

AGENDA  
COMMUNITY ACTIVITIES AND CULTURAL COMMISSION  
CARMEL-BY-THE-SEA

Regular Meeting  
City Hall Council Chambers  
East side of Monte Verde  
between Ocean & 7<sup>th</sup>

Tuesday  
June 9, 2015  
9:30 a.m.

Donna Jett, Chair  
Kristy Downing, Vice Chair  
Stacy Meheen  
Judy Refuerzo  
Bobby Richards

1. Call to Order and Roll Call
2. Pledge of Allegiance
3. Appearances  
Anyone wishing to address the Commission on items within its jurisdiction may do so now. Please rise, state your name and the matter on which you wish to speak. Matters not appearing on the Community Activities & Cultural Commission agenda will not receive action at this meeting. Presentation will be limited to three minutes, or as established by the Community Activities & Cultural Commission.
4. Approval of Minutes of the May 12, 2015 Regular Meeting (pp. 1 – 4)
5. Orders of Business
  - A. Discuss J.O. Lumberyard / Vista Lobos Facility and make recommendations to the City Council regarding maintenance issues and potential upgrades (p. 5)
  - B. Discuss commission participation in the 2016 Centennial and provide direction to commission representative with regard to the City Council 2016 Centennial workshop (p. 6)
  - C. Consider a request to add a Pumpkin Rolling component to the 99th City Birthday party and Parade on October 31, 2015, provide direction, and make a recommendation to the City Council (pp. 7 – 12)
  - D. Discuss annual fee waiver limit of \$27,500 as adopted in City Policy C12-02 and provide direction (p. 13 – 15)
6. Announcements from the Chair and Commissioners
7. Announcements from the staff – receive and discuss reports, provide direction as necessary
8. Review of Special Event Permits 2015

**Special Event Permit – 2015**

- 19<sup>th</sup> Annual Breakfast with the Bunny and Bunnyland, Sat., April 4, 2-15 – Devendorf Park
- Monterey Vintners Winemakers' Celebration, Sat., May 2, Dolores between ocean and 7<sup>th</sup> Avenues
- 35<sup>th</sup> Annual Surfabout Contest, May 2 & 3, 2015, Carmel Beach
- 22<sup>nd</sup> Annual Carmel Art Festival, May 14-17, 2015 – Mission between Ocean and 6<sup>th</sup>
- Memorial Day Ceremony, Mon., May 25, 2015 11:00 am, Devendorf Park
- 5<sup>th</sup> Annual Run in the Name of Love, Sun., June 21, 2015, 8:00 am, Race Start on San Carlos Street – Finish at Del Mar.
- 13<sup>th</sup> Annual 4<sup>th</sup> of July Celebration, Sat., July 4, 2015, 12:00 Noon Devendorf Park – **Update, request for volunteers**
- 9<sup>th</sup> Annual Concours on the Avenue, Tues., August 10 & 11, 2015, various location and Devendorf Park.

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COMMUNITY ACTIVITIES AND CULTURAL COMMISSION  
CARMEL-BY-THE-SEA

- 18<sup>th</sup> Annual Pebble Beach Tour d'Elegance, Thurs., Aug 13, 2015 11:30 am - Ocean Avenue and Devendorf Park.
- Carmel Chamber of Commerce Refreshment Lounge, Thurs., Aug 13<sup>th</sup>, 2015
- 55<sup>th</sup> Annual Sandcastle Contest, Sunday, October 4, 2015, Carmel Beach
- 7<sup>th</sup> Annual Carmel Art and Film Festival , Wed-Sun., Oct. 21-25, 2015 – various locations
- 100 Year Anniversary of the Carmel Fire Department, Saturday, Oct., 24, 2015, 11:00 am. 6<sup>th</sup> Street between Mission and San Carlos, in front of the Fire Station.
- 99<sup>th</sup> City Birthday Party and Parade, Sat., Oct 31, 2015, 11:00 Parade, 12:00 Lunch, 3:00 Pumpkin Roll.
- Veteran's Day Ceremony, Wed., Nov 11, 2015, Devendorf Park
- 45<sup>th</sup> Annual Homecrafters' Marketplace., Nov. 21, 2015, 9:00 am to 3:00 pm – Sunset Center
- Holiday Tree Lighting, Fri., December 4, 2015 4:30 pm – Ocean Avenue and Devendorf Park.

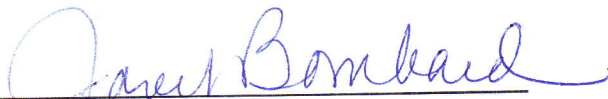
10. Future Agenda Items

11. Adjournment

**AFFIDAVIT OF POSTING**

*I, Janet Bombard, Library and Community Activities Director for the City of Carmel-by-the-Sea, DO HEREBY CERTIFY, under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the Carmel-by-the-Sea City Hall bulletin board, posted at the Harrison Memorial Library on Ocean and Lincoln Avenues and the Carmel Post Office and distributed to members of the media on June 5, 2015.*

Dated this 5th day of June, 2015, at the hour of 10:30 a.m.



Janet Bombard  
Library and Community Activities Director

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

REGULAR MEETING, MAY 12, 2015

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

PRESENT: Commission Members Downing, Meheen, Richards, Refuerzo, Jett  
ABSENT: None  
STAFF PRESENT: Janet Bombard, Library and Community Activities Director  
Margi Perotti, Community Activities Assistant  
Paul Tomasi, Police Commander

**II. PLEDGE OF ALLEGIANCE**

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

**III. APPEARANCES**

None.

**VI. APPROVAL OF MINUTES OF THE APRIL 14, 2015 REGULAR MEETING.**

It was moved by Meheen and seconded by Downing to approve the minutes as amended.

AYES: Downing, Meheen, Richards, Refuerzo, Jett  
NOES: None  
ABSENT: None  
ABSTAIN: None

**V. ORDERS OF BUSINESS**

**A. Review proposed Fire Fighters Association request for a special event permit to show a family movie in Devendorf Park, consider a request for a waiver of fees, and make a recommendation.**

Staff member Bombard presented the staff report.

Chair Jett opened the public hearing. Raul Pantoja of the Monterey Firefighters Association appeared and discussed the proposal and addressed questions of the Commission. There being no further appearances, the public hearing was closed.

Following discussion it was moved by Downing and seconded by Refuerzo to send a recommendation to the City Administrator supporting a request for an administrative fee waiver and to require the event organizer to contact the Village Inn Hotel, Vesuvio and Grasings, and obtain written letters stating they have no major objections to the event. The motion carried by the following roll call vote:

AYES: Downing, Meheen, Richards, Refuerzo, Jett  
NOES: None  
ABSENT: None  
ABSTAIN: None

**B. Receive Draft J.O. Lumberyard/Vista Lobos Facility Guidelines and Use Fees, Provide direction to staff and make recommendation to the City Council.**

Staff member Bombard presented the staff report.

Chair Jett opened the public hearing, there being no appearances the public hearing was closed.

The following changes are to be made to the updated Facility Use Guidelines:

- Energy Conservation: remove the comment regarding heating, as there is a programmable thermostat that has been installed.
- Use of the Barbeque area – time of use, change from 10:00 a.m. to ½ hour after sunset.
- Page 41, should simply state: no candles – no open flames allowed.
- Policy should state staff is not on the premises.

Following discussion, it was moved by Meheen and seconded by Richards to make a recommendation to the City council to approve the updated guidelines with the corrections as noted above. The motion carried by the following roll call vote:

AYES:	Downing, Meheen, Richards, Refuerzo, Jett
NOES:	None
ABSENT:	None
ABSTAIN:	None

**C. Discuss Community Activities and Cultural Commission participation in the 2016 Centennial, develop ideas for projects and appoint a Commissioner to represent the CA&CC at a City Council workshop on Monday, July 6, 2015.**

Staff member Bombard presented the staff report.

Chair Jett appointed Commissioner Richards as the representative for the Community Activities and Cultural Commission.

Ideas presented by Commissioner Refuerzo:

- \* Showcase Carmel - voted the most romantic city – Valentine’s Day poetry in the park on Valentines Day weekend, with music in the background.
- \* Picnics in the park on Thursdays with music.
- \* Movies on Monday at either the High School, Carl Cherry Foundation or at the Youth Center.
- \* Dog friendly – calendar: “Dogs in Carmel”. Charge \$50 and get your dog in the calendar. Pup Parade.
- \* Photo contest of why you love Carmel/painting contest of Carmel

Ideas presented by Downing

- \* Horse drawn carriages downtown
- \* Valentines Day weekend show – poetry and photo contest, then sell paintings and possibly make a book with all the poetry and paintings.

Ideas presented by Jett

- \* Have a float in the parade representing community events: surfers, kites, bunny, Run in the Name of Love, Carmel art – artist, sand box, miniature car, music, etc.

- \* Jett stated Tanimura and Antle has 100 year old tractors that they would be willing to bring to the parade.

Ideas presented by Meheen

- \* Have one of the events on the deck at First Murphy, showcasing the First Murphy House.

General comments:

- \* Look at dates for the 4<sup>th</sup> Thursday in the park
- \* Possibly do eight (8) cultural events in the park.

Continued to the next regular meeting in order to bring more ideas and to discuss the events.  
No other action taken.

**D. Discuss letter from North Monterey County High School band Director D.L. Johnson regarding an offer to present a band program and provide policy direction.**

Jett opened and closed the public hearing. Staff will follow up with the band director to see if they are interested in participating in City Events.

**E. Consider appointment of a Community Activities and Cultural Commission representative(s) to serve on an ad hoc committee for the Forest Theater Master Plan.**

Chair Jett opened and closed the public hearing. Chair Jett volunteered to be the representative for the ad hoc committee.

**VI. ANNOUNCEMENTS FROM CHAIR AND COMMISSIONERS.**

Commissioner Refuerzo announced no notices were given for road work that the City had contracted to do and she could not get out of her driveway.

**VII. ANNOUNCEMENTS FROM STAFF – receive and discuss reports, provide direction as necessary.**

- A. Action taken by the City Council at its April 6, 2015 meeting regarding Community Activities and Cultural Commission and staff recommendations regarding directives issued by the City Council at its September 9, 2014 meeting discussion of Car Week.

Staff member Bombard presented her report and addressed questions of the Commission.

- B. Action taken by the City Council at its may 4, 2015 meeting regarding Community Activities and Cultural Commission and staff recommendations regarding fee waivers for Run in the Name of Love and Concurs on the Avenue.

Staff member Bombard presented her report and addressed question of the Commission.

- C. Review of Special Event Permits 2015.

Staff member Perotti gave a verbal report on Special Events and addressed questions of the Commission.

**VIII. FUTURE AGENDA ITEMS**

- Discussion regarding Fee Waivers, and make recommendation to the City Council.
- Discussion regarding maintenance items at Vista Lobos
- Update on Farmers Market
- Review of Centennial activities from the Community Activities and Cultural Commission

**IX. ADJOURNMENT**

There being no further business to come before the Commission, Chair Jett adjourned the meeting at 11:15 a.m.

Respectfully submitted,

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Margi Perotti, Community Activities Coordinator

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

June 9, 2015

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**To:** Community Activities and Cultural Commissioners  
**From:** Janet Bombard, Library and Community Activities Director  
**Subject:** Discuss J.O. Lumberyard / Vista Lobos Facility and make recommendations to the City Council regarding maintenance issues and potential upgrades

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**SUMMARY:** At its May 12, 2015 the CA&CC considered revised Vista Lobos Facility Guidelines and Use fees, and directed staff to forward a recommendation to the City Council that it adopt the proposed revisions to the facility guidelines.

Commissioners indicated that they would like to discuss ideas at the June 9<sup>th</sup> meeting for maintenance and renovations that might result in greater use of the facility. Ideas discussed at the May meeting, which the commission may wish to consider further, include the following:

- establishing usage fees that reflect the actual cost of improvements and maintenance
- upgrading the kitchen
- soliciting community groups or holding fundraisers to help fund costs of improvements
- setting a list of priorities for said improvements
- targeting particular types of events for higher fees
- holding a centennial event at Vista Lobos to raise public awareness of the building

# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

June 9, 2015

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**To:** Community Activities and Cultural Commissioners

**From:** Janet Bombard, Library and Community Activities Director

**Subject:** Discuss commission participation in the 2016 Centennial and provide direction to commission representative with regard to the City Council 2016 Centennial workshop

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**EXECUTIVE SUMMARY:** At its May 12, 2015 meeting, the Community Activities and Cultural Commission discussed ideas for commission participation in the 2016 Centennial, and appointed Commissioner Richards as the CA&CC's representative to the City Council's 2016 Centennial workshop.

Staff was asked to bring back a list of proposed events discussed at the meeting so that the commission could fine tune the list and develop the final ideas that Commissioner Richards will present at the workshop. The commission discussed the following ideas at the May meeting:

- Eight cultural events in Devendorf park on the fourth Thursday of each month between January and December. Ideas for events included music, poetry, and picnics.
- Indoor movies about Carmel, or featuring Carmel, on Mondays. Possible venues included the Cherry Center or Carmel High School.
- Reinstate a Dogs of Carmel calendar
- Photo contest
- A local residents' art contest
- Horse-drawn carriages
- Float in the Centennial parade featuring representations of City events
- An event in the First Murphy house
- 100 year old tractors in the City Birthday Party parade

Staff was also asked to verify which, if any, fourth Thursdays of each month might run into a scheduling conflict. With the exception of Thanksgiving, there are no holidays or scheduled events at this time that fall on the fourth Thursday of each month.



# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

May 12, 2015

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**To:** Community Activities and Cultural Commissioners  
Janet Bombard, Library and Community Activities Director

**From:** Margi Perotti, Community Activities Coordinator

**Subject:** Consider a request to add a Pumpkin Rolling component to the 99th City Birthday Party and Parade on October 31, 2015, provide direction, and make a recommendation to the City Council

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### **SUMMARY:**

For the past 30 + years children and adults have snuck out late at night and rolled pumpkins down Ocean Avenue, often hiding from cars and the Police. The pumpkins would break and cause a large mess on the street.

This year, as part of the City Birthday Party and Parade on October 31, 2015, we would like to allow pumpkins to be rolled down Ocean Avenue - with a permit, of course.

This event would start following the parade and luncheon at Sunset Center at approximately 2:30 p.m. Participants and spectators would migrate up to Santa Fe Street, at which time they would show their pumpkin pass, have it punched and roll their pumpkin down the hill towards Junipero Avenue into a large debris box. Staff would be at the top of the hill to maintain safety and control of how many pumpkins are rolled at one time.

Ocean Avenue would be lined with visqueen plastic sheeting to minimize cleanup of the street. The sides of the street would be blocked with hay bales and fencing to prevent spectators and children from entering the rolling zone. The hay bales will also protect spectators from runaway pumpkins and gently help them find the way down the street.

The debris box could be decorated in a festive manner. In addition, we would have a large pumpkin or other faces/objects painted at the end of the debris box, giving pumpkin rollers something to aim at. The wings of the debris box would be constructed of plywood to guide the pumpkins into the box. Behind the wings would be water barricades to be used as supports.

Pumpkin rollers will need to show their permit in order to roll a pumpkin. A truck full of pumpkins will be parked at the top of Santa Fe, where you can obtain a pumpkin. This is also the area where your pumpkin permit would be punched. Pumpkins would be limited in size to

no bigger than a basketball and no more than 10 pounds, unless the Commission feels larger pumpkins would be appropriate.

Ocean Avenue and the adjacent street would be blocked for most of the day. If the event is approved, noticing of residents and business will occur. Detour signs will need to be placed at several locations to direct drivers around the event.

The event would end at 4:30 p.m.; cleanup and removal of hay bales, visquine and fencing will take approximately 2 hours. Ocean Avenue will be open for business at 6:30 p.m., in time for the dinner crowd.

Currently we have a pledge of 200 pumpkins from a local business.

We would need approximately 140 6-foot barrier fencing panels to keep crowds back out of the rolling zone. In addition we will need approximately 250 hay bales inside the fencing for the rolling lane.

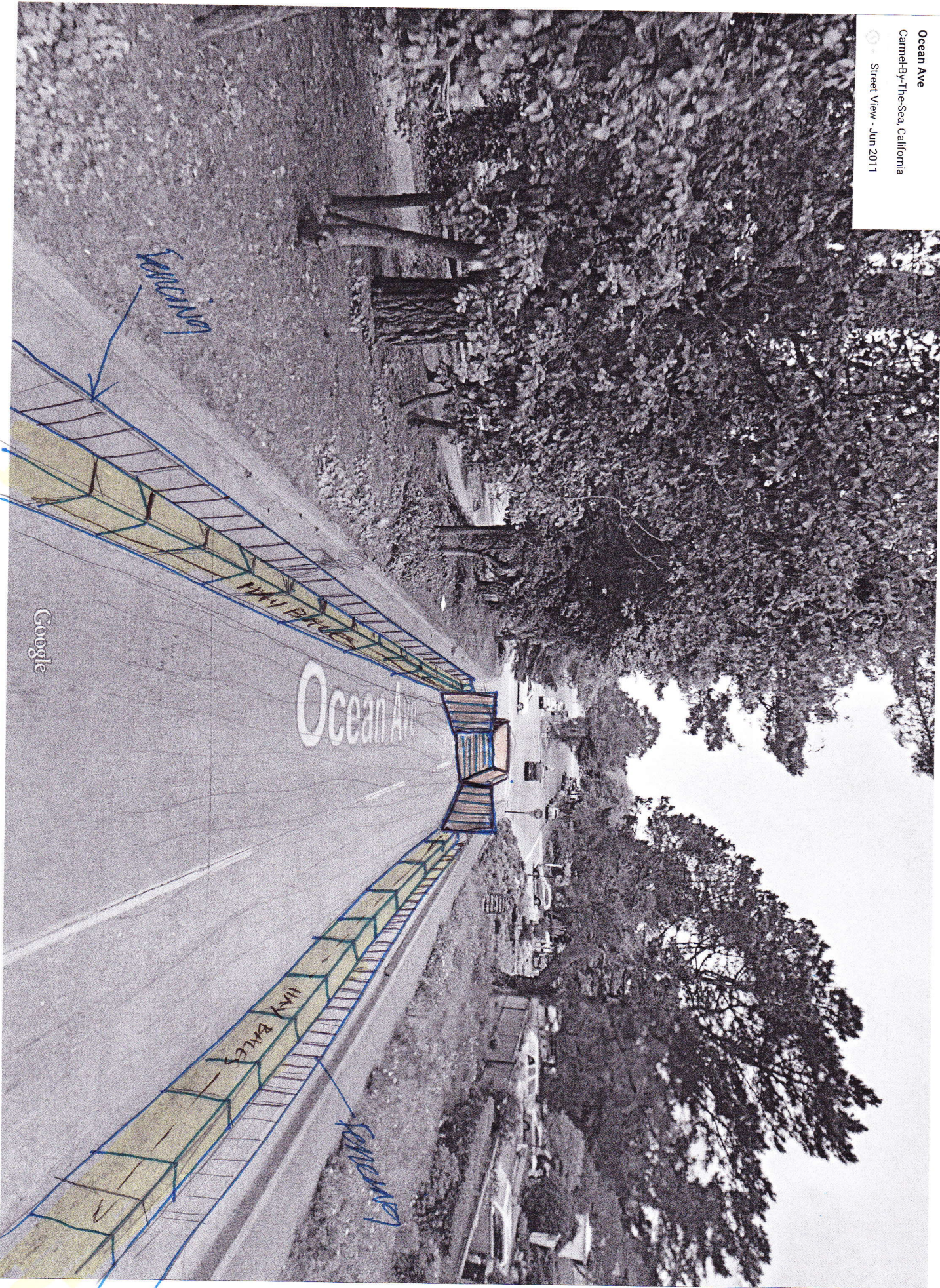
We are currently gathering prices for fencing and hay bales.

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#### **ATTACHMENTS:**

- Attachment A: Map of Ocean Avenue looking west with the debris box.
- Attachment B: Map of where the truck will be located.
- Attachment C: Map of road closures
- Attachment D: Pumpkin Permit

Ocean Ave  
Carmel-By-The-Sea, California  
Street View - Jun 2011



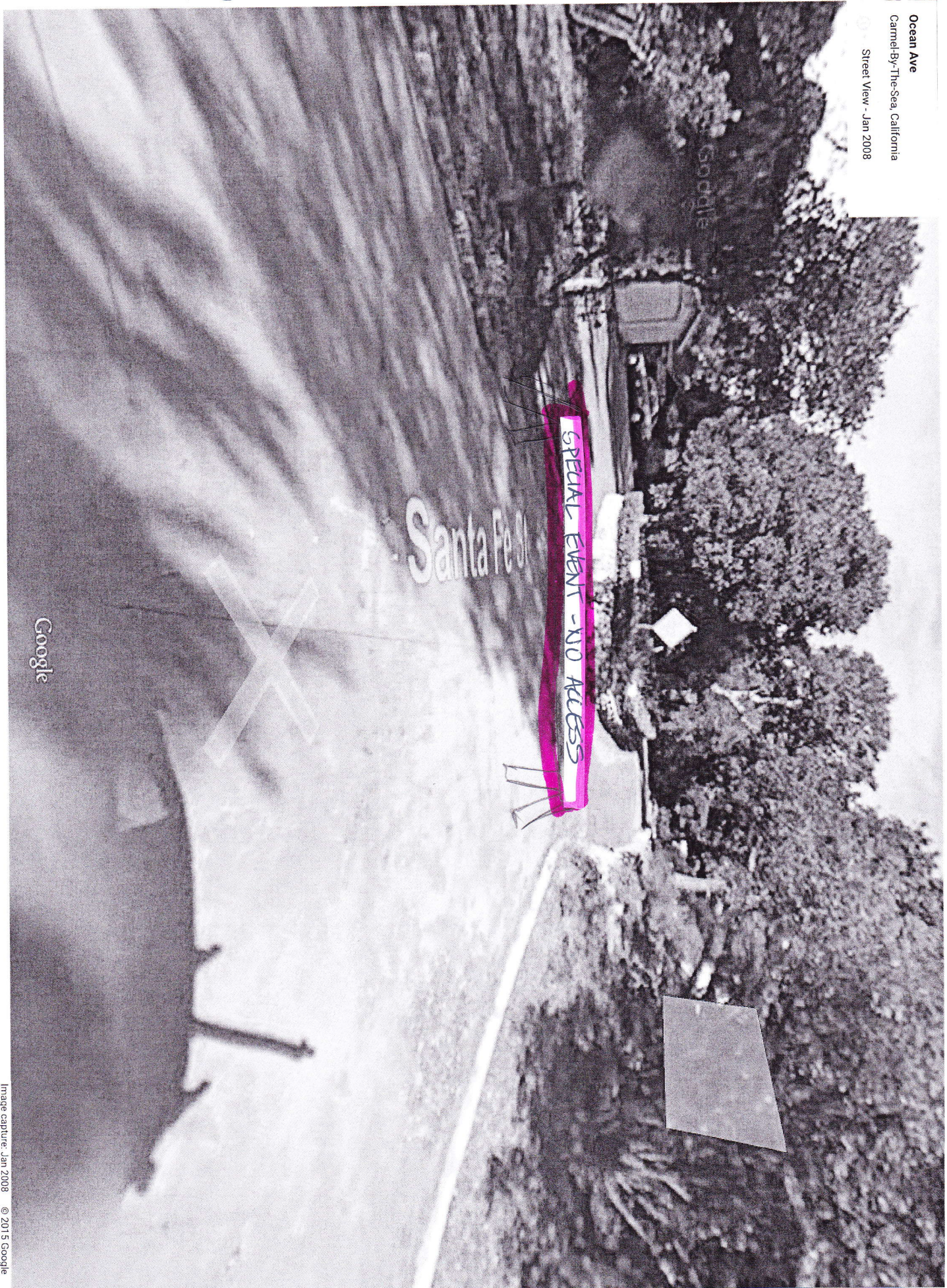
Google

Image capture: Jun 2011 © 2015 Google

Ocean Ave

Carmel-By-The-Sea, California

Street View - Jan 2008



SPECIAL EVENT - NO ACCESS

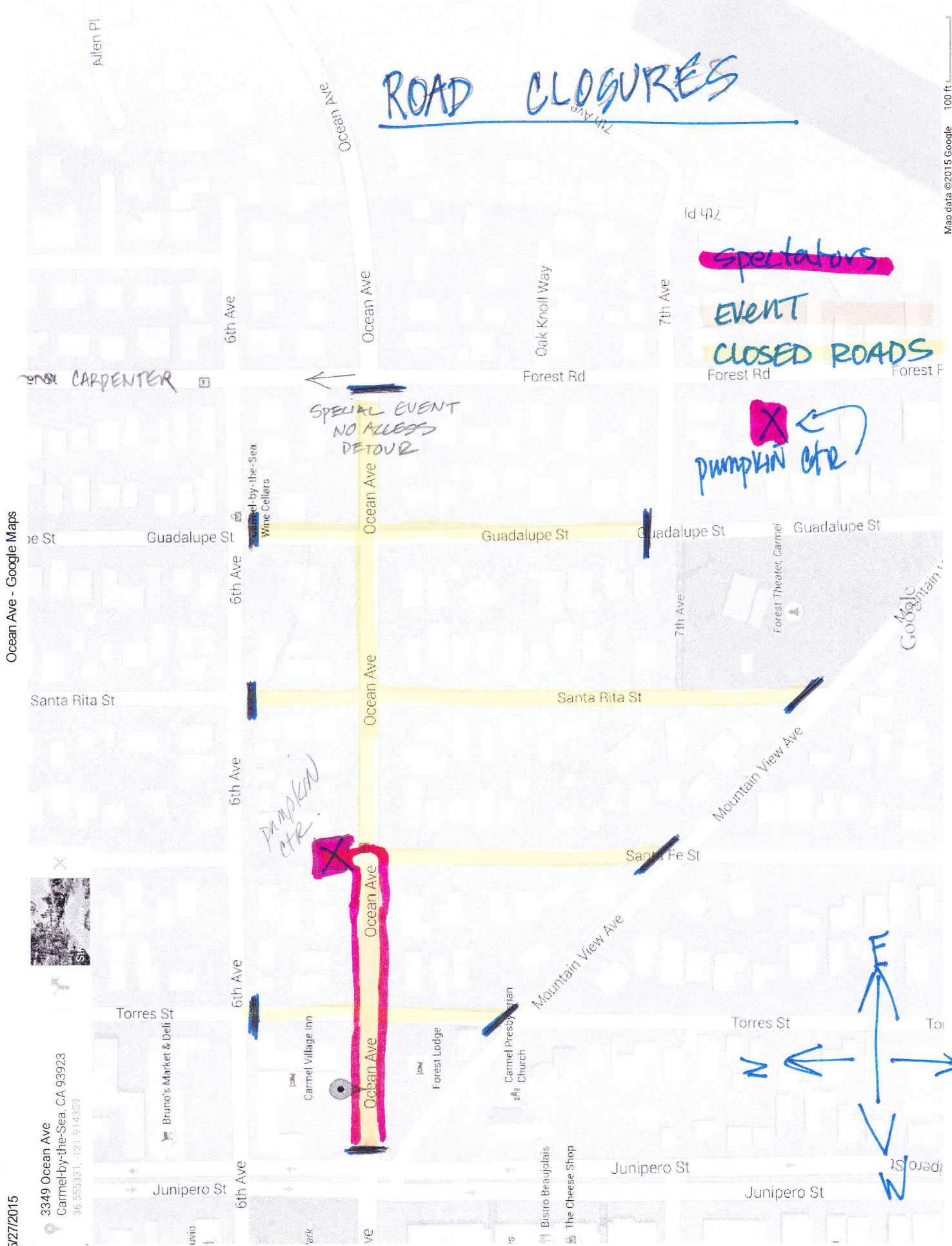
Santa Fe

Google

Image capture: Jan 2008 © 2015 Google

# ATTACHMENT B

[https://www.google.com/maps/@36.5551,-121.918228,3a,75y,355.38h,74t/data=!3m4!1e1!3m2!1sQ-NW\\_OoG8m1dkU\\_pEohnw!2e0!6m1!1e1](https://www.google.com/maps/@36.5551,-121.918228,3a,75y,355.38h,74t/data=!3m4!1e1!3m2!1sQ-NW_OoG8m1dkU_pEohnw!2e0!6m1!1e1)



Ocean Ave - Google Maps

5/27/2015

3349 Ocean Ave  
 Carmel-by-the-Sea, CA 93923  
 36.555331, -121.914359

Map data ©2015 Google 100 ft

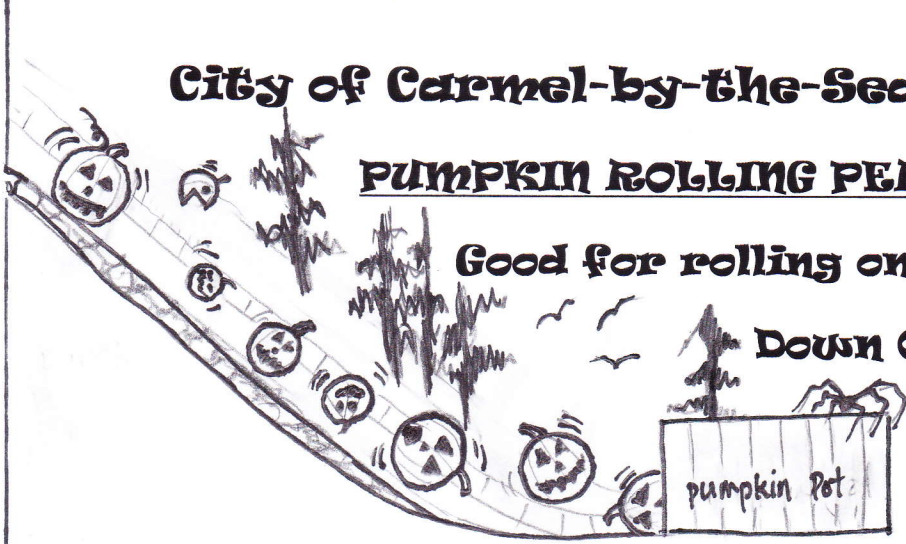
# City of Carmel-by-the-Sea

## PUMPKIN ROLLING PERMIT

Good for rolling one (1) pumpkin

Down Ocean Avenue

On October 31, 2015  
between 3-5 p.m.



# COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

## Staff Report

June 9, 2015

---

**To:** Community Activities and Cultural Commissioners  
**From:** Janet Bombard, Library and Community Activities Director  
**Subject:** Discuss the annual fee waiver limit of \$27,500 as adopted in City Policy C12-02 and provide direction

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**SUMMARY:** The upcoming Fiscal Year 2015/16 budget line item allocated to event fee waivers has already almost been fully expended. At the May 12, 2015 meeting Commissioner Richards asked that a discussion of the total dollar amount allocated to event fee waivers each fiscal year be agendized.

Per City Policy C12-02 adopted by the City Council, the total dollar amount of fee waivers authorized each year shall not exceed \$27,500.

Points the commission may wish to touch upon in its discussion:

- Should the amount authorized for fee waivers be raised?
- Should the City be subsidizing private events at all?
- Should the City Policy C12-02 guidelines be strictly followed? Examples: waive no more than \$5,000 in fees, do not allow fee waivers for the same event after the third year

At its June 5, 2015 meeting, the City Council discussed the issue of fee waivers and cultural grants. It was recommended that the process for allocation of Council discretionary grants and subsidies be studied. Because the City Council has not asked the commission for a recommendation on the matter at this time, if commissioners do wish to make a recommendation, it will need to be forwarded at the appropriate time (after the process has been studied and the City Council will be considering the issue).

**ATTACHMENTS:**

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

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



## ATTACHMENT A

- 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