



# CITY OF CARMEL-BY-THE-SEA

## COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Chair Judy Refuerzo, Commissioners Linda Calafiore,  
Bonnie Folster, Donna Jett, Paul Wylde

All meetings are held in the City Council Chambers  
East Side of Monte Verde Street  
Between Ocean and 7<sup>th</sup> Avenues

### REGULAR MEETING

8/8/2017

9:30 a.m.

#### CALL TO ORDER AND ROLL CALL

#### PLEDGE OF ALLEGIANCE

**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 Commission. Matters not appearing on Commission's agenda will not receive action at this meeting but may be referred to staff for a future meeting. Persons are not required to give their names, but it is helpful for speakers to state their names so that they may be identified in the minutes of the meeting.

#### ANNOUNCEMENTS

- A. Announcements from Chair and Commissioners
- B. Announcements from Staff

**CONSENT AGENDA** Items on the consent agenda are routine in nature and do not require discussion or independent action. Members of the Commission or the public may ask that any items be considered individually for purposes of Commission discussion and/or for public comment. Unless that is done, one motion may be used to adopt all recommended actions.

1. Approval of the minutes for the 7/11/2017 meeting. (pp. 1-2)

**ORDERS OF BUSINESS** Orders of Business are agenda items that require Commission discussion, debate, direction to staff, and/or action.

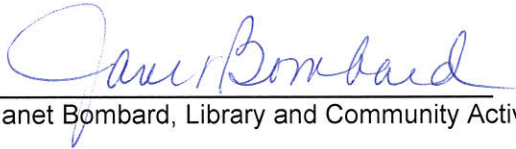
2. Receive and discuss report from the ad hoc committee regarding planning for potential Devendorf Park programs.
3. Receive the Monterey County Winemakers' Event After Action report. (p. 3-5)
4. Receive the city Fourth of July Celebration event After Action report. (p. 6)

#### FUTURE AGENDA ITEMS

#### ADJOURNMENT

This agenda was posted at City Hall located on Monte Verde Street between Ocean and 7<sup>th</sup> Avenues, Harrison Memorial Library located on the NE corner of Ocean Avenue and Lincoln Street, and the Carmel-by-the-Sea Post Office located on

5<sup>th</sup> Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us/carmel/> on 8/3/2017 in accordance with the applicable legal requirements.



Janet Bombard

Janet Bombard, Library and Community Activities Director

**SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA**

Any supplemental writings or documents distributed to a majority of the Community Activities and Cultural Commission members regarding any item on this agenda, received after the posting of the agenda will be available for public review 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 831-620-2007 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).

**CHALLENGING DECISIONS OF CITY ENTITIES** The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City of Carmel-by-the-Sea is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision, including without limitation Government Code section 65009 applicable to many land use and zoning decisions, Government Code section 66499.37 applicable to the Subdivision Map Act, and Public Resources Code section 21167 applicable to the California Environmental Quality Act (CEQA). Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. Government Code section 65009 and 66499.37, and Public Resources Code section 21167, impose shorter limitations periods and requirements, including timely service in addition to filing. If a person wishes to challenge the above actions in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Carmel-by-the-Sea, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

MINUTES  
COMMUNITY ACTIVITIES & CULTURAL COMMISSION  
CITY OF CARMEL-BY-THE-SEA  
REGULAR MEETING  
July 11, 2017

**I. CALL TO ORDER AND ROLL CALL**

PRESENT: Commissioners: Calafiore, Folster, Jett, Refuerzo, Wylde

ABSENT: None

STAFF PRESENT: Margi Perotti, Community Activities Coordinator  
Lori Aiello, Community Activities Assistant

**II. PLEDGE OF ALLEGIANCE**

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

**III. EXTRADINARY BUSINESS**

A. Introduction of new Community Activities and Cultural Commissioner Paul Wylde.

**IV. PUBLIC APPEARANCES**

Jenny MacMurdo, New Chamber of Commerce Director introduced herself to the Commission.

**V. ANNOUNCEMENTS**

A. Announcements from Chair and Commissioners:

Commissioner Jett announced during the meeting that Walt Defaria will hold a two day performance at the Forest Theater in October on the 21 and 22nd.

B. Announcements from Staff:

Staff member Perotti announced that Sunset Cultural Center, Inc. and the City have reached an agreement for the management of Forest Theater which went into effect on July 1, 2017.

**VI. CONSENT AGENDA**

1. Approval of the June 13, 2017 regular meeting.

**Action:** Upon a motion made by Commissioner Jett and seconded by Commissioner Folster, the Commission moved to approve the minutes of the May 9, 2017 regular meeting. **Moved 4:1, Commissioner Wylde Abstained**

2. Approval of the June 29, 2017 special meeting.

**Action:** Upon a motion made by Commissioner Calafiore and seconded by Commissioner Refuerzo, the Commission moved to approve the minutes of the June 29, 2017 regular meeting. **Moved 3:2: Commissioners Jett and Wylde Abstained**

**VII. ORDERS OF BUSINESS**

1. Receive and discuss report from Ad Hoc Committee members Folster and Calafiore regarding planning for potential Devendorf Park programs.

Commissioner Folster stated they are looking at the demographics for appropriate events in the City of Carmel and have discussed organizing performances with the Youth Theater. No other action, this item was continued to the next regular meeting.

2. Staff review of the Carmel Art Festival After Action Report

Staff member Perotti reviewed the after action report with the Commission.

3. Receive Community Activities and Cultural Commission feedback regarding the City's July 4<sup>th</sup> Celebration event for inclusion in an After Action Report

The Commissioners comments are as follows:

- Commissioner Jett – like being on the street and leaving more room for participants in the park; noted ice must be in containers so it does not migrate into other booths; felt the Fire Department did an excellent job; suggested using 6<sup>th</sup> between Junipero and Mission as it is a larger street and vendors would not be so crowded.
- Commissioner Calafiore – would like to take over the bead table – suggested not sorting colors of bead and have only one type of bead, either stars or just beads. She also noted lack of local participation and that there were a lot of people that were spectators not from the area.
- Commissioner Wylde suggested developing a data base for local residents.
- Chairperson Refuerzo – Possibly have organized game activities again, possibly the sack race, water balloon toss. Needed more hula hoops and more flags. Concur with Calafiore regarding one type of bead necklace.

**VIII. FUTURE AGENDA ITEMS:**

1. Possibility of introducing a City dog event.

**IX. ADJOURNMENT**

There being no further business to come before the Commission, the meeting was adjourned at 10:35 a.m.

Respectfully submitted,

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Lori Aiello, Community Activities Assistant

Approved by: \_\_\_\_\_

Judy Refuerzo, Chair



## 2017 4<sup>th</sup> of July After Action Report

### CITY EVENT STAFF FEEDBACK

#### General comments:

1. People in the park liked having the food on the street – this gave spectators in the park room to spread out.
2. It seems like it worked well to have the vendors on Mission Street. We could definitely work on different spacing and vendor order in the line-up, but overall the feedback that I received from event goers was 100% positive.
3. Received two complaints regarding children running all over the place, one person got hit twice with a hula hoop; one person was hit in the head with a kick ball. Adults as well as children were using the crawl tubes as drag mats and punching tubes. The kids were not tossing the bean bags but throwing them at each other. Adults and kids were hiding the bean bags under their blankets and belongings.
4. The kids play area got a little large. Next year have a clearly delineated kids corral with one or two monitors watching the children's area.
5. Numerous hula hoops were destroyed, some were taken. Some of the bounce balls were also taken. Buy more hula hoops and bounce balls for next year – mark all equipment with "Property of City of Carmel" so that people don't think they are giveaways.
6. Necklaces were hot ticket items as always, the small flags were also very popular – more flags need to be ordered next year.
7. Don't decorate with the large flags – they just get stolen. No more foil flags or garland; they are not environmentally responsible. Reusable fabric bunting to decorate the park or perhaps an inexpensive, disposable crepe paper option.
8. Clean out the decorations box and reduce to one box, we had too much junk behind the City table that was unused and unnecessary and has been for years.
9. If we continue with the vendors on Mission street I think we need nice banners, (like the ones we have for the Mayor and Council in the Halloween parade) made for each end of the street so people are aware of what the event is, and maybe a couple for the park.
10. Put visible signs up about no dogs in the park at the park entrances.
11. Ask for a CERT volunteer to patrol the park to talk to people and politely enforce the park rules: no dogs, no climbing trees, and no throwing balls and other objects.
12. Relocate the bead table to the area of the park in front of the large war memorial to give event goers more space close to the band.
13. Make sure food vendors don't park in the bus loading zone.

#### Food court:

14. Possibly put the hamburgers and hot dogs at opposite ends of the venue.
15. Continue to try to offer a wider variety of food.
16. Spread the tents out to cover the entire street so each vendor has more room. This will allow for storage of vendor supplies/equipment in between the tents and perhaps help make the food lines less confusing.
17. Signs directing people to the food. Those entering from the Junipero end were a little confused because they didn't immediately see the food.

18. Figure out a way to manage the food lines – signage? stanchions? People were confused as to where to line up for the various booths - received comments that they couldn't tell where the lines started for food, the area was very crowded – some people were standing in the street on Mission and 6<sup>th</sup>.
19. Make sure the vendors clean up after themselves – boxes and other items were left on the street.
20. Vendors dumped water from the coolers into the storm drains and ice on the plants in the park – all ice and water from the coolers must be disposed of in the sanitary sewer system. Clearly communicate the storm water rules to the vendors before the day of the event.
21. CYC needs to have condiments covered, and served in a more sanitary way. Use packets instead?
22. Possibly put some of the vendors who are not serving food between the food vendors in an attempt to spread things out.
23. Identify the vendors that need double booths and provide them.
24. No vendor parking in the bus loading zone.
25. Have a monitor in the food court area and on the street.

**Music:**

26. Received a complaint that the band was not engaging enough with the audience, but also received comments that attendees liked the music.

**COMMUNITY GROUP / FOOD VENDORS FEEDBACK**

27. Health Department rules are onerous.
28. Really appreciate the city taking responsibility for the flooring, tent covers and hand-washing facilities.
29. Thank you to the city for buying the tents, assembling and disassembling the tents.
30. The street between the vendor tents was too crowded. Perhaps something can be done to thin the crowd.
31. Initially unhappy with the change in this year's festivities, and the burden it created for the do-good civic groups, but it went well, and it was nice having the entire park area dedicated to chairs and blankets.
32. From the Chamber side, everything was awesome! Having the tent pre-done was a fantastic surprise that we appreciated very much. It seemed like having the tents on the street worked well. We saw a lot of happy people!
33. It was wonderful to have a tent for shelter - what a great and unexpected surprise!
34. On behalf of Carmel CERT, we appreciated the opportunity to share our message with locals. CERT received a few dollars in donations and we also had a few viable sign-ups for being involved in our community program. We would not have had either without this opportunity!
35. I liked being in a well-trafficked area and although I missed being where the band was on a personal level, it was more beneficial to be able to talk to people without the music noise.
36. Ice needs to always be in containers as the melting water from the ice intruded into other vendor's booths and made a mess.

**COMMUNITY ACTIVITIES AND CULTURAL COMMISSION FEEDBACK**

37. Great Event.
38. Order more small flags to give away next year.
39. Only give away one type of bead necklace.

40. Ice needs to be in containers, not on the street.
41. Need more room for food on street, possibly move to 6<sup>th</sup> between Junipero and Missionto spread out the tents and because the street is wider.
42. Bring back organized games, more interactive games.
43. Possibly ask the Youth Center to help with the games, day of event.
44. More local participation, possible data base to access.
45. Loved the street location.
46. Lines for hot dog and hamburgers were long and confusing as to where they started.

## Monterey Vintners after Action notes, May 17, 2017

### General observations:

- The event felt up scale, was well attended and everyone seemed to enjoy themselves – the department received reports that it was a “very nice” event.
- The size of the crowd was just right for the event.
- There were no reported incidents regarding alcohol.
- Reducing the hours of the event to end one hour earlier worked well.
- The day of the event (Sunday instead of Saturday as in years past) seemed to bring in a more subdued crowd.
- The street was clean and clear of debris on Monday.

### Safety/security issues:

- Tent inspections are required by the Fire Department. The Fire Department performed a walkthrough inspection after the event had started and noted the tents needed to be secured; therefore, a walkthrough with the Fire Department prior to the beginning of the event is recommended.
- Tent weights need to be in place before the event starts; wind can cause tents to turn into projectiles.
- For the most part, security at the event was good; however, it was observed that the paid security personnel were not always at the entrances, and people were free to come and go as they pleased. It was also reported that at 2:30 p.m. people were able to walk into the event unobstructed and without tickets. There was an opening at Dolores and 7<sup>th</sup> where the water dispenser was located - people walked in and out of the venue at this point as well. More than 4 entrances to the venue were also noted. **Recommendations:** 1. Station one private security guard at each entrance, 2. monitor unauthorized cuts in the fencing and 3. assign two floating security guards to give other guards breaks and make sure fencing is in place. **Additional recommendation:** assign two Carmel Police Officers, either on-duty or overtime, to monitor the interior of the event for the duration of the event (event organizer to pay for CPD overtime).
- There were concerns regarding the water barricades. They are easily moved without water in them; however, when they are filled with water they can become “plows” into the crowds if a vehicle hits them. The issue of emptying the water from the barricades at the end of the event is also problematic – people are concerned about wasting water. **Recommendation:** place a Police vehicle or City vehicle where the water barricades have been used. If it is a City vehicle it could be easily moved, as staff would have the keys vs. having an event organizer’s vehicle parked at these locations. The area of 7<sup>th</sup> and Dolores may be problematic due to the curve of the street.

### Other issues to be addressed or changed.

- The City received complaints from residents and eventgoers regarding the music being too loud. It was observed that the space in front of the stage and all of the high top tables placed in that area were empty. **Recommendation:** Change music genre. Music should be background only; this is not a dance event. Decibel levels must be kept to a minimum.
- Use wrist bands to easily identify vendors and participants.



## **Carmel-by-the-Sea 2017 Calendar Traditional/Annual Special Events**

**21<sup>th</sup> Annual Breakfast with the Bunny: Sat., April 15, 2017.** Annual Spring Celebration held in Devendorf Park, sponsored by the Carmel Host Lions Club. Breakfast and entertainment provided. *For information call 831-620-2020*

**Monterey Co. Vintners & Growers Assoc. 24<sup>th</sup> Annual Winemakers' Celebration-Sun., May 7, 2017, 1-5 p.m.,** Dolores between Ocean & 7<sup>th</sup>; and On 7<sup>th</sup> between Dolores and San Carlos. *For more information call 831/375.9400*

**37<sup>th</sup> Annual Surf-About: Fri, Sat., & Sun., May 5<sup>th</sup> & 6<sup>th</sup>, 2017.** Annual Surf Contest held at Carmel Beach. *For more information contact Sunshine Freestyle at 831/375.5015.*

**24<sup>th</sup> Annual Carmel Art Festival. Thurs. – Sun., May 18 -21, 2017.** Annual Plein Air painting event. *For more information contact Carmel Art Festival at 831/646.4000 or go to [www.carmelartfestival.org](http://www.carmelartfestival.org).*

**Memorial Day Ceremony: Mon., May 29, 2017, 11 AM.** Ceremony held at Devendorf Park, *sponsored by the Carmel-by-the-Sea Chapter of the American Legion and City of Carmel-by-the-Sea.* *For more information contact 831/624.9941.*

**7<sup>th</sup> Annual Run in the Name of Love, Sun., June 18, 2017, 8 AM Sunset Center, San Carlos & 9<sup>th</sup>, 2K/5K Walk-Run.** *Susan Love, Organizer. For more information go to [www.run4love.org](http://www.run4love.org)*

**15<sup>th</sup> Annual 4<sup>th</sup> of July Celebration: Tuesday, July 4, 2017, 12:00 PM -4 PM** Entertainment, food and games. Held in Devendorf Park. *For more information contact Carmel Community Activities at 831/620.2020*

**11<sup>th</sup> Annual Carmel-by-the-Sea Concours on the Avenue, Tues., Aug. 15, 2017.** Automobile show presenting antique “marqued” vehicles for display. *For more information contact 404/237.2633 or go to [www.carmelconcours.com](http://www.carmelconcours.com)*

**20<sup>th</sup> Annual Tour d’Elegance Vintage Car Parade and Display, Thurs., Aug. 17, 2017, 11:30 AM.** Parade and car display held on Ocean Avenue. *For more information contact 831/622.1700 or go to [www.pebblebeachconcours.net](http://www.pebblebeachconcours.net)*

**2<sup>nd</sup> Annual Street Dance: Saturday, September 9, 2017 PM Street Dance, 5-8 P.M.** *For more information call Carmel Community Activities at 831/620-2020*

**57<sup>th</sup> Annual Sand Castle Contest: Sat., September 16, 2017 at 8:00 AM; Judging from 12 Noon to 2:00 PM.** Annual Sandcastle contest held on Carmel Beach, Scenic south of 10th.

*Trophy Making in the Harrison Memorial Youth Services Building, Wednesday, October 13, 2017 @ 4:30pm*  
*For more information contact Carmel Community Activities at 831/620.2020 or go to [www.ci.carmel.ca.us](http://www.ci.carmel.ca.us) or [www.aiamontereybay.org](http://www.aiamontereybay.org), Monterey Bay Chapter of the AIA*

**3<sup>rd</sup> Annual Pumpkin Roll, Sat., October 7, 2017, 1:00 – 3:00 PM,** Ocean Avenue

**9<sup>th</sup> Annual Carmel International Film Festival, Wed. – Sun., Oct., 18-22, 2017,** held at Sunset Center and various venues around town. *For more information contact [carmelfilmfest.com](http://carmelfilmfest.com).*

**Carmel High School Homecoming Parade, Fri., Sept. 16<sup>th</sup>, 2017, 3:00 p.m.** Parade held on Ocean Avenue.

**101<sup>st</sup> City Birthday Party and Parade: Sat., Oct. 28, 2017, 11:00 AM Parade, 12 Noon Lunch.**  
. Carmel by-the-Sea's Annual Birthday Celebration. *For more information call Carmel Community Activities at 831/620-2020*

**Veteran's Day Ceremony, Saturday, Nov. 11, 2017, 11:00 AM.** Ceremony held in Devendorf Park honoring our veterans, *co sponsored by the Carmel-by-the-Sea Chapter of the American Legion and City of Carmel-by-the-Sea.*

**47<sup>th</sup> Annual Homecrafters' Marketplace: Sat., Nov. 18, 2017, 9:00 AM-3:00 PM.**  
Annual craft fair held at Sunset Center north parking lot. *For more information call Carmel Community Activities at 831/620-2020*

**Tree Lighting: Fri., Dec. 1, 2017, 3:00 – 5:45 PM.** Annual celebration, tree lighting and entertainment held on Ocean Avenue and in Devendorf Park. Tree will be lit between 5:30 and 5:45.  
*For more information call Carmel Community Activities at 831/620-2020*