



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 7th Avenues

REGULAR MEETING 6/13/2017 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 the 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:
 - Appointment of new Community Activities and Cultural Commissioner Paul Wylde
 - Prancing Ponies event August 16, 2017

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 5/9/2017 meeting. (pp.1-2)

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

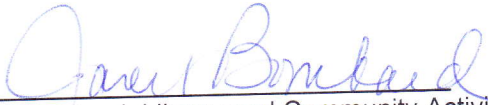
2. Consider a draft letter proposing suggestions for revisions to the special events grant process outlined in City Policy C16-01 and make a recommendation to the City Council. (pp. 3-8)

FUTURE AGENDA ITEMS

ADJOURNMENT

This agenda was posted at City Hall located on Monte Verde Street between Ocean and 7th 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

5th Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us/carmel/> on 6/9/2017 in accordance with the applicable legal requirements.



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, May 9, 2017

I. CALL TO ORDER AND ROLL CALL

PRESENT: Commissioners: Calafiore, Jett, Refuerzo
ABSENT: Folster
STAFF PRESENT: Janet Bombard, Library and Community Activities Director
Margi Perotti, Community Activities Assistant
Lori Aiello, Community Activities Assistant

II. EXTRAORDINARY BUSINESS

None

III. PLEDGE OF ALLEGIANCE

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

IV. APPEARANCES

No appearances.

V. ANNOUNCEMENTS

Chairperson Refuerzo reported on the City Councils actions regarding grants.

VI. CONSENT AGENDA

1. Approval of the amended minutes for March 14, 2017 regular meeting.
2. Approval of the minutes for April 11, 2017 regular meeting.

Commissioner Calafiore approved the consent agenda as amended, seconded by Jett, the motion carried by the following roll call vote:

AYES: Calafiore, Jett, Refuerzo
NOES: None
ABSENT: Folster
ABSTAIN: None

VII. ORDERS OF BUSINESS

1. Receive and discuss report from ad hoc committee members Folster and Calafiore regarding planning for potential Devendorf Park programs; continue discussions as to proposals for other potential City events.

Commissioner Calafiore presented her report and addressed questions from the Commission.

Chairperson Refuerzo opened the public hearing. Yvonne Bowen, Forest Theater Guild Executive Director, appeared and was supportive of programs in the park. There being no further appearances the public hearing was closed.

Following discussion regarding event planning, this item was continued to the next Commission meeting.

VIII. FUTURE AGENDA ITEMS:

IV. ADJOURNMENT

There being no further business to come before the Commission, the meeting was adjourned at 10:05 am.

Respectfully submitted,

Margi Perotti, Community Activities Assistant

Approved by: _____
Judy Refuerzo, Chair



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

June 13, 2017
Orders

TO: Community Activities and Cultural Commissioners
FROM: Janet Bombard, Community Activities Director
SUBJECT: Consider a draft letter proposing suggestions for revisions to the special events grant process outlined in City Policy C16-01 and make a recommendation to the City Council

RECOMMENDATION

Consider the attached draft letter and make a recommendation to the City Council.

ATTACHMENTS

1. Draft letter to the City Council
2. City Policy C16-01

ATTACHMENT 1

Mayor and City Council,

The Community Activities and Cultural Commission would like to make the recommendation that the City council eliminate the grant funding process from Special Events Policy C16-01.

The CACC supports granting credits toward City fees to all special events applicants who successfully meet the current requirements. However, we feel the process is onerous to the staff, applicants, Commission and Council. Numerous hours are spent filling out applications, putting together packets and presentations. Historically, the Council has ignored the standing policy and the CACC's recommendation.

We recommend streamlining the process by either granting a flat fee to all successful applicants (as the City of Monterey does) or perhaps identifying certain City fees that can always be waived or eliminated. We hope the Council can find an agreeable solution.

The reason for the CACC recommendation to eliminate the funding process comes from our frustration with the process and execution of Fiscal Year 2017/2018 Special Event Support grant funding. This was the first cycle implementing City Policy No. C16-01.

City Council appointed a committee of 9 people including both business people and residents to ensure that the policy was balanced. We understand many months were put into developing Policy C16-01 and all sides made concessions. Once the policy was approved two committee members, Carolyn Hardy and Monta Potter, came before the CACC to make sure we understood the intention of the policy and to answer questions.

The CACC understood it was our responsibility to uphold the policy and try to apply it fairly to all applicants. The Community Activities Staff put in many hours developing the process, procedures, requirements and granting cycle. This was not only time consuming and burdensome for staff, the new process is quite challenging for the applicants. However, all the requirements and processes made a lot of sense and we knew in the future it would become more streamlined.

Some of the key items in Policy C16-01:

- *The event is not financially dependent upon receiving City Support
- *Events that benefit for-profit enterprises are ineligible
- *Invitation-only events that are not open to the general public are ineligible

ATTACHMENT 1

*Include a copy of the complete event budget, including a mutually agreed upon performance measures for evaluating the events marketing and economic impact on the City of Carmel

*Must show anticipated direct or indirect charitable contributions to the Carmel community in support of its schools, cause-related or non-profit organizations. Additionally for established events having previously received partial city funding provide documentation that show actual charitable contributions since inceptions of the

*Funding not to exceed the limits in the following categories: small-scale events up to 60%, large scale events up to 40%

*The purpose is not to fund the entirety of an event.

*Recurring events do not automatically receive funding each year. Event Organizers of recurring events must apply each year to be considered.

*Grants awarded are not intended to cover all of an Event Organizers costs associated with City oversight

*Organizers will be required to demonstrate how the event met or did not meet the objectives and measures in a required, post-event report. The Event Organizers who are funded will be required to submit such a report to the City within 60 days of the events conclusion.

The CACC made recommendations to City Council regarding grants for all the events and every single one was overturned by City Council. Historically, the City Council has over turned the CACC's recommendations regarding the amount of funding and given a higher amount. It seems to be a waste of resources and time to go through the process only to have it overturned.

It is not just the amount of the grants. We have applicants who do not meet the requirements: For profit organizations, on going events that skipped a year of not making a charitable contribution because they didn't have the money, an organization that held a private event on public property. If the City Council feels that the events positive impact to the City outweighs meeting the requirements, then perhaps some of these requirements should also be eliminated.

SPECIAL EVENT SUPPORT PROGRAM

A Special Event Support Program is funded annually through the City's budget process by a "Community Promotions Fund." With clearly defined, goals, criteria, and evaluation measures, the program will result in a granting process that provides equal opportunity for all interested Event Organizers, and a reporting process that demonstrates transparency and accountability for public funds.

TYPE OF EVENTS FOR SUPPORT PROGRAM

- Community & charitable event – Either small- or large-scale event that serves or benefits locally-based organizations and causes, and/or provides recreational, cultural, and social benefits to Carmel residents. City-based organizations and events that serve the Carmel community specifically receive priority in funding.
- Large-scale event – An event based in the City of Carmel that is attended by 2,000 or more people and/or requires the closure of more than two City blocks, calls attention to and promotes the City regionally, attracts visitors as well as residents, has a major impact on the commercial and residential communities, and provides measurable economic benefits to the City of Carmel; or one that requires extensive staff time for pre-event processing, preparation, monitoring, and post-event rehabilitation of the village.
- Off-season event – Any event that is held off-season, between the months of November and March (inclusive), when the City is not already impacted by a major event, holiday or peak visitor time also receives priority in funding.
- Small-scale event - An event that draws fewer than 2,000 people and/or requires the closure of no more than two City blocks, and, in the judgment of the Community Activities Director, requires less than two hours of total staff time for pre-event preparation and/or post-event rehabilitation of the event venue, and does not exceed six hours in duration (including time required for set-up and take-down).

ELIGIBILITY CRITERIA

To be eligible to receive City support, applicants must demonstrate that:

- The event takes place within the City.
- The event is scheduled to take place during the Fiscal Year for which the event was funded and the exact date(s), time(s) and location within the City have been determined.
- The event is not financially dependent upon receiving City support.
- The event directly or indirectly benefits the Carmel community by supporting its schools, cause-related or non-profit organizations.
- The applicant has no outstanding debt due to the City.
- The event is accessible to the community/public, but need not be free of charge.
- Participation in the organization requesting funding not be predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.
- Carmel-by-the-Sea residents are served by the organization.

INELIGIBILITY

The City will not provide support to:

ATTACHMENT 2

- Individuals.
- Events that benefit for-profit enterprises.
- Invitation-only events that are not open to the general public.
- Event Organizers and organizations that have not fulfilled previous special event obligations.

QUALIFICATION CRITERIA

To qualify for consideration to receive City special event support, all applications must comply with the following:

- Are submitted by the deadlines (see Table 3, “Required Timeline”), in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will not be considered.
- Must include a copy of the complete event budget with explanation of income and expenses, a proposed promotion/marketing plan and mutually agreed upon performance measures for evaluating the event’s marketing and economic impact on the City of Carmel.
- Must show anticipated direct or indirect charitable contributions to the Carmel community in support of its schools, cause-related or non-profit organizations. Additionally, for established events having previously received partial city funding, provide documentation that shows actual charitable contributions since inception of the event.
- Include non-profit tax ID number if the event is organized by a non-profit organization.

EVALUATION MEASURES

After qualification, applications will be reviewed and evaluated based on the following:

Community & charitable events

- The Event Organizers meet the above qualifying criteria.
- The event directly or indirectly benefits the Carmel community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event serves, involves, calls attention to and promotes the City of Carmel, its residents, non-profits, schools and/or organizations.

Small and Large-scale events

- The Event Organizers meet the above qualifying criteria.
- The event enhances the quality of life within the City with cultural, social, recreational or educational activities of interest to the community.
- The event benefits a City- or sphere-of-influence-based non-profit organization.
- The event attracts visitors to the City.
- The event calls attention to and promotes the City as a highly desirable place to live, visit, work, play, and do business.
- The event directly or indirectly benefits or promotes City of Carmel businesses.

GRANTING PROCESS & SELECTION COMMITTEE

Deadlines for funding requests correspond to the City’s budgeting cycle. The Staff Committee will evaluate all qualified applications received by the deadline and funding recommendations will be made based upon the application and the amount of funding that the City Council allocates to the “Community Promotions Fund”. Results will be

presented to the Community Activities & Cultural Commission for review and its recommendations will be given to the City Council for final funding determination. The Council can approve, amend or deny any recommendation.

FUNDING LEVELS

Combined event support shall not exceed the amount budgeted annually for the “Community Promotions Fund” nor exceed the limits in the following categories:

Total funding for small-scale events	Up to 60% of available funds
Total funding for all large-scale events	Up to 40% of available funds

FUNDING

Grants provide funding support through a “Community Promotions Fund” for qualified events to advertise and promote the City, and/or provide recreational, cultural, social benefits to residents, and offset City fees associated with executing an event in the City of Carmel. The purpose is not to fund the entirety of an event and grant awards may not cover all of an event’s cost.

The City expects to receive more applications and/or requests for grant support amounts in excess of what it can provide. There is no guarantee that the City will be able to provide all, part or any of the financial support requested by each applicant. Thus, applicants should not make commitments on the expectation of receiving City support. Recurring events do not automatically receive funding each year. Event Organizers of recurring events must apply each year to be considered.

Successful applicants will be awarded grants in the form of credits toward their City fees. Grants awarded are not intended to cover all of an Event Organizer’s costs associated with City oversight. If event costs (fees) are higher than the grant funding, the City will be owed the difference. If event costs incurred are lower than was projected during the grant process, the City will keep the difference.

The City shall retain the right to withhold or revoke funds where a recipient violates any terms of this Special Event Support Program policy, or any special event permit requirement. Compliance with this requirement shall be determined by the Community Services Director.

OTHER REQUIREMENTS

Successful applicants (while grants are under review) will be expected to follow the City’s separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applications that do not meet the requirements and are not submitted within the specified deadlines (see Table 3, “Required Timeline”) risk forfeiting the City’s Special Event support.

Successful grant recipients will be required to enter into an agreement with the City and consent to the City’s terms and conditions which will include language granting the City the right to audit financials. The agreement will also include measurable objectives and performance measures for evaluating an event’s marketing and economic impact. Event Organizers will be required to demonstrate how the event met, or did not meet, the objectives and measures in a required, post-event report. The Event Organizers who are funded will be required to submit such a report to the City within 60 days of the event’s conclusion.