDRESS: 536 Pearl Street

CITY, STATE, ZIP: Monterey, CA 93940

DAY OF EVENT CONTACT PERSON: Kim Stemler, Executive Director

Cell Number (Required): 831.915.6621 (c)

DESCRIPTION OF EVENT: PLEASE INCLUDE ALL EQUIPMENT TO BE UTILIZED FOR EVENT (TABLES, CHAIRS, SOUND EQUIPMENT, ETC.)

Event Overview: The 23rd Annual Winemakers' Celebration will be a premier outdoor wine and food festival held the first Saturday afternoon in May during the shoulder season of Carmel's

tourism industry. The 2014 event, the first to be held in Carmel-by-the-Sea, was a tremendous success for Carmel, surrounding businesses and the Monterey wine community. (It was so successful that several business people asked us to do this quarterly.) Going above and beyond a traditional tasting event, the MCVGA will enchant and educate guests as they build personal relationships with Carmel, local winemakers, and their staff. Guests compare wines, identify what they truly enjoy, and learn how to best pair their favorites with incredible local foods. Guest chefs will prepare tapas style dishes that are reflective of the region. There are also educational components incorporated throughout the program.

Location Requested: Dolores Street, between Ocean & 7th, and around the corner of 7th to San Carlos forming an "L" shape. Sidewalks will remain open to walking traffic allowing complete access to the stores; the event will be on the street only. The streets will be surrounded with attractive white picket fencing.

Target Guests: Our goal is to attract approximately 750-1,000 adults, of all age ranges, with at least 50% of attendees from outside the Monterey County area, to foster area tourism and continue building the Monterey Wine Country reputation.

Parking: Parking impact will be reduced through the usage of off-site parking with shuttles (Carmel High School and upper City lot near police station), as well as the maximization of targeting out of town guests who stay in the local inns and hotels.

Set Up: (Refer to draft site plan.)

- The style will be reminiscent of a European street festival and maintain the quaint appeal of Carmel.
- Using our learning's from the 2014 event, this event will be structured in a way that allows for ease of crowd flow, maximizes access to wines and foods, creates space for rest and socialization, and allows places for educational opportunities.
- Guests will enter at one of two entrances (7th and San Carlos or Dolores and Ocean). They will each be personally greeted as they entered, where they will be led to confirm their registration and be told about the event.
- Security will be present at all points of entry – and throughout the event. (DLI volunteers are used for security and other volunteer needs.)
- Approximately 35 wineries, 15 chefs, and 5-8 aligned specialty product vendors will be grouped between three hubs. Wineries and chefs will each have their own small table configured in a half-circle to allow ease of access of guests.
- We abide by all Health Dept. and ABC requirements in the set up of the event, including incorporating back "working" tables for the restaurants and wineries and hand washing stations at each food area.
- Eating and seating centers will be located throughout the event incorporating both high standing tables and lower bistro chairs.
- Quaint colorful umbrellas (blue and red) will provide cover for the vendors and in some of the seating areas.
- All features - chairs, umbrellas, tables, signage, and plants will be visually aligned with the feel of both the street and the City.
- There will be a simple low presentation stage in the middle of the event (corner of 7th and Dolores) with comfortable seating for workshops and space for listening and dancing to music.

- Sound equipment will be used for the associated activities and sound will be kept at an appropriate level. Music will be aligned with character of event and Carmel-by-the-Sea, including Spanish guitar, French Bistro, and Latin and Light Jazz.
- Potted green and flowering plants will be placed attractively throughout.
- Attractive picket fences will surround the street and security will block off all access ease ways.

Security: Security will be provided either through volunteer from DLI and the Carmel Police Dept.

Wine Bottle Sales: We hope to receive permission from ABC for point of sale wine (Try & Buy) as we have at previous events.

Local Business Promotion Partnership: Based on feedback from local businesses in 2014, we will establish an incentive/discount program with local businesses, whereby we will promote them to guests in exchange for a discount or special incentive in the stores by showing event wristband.

Ticket Sales: The majority of ticket sales will be done prior to the event. This event sold out prior to the event in 2014 and we anticipate the same in 2015.

Benefits to Carmel

- Brings occupancy to hotels on a weekend with historically low occupancy.
- Connects out of town guests with local hotels and inns through packages.
- Connects both local and out of town guests with local restaurants - strategically timing the event to "feed" into meal times benefiting nearby restaurants/businesses.
- Maintains surrounding sidewalks open to the public, promoting shop access.
- Brings unique visitors to streets, lacking heavy of traffic during this time.
- Incentives to visit and buy from local retailers.
- Connects guests to local retailers through promotional incentive program (at no cost to local retailers other than offering an in shop incentive or discount).

ESTIMATED ATTENDANCE: 750 -1000

ADMISSION: Free Pre-sold Ticket Other (please specify) Tickets will be sold in advance. If there are extras, we will sell at the door, although we expect to be sold out prior to the event.

FOR-PROFIT ORGANIZATION (Please make note if there is a charity component to your event and who would benefit).

NON-PROFIT ORGANIZATION - 501c6 Tax ID Number: 94-2323441

NOT-for-PROFIT ORGANIZATION \ ID Number: _____

STREET CLOSURES / PARKING STALLS:

27

Parking Stalls (signs posted 48-hrs in advance): 4 (could be on either 7th Street or Dolores Street close to closure)

Street Closure: Need street closure for Dolores Street between Ocean and 7th and 7th Street between Dolores and San Carlos, inclusive of the corner of 7th and Dolores.

CITY PERSONNEL / EQUIPMENT: A two (2) hour minimum is used in order to place equipment at their locations prior to the event, brief city personnel and handle any delays or changes in the original plan once the event starts.

I. Police Personnel / Equipment

- **Personnel – Staffing level will be determined by Carmel PD.**

Mandatory 2-Police Officers Security/Traffic Control; 4 hour minimum

\$116 per hour – *Working with Officer Joe Boucher*

II. Public Works Personnel / Equipment

- Equipment: 4 Water Barricades for street closures needed:
 1. Dolores and Ocean on Ocean
 2. 7th and Dolores on 7th
 3. 7th and Dolores on Dolores
 4. 7th at San Carlos on 7th
- Personnel: Staff to set up and break down (including water release)

CONDITIONS OF APPROVAL: Approval contingent upon submittal of appropriate insurance coverage and payment of fees stipulated by the City of Carmel-by-the-Sea (Policy C89-45, C89-47, C95-06).

Insurance Policy:

- X Required as stated: Organizer/Organization to be named as additional insured:**
- Other conditions as required

Fees:

\$150	Non-refundable processing fee
\$400	Devendorf Park (first four hours)
\$300	Devendorf Park (each hour thereafter)
\$350	Devendorf Park (damage deposit) refundable
\$365	Street closures (per block)
\$3	No Parking signs (each)
\$3	Orange cones (each)
\$65	Long barricades (each)
\$25	A-frames (each)
\$25	Sound permits (daily)
\$116	Off-duty police assistance per hour (off-duty) 4-hour minimum
\$50	Public Works staff per hour
\$100	Parking stalls (each)

- \$200 Parking stalls (each) during Car Week, PGA golf events, last two weeks in Dec.
- \$200 Parking stalls for valet use, 2-stall minimum
- \$250 Film permits per day
- \$400 Beach permit
- \$200 Beach permit (damage deposit) refundable

Business License Required: Any event requiring the support of professional or service special business must insure that each business obtain a City Business License. **Only if a caterer or outside food is brought in to the event.**

- Yes - Valid permit must be on file with city hall.
- No

Other conditions as required:

- Prior notification of event to affected area
- Garbage/Recycling
- As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
- Cups, plates, or any type of food or liquid containers made of **styrofoam** are not permitted
- Applicant is advised that the Department of Alcoholic Beverage Control may summarily revoke the Temporary Conditional License should the Department, in its discretion, determine that the public welfare and morals are being impaired, or a law enforcement problem is being created; and that upon notice of such, sales of alcoholic beverages at the event for which the Temporary Wine License was issued shall cease immediately.*
- Monterey County Health Department Permit is required for any events where food will be cooked on site, or premade and handed out to the general public and/or invited guests*

Municipal Code Section: CMC17.40

Signs and displays including those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows. Also prohibited are exterior signs, displays, or other installations that include balloons, streamers, or other notice-attracting appendages.

NOTIFICATION TO CITY DEPARTMENTS

NOTIFICATIONS

DATE ADVISED DATE REVISED

CHIEF OF POLICE:

CARMEL FIRE DEPARTMENT:

DEPARTMENT OF PUBLIC WORKS:

FOREST AND BEACH:

PLANNING AND BUILDING:

RISK MANAGER:

CITY COUNCIL READ BOARD:

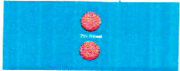
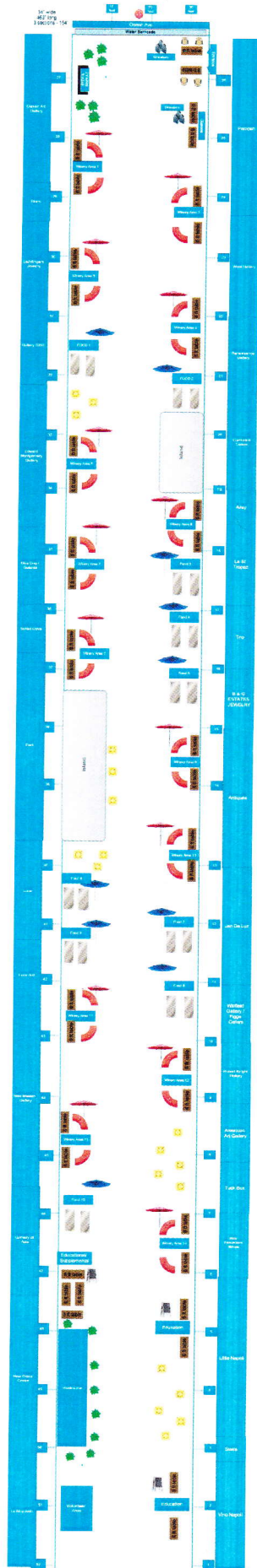
OUTSIDE AGENCIES:

MST (Monterey Salinas Transit)

9

OCEAN AVENUE

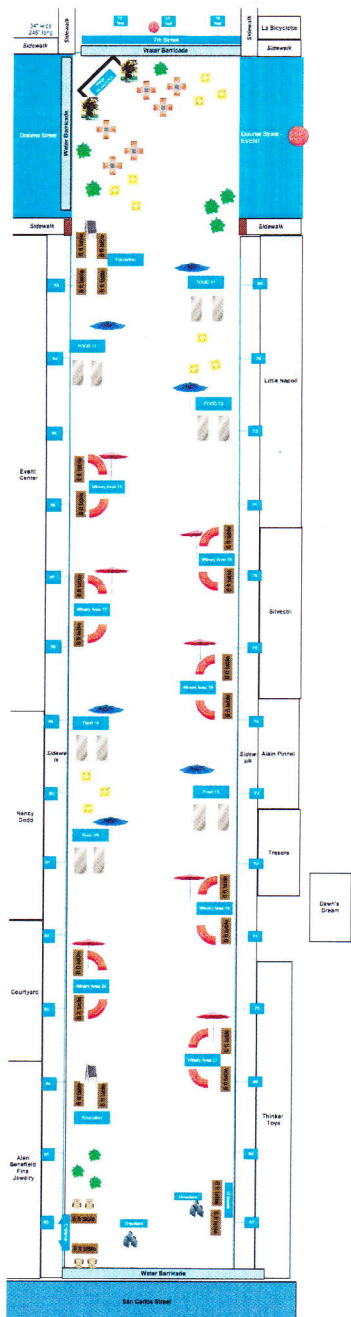
ATTACHMENT B



7TH AVENUE

7TH AVENUE

ATTACHMENT B



SAN CARLOS

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2014

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Library and Community Activities Director
Subject: Consideration of a streamlined event permit request from Patrick Conners of Heartland Home Health Care & Hospice to hold the Light Up A Life special event in Devendorf Park on Thursday, December 11, 2014

RECOMMENDATION(S): Approve the streamlined event permit request.

EXECUTIVE SUMMARY: Heartland Home Health Care & Hospice is requesting permission to hold a special event in Devendorf Park on Thursday, December 11, 2014.

It is staff's opinion that the event qualifies for a streamlined special event permit, which will eliminate the need to obtain City Council permission to hold the event.

ANALYSIS/DISCUSSION: City Council permission is usually necessary in order to hold a special event in Devendorf Park.

At the June 3, 2014 meeting, the City Council adopted recommendations from the Community Activities and Cultural Commission regarding a streamlined permit process for certain events in Devendorf Park, which would eliminate the need to obtain Council permission for the event.

Certain conditions qualify an event for a streamlined permit, including being open to the public, not requesting a fee waiver, no alcohol, no street closures, no City staff overtime costs, and one-time only (ongoing events do not qualify for a streamlined permit).

The proposed Light Up A Life event meets the conditions for a streamlined event permit (see the Special Event Permit, Attachment A).

ATTACHMENTS:

Attachment A: Light up a Life Special Event Permit application

Attachment B: City Council staff report regarding streamlining the permit process for certain events in Devendorf Park

DRAFT

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jboucher@ci.carmel.ca.us

SPECIAL EVENT PERMIT

EVENT TITLE: Light up a Life

DATE OF REQUEST: October 24, 2014

DATE OF EVENT: December 11, 2014

TIME OF EVENT: 3:00 p.m. – 5:00 p.m.
Set-Up Time: 2:00 p.m.
Tear-down Time: 5:00 p.m.

SPECIFIC EVENT LOCATION: Devendorf Park

CONTACT PERSON: Patrick Conners

CELL PHONE/TELEPHONE /FAX: 831-760-0447-cell 831-373-8442-office
831-373-8444 fax

E-MAIL: PCONNERS@hcr-manorcare.com

PHYSICAL ADDRESS: 2511 Garden Road, Ste. 250

CITY, STATE, ZIP: Monterey

DAY OF EVENT CONTACT PERSON: Patrick Conners

Cell Number (Required): 831-760-0447

PLEASE DESCRIBE THE EVENT; PLEASE INCLUDE ALL EQUIPMENT TO BE UTILIZED FOR EVENT (TABLES, CHAIRS, SOUND EQUIPMENT, ETC.)

This is a community event to honor loved ones that have been lost by decorating a luminary bag. Many of our patients are located in the 93921, 93922, and 23 zip codes hence why we feel this event has been important to the community. My family owns The Victorians in town and Visionary Health Care Services and our seniors often need a time to reflect and be supported during the holidays. We at Heartland will have a full complement of MDs, RN, Social workers and bereavement staff in attendance to support anyone that is in attendance. The event culminates with “Over the Rainbow” while the sun sets sung by a musician that also plays the ukulele and at this point we thank all in attendance. We sponsor this event with our non-profit Heartland Memorial Fund and encourage individuals to enjoy the early evening and the City of

Carmel. Attendance is usually approx. 50-60 excluding the employees that number 12-15 individuals. Lastly my 9 year old triplets will be in attendance with their Stevenson 4th grade class. I believe this adds a circle of life element and the seniors enjoy seeing kids playing in the Special Event Permit
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park while remembering loved ones with joy around them.

ESTIMATED ATTENDANCE: 60

ADMISSION: Free - open to the community

CONDITIONS OF APPROVAL: Approval contingent upon submittal of appropriate insurance coverage and payment of fees stipulated by the City of Carmel-by-the-Sea (Policy C89-45, C89-47, C95-06).

Insurance Policy:

- Required as stated: Organizer/Organization to be named as additional insured:**

Fees:

- Special Event Permit Fees:**
 - \$155 Processing Fee (non-refundable)**
 - \$401 Park Use Fee**
 - \$301 Damage Deposit (refundable if park is found clean)**
 - \$27 Sound Permit**

Business License Required: No

Encroachment Permit: No

Other conditions as required:

- Garbage/Recycling plan – Event organizer will provide trash receptacles and take the trash away.
- As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
- Cups, plates, or any type of food or liquid containers made of **styrofoam** are not permitted

Municipal Code Section: CMC17.40 prohibits:

Signs and displays including those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows are prohibited. Also prohibited are exterior signs, displays, or other installations that include balloons, streamers, and other notice-attracting appendages.

NOTIFICATION TO CITY DEPARTMENTS

NOTIFICATIONS

DATE ADVISED DATE REVISED

POLICE DEPARTMENT

Special Event Permit
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- MONTEREY FIRE CHIEF:**
- DEPARTMENT OF PUBLIC WORKS:**
- FOREST AND BEACH:**
- PLANNING AND BUILDING:**
- RISK MANAGER:**
- CITY COUNCIL READ BOARD:**

OUTSIDE AGENCIES:

MST (Monterey Salinas Transit)
WASTE MANAGEMENT (W-M)
Mike Watson, California Coastal Commission

APPROVED BY: _____ **DATE:** _____
Janet Bombard, Community Activities Director

I _____ have read and agreed to comply with all conditions of this permit:
Name of Event Organizer (Print)

(Signature) **DATE:** _____



CITY OF CARMEL-BY-THE-SEA

Council Report

June 3, 2014

To: Honorable Mayor and Members of the City Council

From: Jason Stilwell, City Administrator

Submitted by: Janet Bombard, Library and Community Activities Director

Subject: Receive and adopt recommendations from the Community Activities and Cultural Commission regarding streamlining the permit process for certain events in Devendorf Park

Recommendation(s): Adopt recommendations from the Community Activities and Cultural Commission regarding streamlining the permit process for certain events in Devendorf Park.

Executive Summary: At the October 2, 2012 meeting, the City Council directed the Community Activities and Cultural Commission to adopt guidelines for streamlining the Special Event Permit process for monthly events to be held at Devendorf Park. Directions were as follows:

- Choose a set Thursday on which to hold the streamlined events each month
- Develop event criteria that qualify for streamlining
- Direct staff to develop a thorough permitting procedure that would have the shortest lead time possible for event proposals

The Commission chose the fourth Thursday of each month.

Analysis/Discussion: Presently, it takes at least 60 days to secure a special event permit (see Attachment A: City Policy C95-06, *Short Term Use of Public Spaces and Municipal Buildings for Special Events*, second page).

Conditions which necessitate a Special Event permit include:

- A request for the exclusive use of any portion of any City property (including Devendorf Park) to the exclusion of the general public (which also requires Council approval)
- Any request that involves the support of any commercial enterprise

- A request that involves sound equipment greater than a 12 volt system
- Any request that involves the erection of any structure, (e.g. stage, tents or canopies)
- Any request that involves a gathering of 50 or more people
- A request that involves special outside or City staff support (traffic control, cones, barricades, signage, extra trash pickup, etc.)
- Any request that involves the use of any internal combustion engine (a gas generator, for example)

Certain components of special events require City Council approval, which typically adds more time to the process of securing a Special Event permit. These include:

- Requests for fee waivers and/or insurance waivers
- City sponsorship or co-sponsorship of an event
- A request for the exclusive use of any portion of any City property to the exclusion of the general public
- Street closures
- Any request for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on City property

There are also Municipal Code regulations governing the use of Devendorf Park. Park regulations that could potentially affect events in the park include the following:

- It is unlawful to consume alcohol in Devendorf Park
- Dogs are not permitted in the park
- It is unlawful to engage in any activity involving the throwing or kicking of any ball or other object in such a manner as to endanger other users of the park or lead to damage to plants or lawns.

The Community Activities and Cultural Commission considered the Special Event Permit process itself, the issues which affect the time required to secure a permit, and the regulations involving park use and came up with the following recommendations to streamline the permit process:

- Preference will be given to events that are open to the public
- Preference will be given to events that do not request fee waivers
- No alcohol will be served at the events as per the City Municipal Code

- Street closures will not be permitted
- Structures (e.g. stage, tents or canopies) larger than 100 square feet will not be permitted
- No City staff overtime costs will be incurred. Events can either end before 5:00 p.m., or event organizers will pay all staff overtime costs incurred. Staffing levels will be determined by the Community Activities department.
- Event organizers will assume all costs for requests that necessitate outside or City staff support (e.g. traffic control, traffic cones, barricades, signage, extra trash pickup)
- Requests for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on City property will not be allowed
- In order to afford equal opportunity to all, ongoing events will not be permitted. Recurring events will be eligible for the fourth Thursday streamlined process once a year

In addition to the above the Community Activities and Cultural Commission further recommends that:

- If a fee waiver is requested, the City Council will grant permission to the CA&CC to make a formal request to the City Administrator to waive eligible fees up to \$5000 instead of securing Council approval (per City Council policy C12-02, *Event Fee Waivers*, staff is given authority to apply the policy for waivers up to \$5,000)
- That the City Council adopt a resolution exempting the streamlined events from having to secure Council permission to use the park to the exclusion of the general public

All other merits of, and documentation required for events, will be judged on the basis of criteria already specified in City policies and documents.

The structure and time frame of the Special Event Permit process are in place to ensure a successful event for event organizers and the City. A successful event benefits from careful planning and the larger the event the longer that planning process takes. Therefore, a streamlined permit process will probably not lend itself to a new, large event. Given the limitations that are by necessity imposed on events in order to qualify for the streamlining, the process will be best suited to small, simple events or longstanding events for which the details have been completely worked through. Examples of the types of events that could easily be

eligible under the proposed criteria and procedures include concerts, lectures, performances, pop-up or community dinners, and craft fairs.

Staff feels that the above measures could reduce the permit process by at least 30 days. For very simple events it would be potentially possible to reduce the time frame even further. In all cases, however, the timing of a proposed event will be affected by the meeting schedule of the CA&CC (the second Tuesday of each month).

The Farmer's Market has requested permission to use Devendorf Park every Thursday from 10:00 a.m. to 2:00 p.m. Tear-down would take an additional two hours. If the Farmers Market does relocate to Devendorf Park, smaller events taking place during market hours would fit in the park alongside the market, but could still potentially be impacted by market activity. Larger events would need to take place in the late afternoon or evening.

The original impetus for the streamlined event process was to facilitate events that would attract visitors for extended stays. If the Farmers Market does relocate to Devendorf Park, Council could consider extending the streamlined Special Event permit process to include Wednesdays as well.

If Council adopts the Community Activities and Cultural Commission recommendations, staff will develop a Special Event Permit specifically for the streamlined events.

Additional Attachments:

Attachment B: City Council Policy C12 -02, Event Fee Waivers

Attachment C: Community Activities Fee Schedule

Fiscal Impact: Up to \$5,000 for each event for which a fee waiver is requested and granted.

Budgeted (yes/no)	Funding Source(general fund, grant, state)
No	Council Discretionary Fund

Previous Council Action: At the October 2, 2012 meeting, the City Council directed the Community Activities and Cultural Commission to adopt guidelines for streamlining the Special Event Permit process for monthly events to be held at Devendorf Park.

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2014

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Library and Community Activities Director
Subject: Consider a request from the Carmel Art Festival for a fee waiver of \$12,645 and make recommendation to the City Council

RECOMMENDATION(S): Consider the request and forward a recommendation to the City Council

EXECUTIVE SUMMARY: The 22nd Annual Carmel Art Festival will be held May 14 – 17, 2015. The event will take place in Devendorf Park, and on Mission Street between Ocean and 6th Avenues.

Event organizers are requesting a fee waiver for this year's event. Fees for this year's event are expected to total \$12,653, minus the refundable damage deposit.

ANALYSIS/DISCUSSION: The City Council has approved Carmel Art Festival fee waivers in the amount of \$12,636 in 2014; \$14,930 in 2013; and \$12,475 in 2012. Prior to that time the Carmel Art Festival paid the City a flat fee of \$500.

At its July 1, 2014 meeting the City Council adopted revisions to Policy C12-02, Event Fee Waivers ((attached). The policy outlines guidelines and criteria for the consideration of granting fee waivers, as well as fees that are eligible to be waived vs. fees that are not eligible for a waiver. The policy further stipulates that requests for fee waivers from events going into their fourth year or more must be reviewed by the Community Activities and Cultural Commission before going to the City Council.

Policy C12-02 criteria and guidelines that apply to this request, and which the CA&CC will want to consider with respect to its recommendation to Council include, but are not limited to, the following:

- Charitable contributions from the event are not made to organizations within the 93921 zip code area
- The number of years for which an organization will be eligible for ongoing fee waivers for the same event shall be no more than three years from the inception of the event
- The City shall waive no more than \$5,000 in fees for a special event

FISCAL IMPACT: Per City Council policy C12-02, the total dollar amount of fee waivers will exceed no more than \$27,500 each fiscal year. To date the total amount of event fee waivers granted by the City is \$4,328.00.

ATTACHMENTS:

Attachment A: City Council Policy C12-02 Event Fee Waivers

Attachment B: Special Event Permit application

Attachment C: Letter from the Carmel Art Festival to Carmel-by-the-Sea City Council and Mayor Burnett

Attachment D: Proposed budget

Attachment E: Schedule of Events 2015

Attachment F: 2014 event invoice with 2015 costs that reflect updated fees

CITY COUNCIL POLICY C12-02
EVENT FEE WAIVERS
Revised July 1, 2014

- I. Purpose
- II. Community Event Fees
- III. Application Process
- IV. Documentation Required with Waiver Request
- V. Additional Documentation Required for Established Events
- VI. Guidelines

I. Purpose

The City supports and encourages events that have a significant economic, charitable, or community benefit. The City will consider waiving certain fees in order to promote the City and special events. The City is regularly being approached to waive fees for Community Events. This policy is designed to outline the process and criteria for the submittal, and review by Council, of fee waiver requests.

II. Community Event Fees

Fees eligible for Waivers:

- Special Event Permit Fee
- Fees associated with street closures
- Fees associated with events on the beach or at City Parks
- Parking stall fees

Fees not eligible for Waivers:

- Grant writing expenses
- Damage deposits
- Overtime costs for City personnel
- Costs for personnel with which the City contracts in order to facilitate the event

III. Application Process

- An applicant shall submit in writing a request for a fee waiver to the Community Activities Director
- All special event fee waiver requests will first be considered by the Community Activities and Cultural Commission (CA&CC) at a regularly scheduled meeting.
 - a. In the case of requests for fee waivers for new events - or established events that have previously received a waiver of fees and are within the three-year window outlined in the Guidelines below - the Community Activities and Cultural Commission may make a formal request to the City Administrator to waive eligible fees up to \$5000 instead of securing Council approval
 - b. Requests for fee waivers from events going into their fourth year or more must come to the City Council after being reviewed by the Community Activities and Cultural Commission.
- The City Administrator shall be given authority to apply this policy for waivers up to \$5000

- Staff or the applicant can appeal a waiver request to the City Council.
- Events proposed for co-sponsorship must be placed on a City Council agenda

IV. Documentation Required With Waiver Request

- Detailed scope of the event
- Proposed budget for the event
- Anticipated economic impact to the City and community
- Anticipated positive and negative impacts of the event on the community
- What charitable contributions will be made (if any), either directly or indirectly, to the community? What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made?
- Written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event

V. Additional Documentation Required for Established Events That Have Received Fee Waivers

- Past financial statements since inception of event
- Documentation showing actual charitable contributions to organizations within the 93921 zip code area since inception of event

VI. Guidelines

- The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event
- Charitable contributions will be made to charitable organizations within the 93921 zip code area
- The total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500
- The City shall waive no more than \$5,000 in fees for a special event
- Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge

ATTACHMENT B

CITY OF CARMEL-BY-THE-SEA
 COMMUNITY SERVICES
 PO BOX CC
 CARMEL-BY-THE-SEA, CALIFORNIA 93921
 Phone: 831/620.2020 Fax: 831/624.2132
 E-Mail: jbombard@ci.carmel.ca.us
jboucher@ci.carmel.ca.us

SPECIAL EVENT PERMIT

EVENT TITLE: Carmel Art Festival

DATE OF REQUEST: 10/28/14

DATE OF EVENT: May 14 – 17, 2015

TIME OF EVENT:

Staging Time: 12:00 noon Thursday May 14 thru 3:00pm Monday May 18

Set-Up Time: 7:00am Thursday

Tear-down Time: 6:00pm Sunday – Mission Street / 12:00 noon Monday - Devendorf

SPECIFIC EVENT LOCATION: Devendorf Park and Mission Street between 6th & Ocean Ave

CONTACT PERSON: Hella Rothwell

CELL PHONE/TELEPHONE /FAX: 831-626-4000 / 626-4000 / 877-822-9332 fax

E-MAIL: hellarothwell@gmail.com

PHYSICAL ADDRESS: Su Vicino Ct., Dolores btwn 5th & 6th

CITY, STATE, ZIP: Carmel, CA 93921

DAY OF EVENT CONTACT PERSON: Hella Rothwell

Cell Number (Required): 626-4000

PLEASE PROVIDE A DETAILED DESCRIPTION OF THE EVENT; PLEASE INCLUDE ALL EQUIPMENT TO BE UTILIZED FOR EVENT (TABLES, CHAIRS, SOUND EQUIPMENT, ETC.)

22nd Annual Carmel Art Festival is a celebration featuring a Plein Air Painting Competition and Sculpture in the Park. 60 Plein Air painters have been selected to participate. Painters will have two days to paint and turn in their best two paintings to be judged and auctioned with proceeds going to local youth art programs. Also, Devendorf Park features local sculptures from various Carmel galleries who wish to participate. An information tent (all tents will be fire resistant and positioned with sandbags not rebar) is also featured in Devendorf Park selling festival t-shirts and posters. Live music is also featured. We provide security throughout the event. Tables, chairs, tents, stages see attached from 2014, will be the same in 2015. Sound equipment: bands in Devendorf Park provide their own sound equipment; Mission Street stage has p.a. system for announcements not for entertainment.

ATTACHMENT
BSpecial Event Permit
Page 2**ESTIMATED ATTENDANCE:** Participants: 200; spectators: 1,500**ADMISSION:** Free N/A Pre-sold Ticket Other (please specify) **FOR-PROFIT ORGANIZATION** (Please make note if there is a charity component to your event and who would benefit). **NON-PROFIT ORGANIZATION/501c3 Number:** 77-0462407 **NOT-for-PROFIT ORGANIZATION \ ID Number:** _____**STREET CLOSURES / PARKING STALLS:** Two (2) parking stalls on the corner of 6th and Junipero (by the restrooms) at Devendorf Park for 4 days (May 14-17, 2015)**Parking Stalls (signs posted 48-hrs in advance):**

2 employees to post and remove signs

Street Closure:

Approved by Council December 2006.

CITY PERSONNEL / EQUIPMENT: A two (2) hour minimum is used in order to place equipment at their locations prior to the event, brief city personnel and handle any delays or changes in the original plan once the event starts.**I. Police Personnel / Equipment: None required (we provide private security onsite, no traffic control needed over the 4 days.**

• Personnel – Staffing level will be determined by Carmel PD.

Mandatory 2-Police Officers Security/Traffic Control; 4 hour minimum

\$118 per hour – Working with Officer Joe Boucher

II. Public Works Personnel / Equipment

- Equipment 2 personnel to post No Parking signs for stalls on both sides of Mission and two (2) long barricades at Ocean & 6th by Devendorf Park.
- Personnel Two employees to post and remove signs and put out and pick up barricades and A-frames.

➤ Temporary Contract Staff (hired by City): N/A

Special Event Permit
Page 3

ATTACHMENT B

CONDITIONS OF APPROVAL: Approval contingent upon submittal of appropriate insurance coverage and payment of fees stipulated by the City of Carmel-by-the-Sea (Policy C89-45, C89-47, C95-06).

Insurance Policy:

- Required as stated: Organizer/Organization to be named as additional insured:
- Other conditions as required:

Fees:

- Special Event Permit Fees:
 - \$155 Processing Fee (non-refundable)
 - \$400 Beach Use Fee (includes two parking stalls for the day)
 - \$200 Damage Deposit (refundable if beach area is found clean and/or no beach rules have been violated)
- Call 831/620.2020, for other fees

Business License Required: Any event requiring the support of professional or service special business must insure that each business obtain a City Business License. **Only if a caterer or outside food is brought in to the event.**

- Yes - Valid permit must be on file with city hall.
- No

Encroachment Permit: Any event requiring any structural additions, structural displays and/or the professional set-up or personal set-up of such structures, may require an Encroachment Permit and prior inspection. This includes: erected structures, carpets, tents, arches, displayed structures, etc.

- Yes - Valid permit must be obtained through Planning and Building Department and be on file with City Hall.
- No

Other conditions as required:

- Prior notification of event to affected area
 - Garbage/Recycling plan (REQUIRED)
 - Name of caterer or other professional staff or organizers
 - Bathroom plan
 - Structural additions, ie. tents, arches, carpets, any erected or displayed structure, etc.
 - As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
 - Cups, plates, or any type of food or liquid containers made of styrofoam are not permitted
 - Applicant is advised that the Department of Alcoholic Beverage Control may summarily revoke the Temporary Conditional License should the Department, in its discretion, determine that the public welfare and morals are being impaired, or a law enforcement problem is being created; and that upon notice of such, sales of alcoholic beverages at the event for which the Temporary Wine License was issued shall cease immediately.

Special Event Permit

24

ATTACHMENT B

Page 4

Municipal Code Section: CMC17.40 prohibits:

Signs and displays including those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows are prohibited. Also prohibited are exterior signs, displays, or other installations that include balloons, streamers, and other notice-attracting appendages.

Additional Limitations:

- Throwing of rice, loose flowers, or any item that can cause injury to ocean creatures is prohibited.
- Sky lanterns (prohibited by State Law)
- Events in the northern beach bluffs or dunes are prohibited, as they may damage protected plants and wildlife
- Carmel Beach is open to the public. Use of the beach is first-come, first served. A special event permit for Carmel Beach is not a guarantee that your event will take place at the exact spot noted on the permit. You may not ask others to move for your event, nor may you rope off your event or in any way deny access to any part of the beach.
- Generators are not permitted on the beach
- All beach fires must be extinguished by 10 pm. Beach fires permitted south of 10th Street only

NOTIFICATION TO CITY DEPARTMENTS

NOTIFICATIONS

POLICE DEPARTMENT

MONTEREY FIRE CHIEF:

DEPARTMENT OF PUBLIC WORKS:

FOREST AND BEACH:

PLANNING AND BUILDING:

RISK MANAGER:

CITY COUNCIL READ BOARD:

DATE ADVISED DATE REVISED

OUTSIDE AGENCIES:

MST (Monterey Salinas Transit)
WASTE MANAGEMENT (W-M)
Mike Watson, California Coastal Commission

APPROVED BY: _____

Janet Bombard, Community Activities Director

DATE: _____

I have read, and agree to comply with all conditions of this permit:

ATTACHMENT C

Carmel Art Festival

PO Box 7191

Carmel, CA 93921

Email: carmelartfestival@gmail.com

Carmel-by-the-Sea City Council, Mayor Burnett:

The Carmel Art Festival requests a waiver of Special Event fees such as we received for last year's festival. We believe that our plein air painting competition helps to keep Carmel a destination for artists and art lovers, as well as continuing Carmel's reputation as an art colony. Carmel was founded in part by its first plein air painter and her husband. By holding the festival outside and also by bringing large sculpture into the park, as well as a live sculpture demonstration, we help make art more accessible to everyone. We donate the proceeds to youth art programs in Monterey County, thus helping train Carmel's next generation of artists as well.

We attract the best plein air artists from around the country and showcase the many local artists that are part of this elite group. We also attract many art buyers from all over the country who stay in local hotels and dine in local restaurants as well as purchase almost \$100,000.00 in art (half of which goes to the artist and half to the festival) which adds to the city's sales tax revenue.

We also shop locally buying everything from web hosting to printing to hardware from Carmel providers where ever possible.

We could not exist and pay more than we have in the past in fees.

Thank-you for your continuing help and consideration,

Tammi Tharp, President
Hella Rothwell, Secretary
Pamela Crabtree, treasurer

ATTACHMENT D

Carmel Art Festival

PO Box 7191
Carmel, CA 93921
Email: carmelartfestival@gmail.com

Proposed budget:

Cost of venue -	\$5,500.00
Security -	\$1,825.00
Advertising -	\$8,000.00
Printing -	\$2,400.00
Music -	\$2,000.00
Judge -	\$500.00
Auctioneer -	\$350.00
Insurance -	\$2,000.00
Souvenirs-	\$2,000.00
Awards -	\$15,000.00
Misc-	\$425.00
Charity-	\$6,300.00
TOTAL -	\$46,300.00

Entry fees -	\$6,300.00
Sales -	\$48,000.00
TOTAL -	\$52,300.00

Non-profit's year round operating costs - \$6,000.00

Mission Street
Equipment

ATTACHMENT D

Unlimited Events, Inc.
PO Box 4460
825 West Market Street
Salinas, CA 93912
Tel: 831-422-8300
Fax: 831-754-9300
EMail: Sales@UEI-Rentals.com

8996.1.3

Transaction Date Fri, Mar 14, 2014

Out Fri, May 16, 2014 8:00 am
Due Sat, May 17, 2014 5:00 pm
Deliver Thu, May 15, 2014 8:00 am
Pickup Sun, May 18, 2014 12:00 pm

OPERATION IN PROGRESS

Tammi Tharp
Carmel Art Festival

Operator: Lisa Clark

Use at:
Mission Street
Carmel, CA 93922

|||||

Tel:

Id: 1344
Tel: 831-373-6126

AltId: 15%
Cell:

Rental Quotation
Delivery/Pickup

Delivery: 9:00 AM Thur May 15th

Pickup: 6:00 PM Sun May 18th

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items					
11 Ea	10'x10'x10' High Peak Tent		115.000	0.00	1,265.00
1 Ea			0.000	0.00	0.00
4 Ea	Safety Package, w/ Fire Extinguisher, Exit Sign,		30.000	0.00	120.00
1,200 Ea	Flooring, Carpet		1.450	0.00	1,740.00
30 Ea	Cement Weight		4.500	0.00	135.00
1 Ea			0.000	0.00	0.00
8 Ea	Chair, Resin Padded Folding, White		2.500	0.00	20.00
1 Ea			0.000	0.00	0.00
4 Ea	Table, Banquet, 8' (30"x96")		8.500	0.00	34.00
1 Ea			0.000	0.00	0.00
4 Ea	Linen, Basic, 12' Banquet (72"x144"), Royal Blue		13.250	0.00	53.00
1 Ea			0.000	0.00	0.00
1 Ea	Stage, 12" Tall, 8'x 8'		176.000	0.00	176.00
1 Ea	Stage, Stairs, 12" Unit		25.000	0.00	25.00
1 Ea			0.000	0.00	0.00
30 Ea	Fencing & Dividers, Art Board Panel, 8'x3' Double Sided		45.000	0.00	1,350.00
1 Ea			0.000	0.00	0.00
14 Ea	Miscellaneous Plants & Shrubs		60.000	0.00	840.00
1 Ea			0.000	0.00	0.00
1 Ea	Fuel Sur-Charge		37.500	0.00	37.50
1 Ea	Deliver, Monday - Friday, 8:00am - 5:00pm		25.000	0.00	25.00
1 Ea	Pick-Up, Sun. After Hours		150.000	0.00	150.00

ATTACHMENT D

8996.13 2/2

Summary	
Discounts	-863.70
Rentals Revenue	5,970.50
Total Charges	5,106.80

ALL RENTAL ITEMS WILL BE STACKED IN A SECURE LOCATION UP TO 50' FROM TRUCK. LONGER DISTANCES, STAIRS, ELEVATORS, ETC. ARE ADDITIONAL CHARGE. SET-UP & TEAR-DOWN SERVICE IS NOT INCLUDED IN RENTAL PRICE, BUT IS AVAILABLE BY PREARRANGEMENT FOR AN ADDITIONAL CHARGE.

FOOD SERVICE & BEVERAGE ITEMS MUST BE RINSED & RETURNED PROPERLY IN ORIGINAL CONTAINER TO AVOID A 35% CHARGE. CHARGES WILL BE APPLIED TO ALL MISSING, DAMAGED, SHORTAGES & ITEMS RETURNED UNRINSED. ALL LINEN MUST BE RETURNED IN BAGS PROVIDED (not plastic bag, they will cause linen to mold). REPLACEMENT CHARGES WILL BE APPLIED ON ALL STAINED, BURNED, WAXED, MOLDED, TORN, ETC. LINENS.

ALL CHANGES TO CONTRACT MUST BE MADE 48 HOURS PRIOR TO DELIVERY & ALL CANCELLATIONS MUST BE MADE 72 HOURS PRIOR TO DELIVERY OR A RESTOCKING FEE MAY OCCUR. THE CONTRACTING COMPANY OR INDIVIDUAL IS FULLY RESPONSIBLE FOR THE SECURITY OF ALL RENTAL ITEMS FROM TIME OF DELIVERY TO TIME OF PICK-UP. (INCLUDES WEATHER & NATURAL DISASTER)

60% Deposit Required to reserve all rental items. Balance Due in Full Prior to Delivery. Availability of all rental items will be verified on the date deposit received. Terms, Quote & C/C Authorization must be signed and on file before any items are Delivered/Released.

[Handwritten Signature]

Date: 3-15-2014

ATTACHMENT D

Devendorf Park
Equipment

Unlimited Events, Inc.
PO Box 4460
625 West Market Street
Salinas, CA 93812
Tel: 831-422-8300
Fax: 831-754-9300
Email: Sales@UEI-Rentals.com

8998.1.3

Transaction Date Fri, Mar 14, 2014

Out Fri, May 16, 2014 8:00 am
Due Sat, May 17, 2014 5:00 pm
Deliver Thu, May 15, 2014 8:00 am
Pickup Sun, May 18, 2014 12:00 pm

200.42

Tammi Tharp
Carmel Art Festival

Operator: Lisa Clark

Use at
Mission St
Carmel, CA 93921

Tel:

))))

Id: 1344
Tel: 831-373-6128

AltId: 15%
Cell:

Rental Quotation
Delivery/Pickup

DELIVER TO PARK

*DELIVER STAIRS TO MISSION
STREET
PICKUP: SUN MAY 19 @ 6:00 PM

Qty	Description	Part Nr	Unit Price	Adj	Extended
Rental Items			0.000	0.00	0.00
1 Ea			190.000	0.00	190.00
1 Ea	8'x10'x20' High Peak Tent		2.500	0.00	50.00
20 Ea	Sidewall, Solid, 8'		4.500	0.00	27.00
6 Ea	Cement Weight		0.000	0.00	0.00
1 Ea			8.500	0.00	42.50
5 Ea	Table, Banquet, 8' (30"x96")		0.000	0.00	0.00
1 Ea			2,250	0.00	13.50
8 Ea	Chair, Wood Padded Folding, Light Mahogany w/ Ivory Padded Seat		0.000	0.00	0.00
1 Ea			16.250	0.00	81.25
5 Ea	Linen, Basic, 8' Drape (90"x156"), Royal Blue		0.000	0.00	0.00
1 Ea			178.000	0.00	178.00
1 Ea	Stage, 16" Tall, 8'x 8'		25.000	0.00	25.00
1 Ea	Stage, Stairs, 24" Unit		0.000	0.00	0.00
1 Ea			37.500	0.00	37.50
1 Ea	Fuel Sur-Charge		50.000	0.00	50.00
1 Ea	Delivery & Pick-Up Charge, Monday - Friday, 8:00am - 5:00pm				

ATTACHMENT D

8998.13

2/2

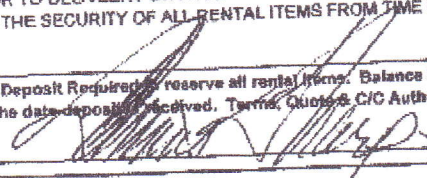
Summary	
Discounts	-90.78
Rentals Revenue	692.75
Total Charges	601.97

ALL RENTAL ITEMS WILL BE STACKED IN A SECURE LOCATION UP TO 50' FROM TRUCK. LONGER DISTANCES, STAIRS, ELEVATORS, ETC. ARE ADDITIONAL CHARGE. SET-UP & TEAR-DOWN SERVICE IS NOT INCLUDED IN RENTAL PRICE, BUT IS AVAILABLE BY PREARRANGEMENT FOR AN ADDITIONAL CHARGE.

FOOD SERVICE & BEVERAGE ITEMS MUST BE RINSED & RETURNED PROPERLY IN ORIGINAL CONTAINER TO AVOID A 35% CHARGE. CHARGES WILL BE APPLIED TO ALL MISSING, DAMAGED, SHORTAGES & ITEMS RETURNED UNRINSED. ALL LINEN MUST BE RETURNED IN BAGS PROVIDED (not plastic bag, they will cause linen to mold). REPLACEMENT CHARGES WILL BE APPLIED ON ALL STAINED, BURNED, WAXED, MOLDED, TORN, ETC. LINENS.

ALL CHANGES TO CONTRACT MUST BE MADE 48 HOURS PRIOR TO DELIVERY & ALL CANCELLATIONS MUST BE MADE 72 HOURS PRIOR TO DELIVERY OR A RESTOCKING FEE MAY OCCUR. THE CONTRACTING COMPANY OR INDIVIDUAL IS FULLY RESPONSIBLE FOR THE SECURITY OF ALL RENTAL ITEMS FROM TIME OF DELIVERY TO TIME OF PICK-UP. (INCLUDES WEATHER & NATURAL DISASTER)

50% Deposit Required to reserve all rental items. Balance Due in Full Prior to Delivery. Availability of all rental items will be verified on the date deposit received. Terms, Quote & C/C Authorization must be signed and on file before any items are Delivered/Released.

X  Date: 3-15-2014

ATTACHMENT E

Carmel Art Festival

PO Box 7191
Carmel, CA 93921
Email: carmelartfestival@gmail.com

Schedule of events 2015:

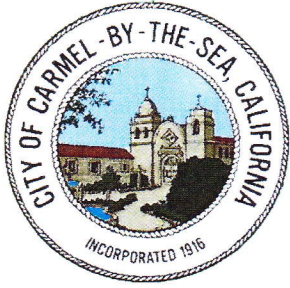
Wednesday May 13 – 5:00pm artists sign in and begin painting around town.

Thursday May 14 – tents go up on Mission street adjacent to Devendorf Park and in the park. Information tent open. Sculptures delivered for “Sculpture in the Park” event and Steven Whyte begins live sculpture.

Friday May 15 – 5:00pm artists turn in 2 paintings to tent erected on closed section of Mission Street. Music in the park during the afternoon.

Saturday May 16 – Paintings are judged and awards given, silent auction 10:00am to 6:00pm, award ceremony and live auction (Mission Street). Live music, information booth with poster and t-shirt sales, “Sculpture in the Park”, “Kids make Art Day” YAC kids provide an art project for all children in attendance (Devendorf Park).

Sunday May 17 – Further painting sales on Mission Street. 2 hr Quick Draw painting competition followed by a silent auction, live music, info booth and poster & t-shirt sales (Devendorf Park). Festival ends at 3:00pm



CITY OF CARMEL-BY-THE-SEA
 COMMUNITY SERVICES
 PO Box CC
 Carmel, CA 93921
 Phone 831/620.2020
 FAX 831/624.2132

January 7, 2014

SPECIAL EVENT INVOICE

To: Carmel Art Festival/Carmel Gallery Alliance
 Carmel Art Festival Thursday-Monday, May 15-19, 2014

Non-refundable special event permit processing fee	\$150	2014	2015
Devendorf Park - 1 st four hours \$400 X 4 days (7 a.m. to 11 a.m.)	1,600		155
Devendorf Park - \$300 each hour thereafter (12 to 7 p.m.)	8,400	1,604	
Refundable Damage Deposit to Devendorf Park <i>if no damage is found</i>	350	8,400	351
2 Parking stalls (2 stalls 5/6 th in front of restrooms)	200	200	
2 NO PARKING signs	6	6	
Closing Mission btwn Ocean & 6 th (4 days)	1,460	1,460	
2 Large barricades at Mission for 4 days (btwn Ocean & 6 th)	520	520	
2 A-frames for 4 days	200	200	
Sound permit (when music is requested) \$25 X 4 days <i>\$27</i>	100	108	
SUB-TOTAL	\$12,986		
Less Damage Deposit if Park is without damage	-350	13,004	
TOTAL	\$12,636		-351

This invoice is due and payable upon receipt.

Please make check payable to: City of Carmel-by-the-Sea

Mail to: Carmel Community Services
 Attn: Cindi Lopez
 PO Box CC
 Carmel, CA 93921

\$12,653

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2014

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Library and Community Activities Director
Subject: Receive Farmers Market update

EXECUTIVE SUMMARY: At the November 3, 2014 City Council meeting, the City Council reviewed the Ad Hoc Committee and CA&CC recommendations regarding the Farmers Market.

The following motion was approved unanimously:

1. Work to make the market a Community Event
2. Place on 6th Avenue year round, Market times from 10 am to 2pm for the time being, but put a question in the RFP for feedback for best time to provide market
3. Meet the existing Artisan Food Experience Guidelines with the following modifications (see Number 11 below)
4. At least 60% of produce sold will be from the Tri-County area
5. Start work on RFP/RFQ now and include all the guidelines, including requesting strong local activity with volunteers and Carmel by the Sea participation
6. Non-profits will be allowed to set up a booths, working to weave the community into the event
7. Extend the current contract on a month-to-month basis, until the RFP process is complete, with a 30-day cancellation clause from either City or West Coast Farmers' Market Association
8. The CA&CC will review the market quarterly and report to City Council as necessary
9. Emphasize the intent to provide a high quality market, and not unnecessarily fill all vendor spaces and/ or maximize 6th Avenue
10. The market will not use Devendorf Park
11. Adopt the following recommendations from "Attachment A":
 - #2 adopt Ad Hoc committee recommendation
 - #3 Minimum of 15% of booth space for CBTS businesses, with no charge
 - #4 adopt Ad Hoc Committee recommendation
 - #5 adopt Ad Hoc Committee recommendation
 - #6 offer hot food year round
 - #8, adopt Ad Hoc Committee recommendation
 - #9, adopt Ad Hoc Committee recommendation
 - #10 adopt Ad Hoc Committee recommendation
 - #11 adopt Ad Hoc Committee recommendation
 - #12 adopt Ad Hoc Committee recommendation
 - #13 adopt Ad Hoc Committee recommendation

- #14 adopt Ad Hoc Committee recommendation
- #15 adopt Ad Hoc Committee recommendation
- #16 adopt Ad Hoc Committee recommendation

12. Require that RFP/RFQ respondents propose a way to maximize local and organic goods

Recommendation number 7 seems to have been overlooked. If so, it will be considered separately at the December meeting.

ATTACHMENTS:

Attachment A: (Farmers Market and CA&CC recommendations)

FARMERS MARKET AD HOC COMMITTEE RECOMMENDATIONS

1. Location and hours
 - A. November – April (winter)
 1. Mission Street only
 2. 10:00 a.m – 2:00 p.m.
 - B. May – October (summer)
 1. Devendorf Park only
 2. 9:00 a.m. – 1:00 p.m.
2. Allow seasonal fruit that may not be from the Tri-County area (e.g., stone fruit, melons, etc.)
3. 10% of booths will be dedicated to Carmel by the Sea businesses to try out on a rotating basis
4. Loosen PURVEYOR PARTICIPANT section of the Carmel Artisan Food Experience Guidelines so that restaurants are encouraged to use one market item in their dishes, but it will not be mandatory to work with a market vendor
5. No crafts
6. Allow the market to offer hot food (e.g., pizza) only during winter months. Preference will be given to Carmel by the Sea businesses, but if there are no CBTS vendors who wish to participate, the market may allow other local vendors to offer the service
7. Allow pre-packaged foods from Carmel by the Sea restaurants and businesses (e.g., coffee, sandwiches, baked goods)
8. Encourage chef demos
9. The majority of the produce sold at the market will be organic

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION FARMERS MARKET RECOMMENDATIONS

1. The Farmers Market should be located in Devendorf Park and on Mission Street year-round. Market hours should be 9:00 a.m. to 1:00 p.m.
2. Allow non Tri-County vendors, but stress to Market Manager the City's preference for Tri-County vendors
3. One or more booths can be allocated for Carmel by the Sea businesses; however, give the Market Manager discretion to decide if the business is appropriate for the market
4. The CA&CC is in agreement with the Ad Hoc Committee recommendation .
5. No crafts. With regard to the reusable bag issue: the Market Manager will provide reusable bags at cost.
6. Allow the market to offer hot food year-round, given the CA&CC's recommendation to locate the market in both the park and on Mission Street. Preference will be given to Carmel by the Sea businesses, but if there are no CBTS vendors who wish to participate, the market may allow peninsula –wide vendors to offer the service
7. Allow pre-packaged foods from Carmel by the Sea restaurants and businesses (e.g., coffee, sandwiches, baked goods from peninsula –wide vendors
8. The CA&CC is in agreement with the Ad Hoc Committee recommendation .
9. The majority of the produce sold at the market will be organic *as monitored by the market manager*

ATTACHMENT A

10. Eliminate the requirement under the COMMUNICATIONS section of the Carmel Artisan Food Experience Guidelines that farmers post the ANDI * score for all items

11. Eliminate the requirement under the COMMUNICATIONS section of the Carmel Artisan Food Experience Guidelines requiring that dish purveyors and their partner farmers must provide to shoppers a card of approved standard design with the dish recipe on one side and the farmer information on the other

12. Allow the use of plastic table cloths on vendor tables.

13. Eliminate the fee for using city electricity or other utilities or services required under the FINANCIALS section of the Carmel Artisan Food Experience Guidelines

14. Make the Farmers Market an ongoing City-sponsored event, eliminating any City event fees for the event

15. Do not charge the Market any fees for the first six months. After six months phase into a market share agreement whereby the Market owner will begin paying the City a percentage of the Market's proceeds.

16. The market owner will undertake all advertising and marketing of the Market

17. Issue a new RFP for Farmers Market services

* ANDI stands for "Aggregate Nutrient Density Index," a scoring system that rates foods on a scale from 1 to 1000 based on nutrient content.

10. The CA&CC is in agreement with the Ad Hoc Committee recommendation .

11. The CA&CC is in agreement with the Ad Hoc Committee recommendation .

12. The CA&CC is in agreement with the Ad Hoc Committee recommendation .

13. The CA&CC is in agreement with the Ad Hoc Committee recommendation .

14. The CA&CC is in agreement with the Ad Hoc Committee recommendation .

15. One year from the signing of the contract, review the Farmers Market financial statements and consider if it is feasible to charge fees. Going forth, determine whether the market will pay fees regardless of who the Market owner may be.

16. The CA&CC is in agreement with the Ad Hoc Committee recommendation.

17. Extend the existing contract for another 6 months to give enough time for a new RFP to be issued and awarded

SEE NEXT PAGE FOR ADDITIONAL RECOMMENDATIONS BY THE CA&CC

Additional Community Activities and Cultural Commission Recommendations:

A. The City Council should be given the following information in order to make its decision regarding the future of the Farmers Market:

- How many parking spaces the Farmers Market organizer will use
- How much money has the Farmers Market made since being in the park
- How much money did the Farmers Market make when it was on Mission

B. With respect to the issue of Cottage foods, the CA&CC has reservations about including them in the Farmers Market based on health and safety considerations

C. Farmers Market Guidelines and financial statements should be reviewed quarterly by the Community Activities and Cultural Commission, which will in turn make recommendations to the City Council based on those reviews regarding potential changes to the market

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2014

To: Community Activities and Cultural Commissioners
From: Janet Bombard, Library and Community Activities Director
Subject: Discuss whether to hold the December regular meeting of the Community Activities and Cultural Commission

EXECUTIVE SUMMARY: At the October 14, 2014 meeting Vice Chair Jett asked that the matter of whether to hold a December meeting be agendized.

The Commission has historically not held a December meeting, although there was a December meeting in 2013.

Note: Events highlighted in Yellow are in the process of applying for a special event permit

Carmel-by-the-Sea 2015 Calendar Traditional/Annual Special Events

Relais & Chateaux GourmetFest, times vary. *For more information call Lisa Dias 831/622-5903*

19th Annual Breakfast with the Bunny: Sat., April 4, 2015. Annual spring celebration held in Devendorf Park, sponsored by the Carmel Host Lions Club. Breakfast and entertainment provided.

Monterey Co. Vintners & Growers Assoc. 22nd Annual Winemakers' Celebration-Sat., TENT 2015, 1-5 p.m., Dolores btwn Ocean & 7th. *For more information call 831/375.9400*

22nd Annual Carmel Art Festival, Sculpture in the Park: Thurs. – Sun., May 7-10, 2015. Annual event held in Devendorf Park. *For more information call Carmel Art Festival at 831/646-4000 or www.carmelartfestival.org.*

Memorial Day Ceremony: Mon., May 25, 2015, 11AM. Ceremony held at Devendorf Park, *sponsored by the Carmel-by-the-Sea Chapter of the American Legion. For more information call 831/624.9941.*

35th Annual Surf-About: Sat., & Sun., TBD, 2015. Annual Surf Contest held at Carmel Beach. *For more information contact: Sunshine Freestyle at 831/375.5015.*

5th Annual Run in the Name of Love, Sun., June 21, 2015, 8 AM Sunset Center, San Carlos & 9th, 2K/5K Walk-Run. *For more information go to www.run4love.org. Susan Love, Organizer*

13th Annual 4th of July Celebration: Sat., July 4, 2015, 12:00PM-4 PM Entertainment, food and games. Held in Devendorf Park. *For more information call Carmel Community Activities at 831/620.2020 or www.ci.carmel.ca.us.*

9th Annual Carmel-by-the-Sea Concours on the Avenue, Tues., Aug. 11, 2015. Auto-show presenting antique “marqued” vehicles for display. For information call 404/237.2633; or www.theconcours.com.

18th Concours d’Elegance Vintage Car Parade and Display: Thurs., Aug. 13, 2015, 11:30 AM. Parade and Car Display is held on Ocean Avenue. *For more information call 831/622.1700 or www.pebblebeachconcours.net*

21st Annual Pacific Grove Auto Rally: Fri., Aug. 14, 2015, 6:00 p.m., approx. Car-rally that drives through Carmel on Ocean Avenue. *For information call 831/372.6585.*

7th Annual International Art & Film Festival, Wed. – Sun., Oct. 14-18, 2015, held at Sunset Center and various venues around town. *For more information contact www.carmelartandfilm.com.*

55th Annual Sand Castle Contest: Sun. TBD, 2015, Building at 8:00 AM; Judging from 12 Noon to 2:00 PM. Annual Sandcastle contest held on Carmel Beach, Scenic south of 10th. *For more information call Carmel Community Activities at 831/620.2020 or www.ci.carmel.ca.us.com or Monterey Bay Chapter of the AIA; www.aiamontereybay.org*

99th City Birthday Party and Parade: Sat., Oct. 24, 2015, 11:00 AM Parade/12 Noon Lunch. City's annual birthday celebration. *For more information call Carmel Community Activities at 831/620.2020 or www.ci.carmel.ca.us.com.*

Carmel High School Homecoming Parade, Fri., TBD, 2015, 3:00 p.m. Parade held down Ocean Avenue.

Veteran's Day Ceremony, Tues., Nov. 11, 2015, 11:00 AM. Ceremony held in Devendorf Park honoring our veterans, *sponsored by the Carmel-by-the-Sea Chapter of the American Legion. 831/624.9941.*

45th Annual Homecrafters Marketplace: Sat., Nov. 21, 2015, 9:00 AM-3:00 PM. Annual craft fair held at Sunset Center parking lot. *For more information call Carmel Community Activities at 831/620.2020 or www.ci.carmel.ca.us.*

Holiday Tree Lighting: Fri., Dec. 4, 2015, 4:30 PM. Annual holiday celebration, tree lighting and entertainment held on Ocean Avenue and in Devendorf Park. *For more information call Carmel Community Activities at 831/620.2020 or www.ci.carmel.ca.us.*