



CITY OF CARMEL-BY-THE-SEA

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Chair Judy Refuerzo, Commissioners Linda Calafiore,
Donna Jett, Grace Lee,
and Bonnie Folster

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

REGULAR MEETING

3/14/2017

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

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 2/14/2017 meeting. (pp. 1-2)

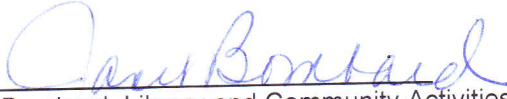
ORDERS OF BUSINESS Orders of Business are agenda items that require Commission discussion, debate, direction to staff, and/or action.

2. Consider a request from the Carmel Art Festival to add a VIP wine reception on Mission Street between Ocean and 6th Avenues to the 2017 Carmel Art Festival Event and make a recommendation to the City Council. (pp.3-5)
3. Discuss planning and developing new City special events, including: City-wide garage sale, movie series in Devendorf Park, and music series in Devendorf Park. (pp. 6-12)

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 3/10/2017 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, February 14, 2017

I. CALL TO ORDER AND ROLL CALL

PRESENT: Commissioners: Calafiore, Folster, Jett, Refuerzo
ABSENT: Lee
STAFF PRESENT: Janet Bombard, Library and Community Activities Director
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

Stephen Moorer from Pac Rep announced 2017 Season, extended an invitation for the Golden Bough's open house and announced that Pac Rep will be gifting a \$4,000 floor for the Indoor Theater located at the Forest Theater.

V. CONSENT AGENDA

1. Stephen Moorer asked to pull the Forest Theater item from the Agenda
2. Approve the minutes of the Jan. 10, 2017 regular meeting.

It was moved by Donna Jett and seconded by Judy Refuerzo to approve the minutes of the January 10, 2017 regular meeting.

The motion carried by the following roll call vote:

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

3. Receive report on the 2017 Outdoor Forest Theater performance schedule.

It was moved by Linda Calafiore and seconded by Bonnie Folster to receive the report on the 2017 Outdoor Forest Theater performance schedule.

The motion carried by the following roll call vote:

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

VI. ORDERS OF BUSINESS – NEW BUSINESS

1. Review Community Activities and Cultural Commission Rules of Procedure and provide direction as necessary. Rules reviewed by the commission and no changes required.
2. Verbal reports from staff:
 - a. City Council action regarding Carmel Art Festival special event program grant funding request. The City granted \$13,000 to the Carmel Art Festival for their 2017 event.
 - b. City Council action regarding proposed changes to the Fourth of July Celebration event. The City Council recommended the food portion of the 4th of July event be moved to Mission St., open it up to additional City of Carmel vendors & community groups and allow the groups to charge for food at the 4th of July event.

No motion or voting required.

FUTURE AGENDA ITEMS:

1. City Wide Garage Sale
2. Movies & Music in Devendorf Park during the summer

X. ADJOURNMENT

There being no further business to come before the Commission, the meeting was adjourned at 10:00am.

Respectfully submitted,

Lori Aiello, Community Activities Assistant

Approved by: _____
Judy Refuerzo, Chair



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission

Staff Report

March 14, 2017
Orders

TO: Community Activities and Cultural Commissioners

FROM: Janet Bombard, Community Activities Director

SUBJECT: Consider a request from the Carmel Art Festival to add a VIP wine reception on Mission Street between Ocean and 6th Avenues to the 2017 Carmel Art Festival Event, and make a recommendation to the City Council.

RECOMMENDATION

Approve the request from the Carmel Art Festival to add a VIP wine reception on Mission Street between Ocean and 6th Avenues to the 2017 Carmel Art Festival Event, and make a recommendation to the City Council.

BACKGROUND / SUMMARY

Per Carmel Municipal Code Chapter 9.20, Section 020, it is unlawful for any person to drink any alcoholic beverage in or upon any public place within the City, including any public street. The City Council may, however, authorize exceptions to the code for specific events of limited duration, by adopting a resolution.

The Carmel Art Festival event organizers are requesting permission from the City to hold a VIP wine reception on Mission Street on Friday, May 19, 2017 from 6:00 p.m. to 9:00 p.m. during the event.

Just as the Community Activities and Cultural Commission reviews all new proposed events before they are considered by the City Council, the Commission also reviews all proposed changes to existing events before they go to Council. The proposed VIP reception is a new addition to the Carmel Art Festival, and will be the first time that alcohol has been served at the event. The reception will be by invitation only, with the guest list being made up of people who have purchased art festival paintings in the past. Event organizers expect 250 people to attend.

For the reception, the entire perimeter of Mission Street between Ocean and 6th Avenues will be secured by a picket fence. There will be one entrance/exit only, on the corner of 6th Avenue. The Carmel Art Festival has hired Uretsky Security to provide one guard who will be stationed at the entrance/exit to monitor the reception. Another security guard will be onsite monitoring the entire event (including the park) as well.

Police Chief Paul Tomasi has reviewed and approved the security plan for the event.

The Carmel Art Festival is a nonprofit 501(c)3 organization, and will secure a Daily License (Special One-day Event Permit) from the California State Department of Alcoholic Beverage Control for the event.

FISCAL IMPACT

There is no fiscal impact to the City. The Carmel Art Festival will incur all costs associated with the VIP reception.

ATTACHMENTS

1. Map showing area of proposed event

2 parking spots:

Porta
Toilets
on the street



6th Ave

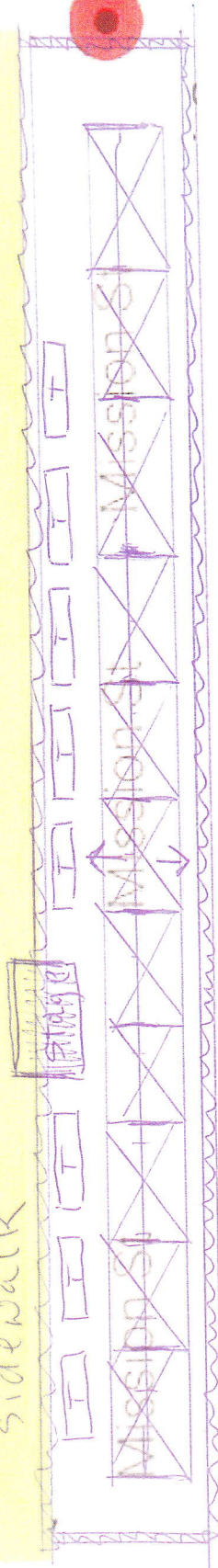
2 parking spots
for Ultra
+ 1 extra spot

Ocean Ave

ATTACHMENT 1

Park Entrance

sidewalk



side walk

Ocean Avenue
& Mission Street

6th Ave

Palomas Home
Furnishings



- 10x10x10 High Peak Tent (11)

- Banquet Tables (8)

- Stage (1) 8x8, 12" Tall

- Picket Fence (316 ft long)
Denotes location of VIP wine reception
Perimeter

Ave



CITY OF CARMEL-BY-THE-SEA

Community Activities and Cultural Commission

Staff Report

March 14, 2017
Orders

TO: Community Activities and Cultural Commissioners

FROM: Margi Perotti, Community Activities Coordinator

SUBJECT: Discuss planning and developing new City special events, including: City-wide garage sale, movie series in Devendorf Park and music series in Devendorf Park

RECOMMENDATION

Develop scenarios for new special events, including budget, feasibility, detailed implementation plan, day of- and post-event activities.

BACKGROUND / SUMMARY

At the previous Community Activities and Cultural Commission meeting, the commission expressed interest in reinstating the concerts and movies in Devendorf Park. In addition, the Commission expressed a desire to establish a City-wide garage sale.

Music in Devendorf Park: In 2006 the City did not fund the concert series in the park due to budget and staffing constraints. Currently, the City provides one band in the park during the 4th of July celebration. The band average cost is \$1,800. The Commission will need to request funding from the City council to sponsor a concert series. Additional considerations would be what type of music should be provided and what day of the week the performances would be held. The Commission will also want to discuss the cost of setting up and striking the stages, and clean-up following the event.

Movies in Devendorf Park: Movies in the park have historically been provided by outside agencies such as the Forest Theater Guild and the Monterey Fire Association. The last movie that was shown in the park was in 2015 by the Monterey Fire Association. Monterey Fire Association received a fee waiver for the event, but paid for the screen set up and licensing costs amounting to \$1,600.

Garage Sales: The City Municipal Code, chapter 5.24.010 (attached) states: It is recognized that garage sales, rummage sales and sale of property from residential estates are an accepted part of life of the community; provided that such sales do not become commercialized and debase the residential character of the community. The development of a community wide garage sale program will need Planning Commission and City Council approval.

The Commission would need to develop plans and budgets for each event. Items to consider when developing the plans and budgets should include: advertising, signage, parking availability/restrictions, staffing, safety, licenses, dates and times, target audience, and necessary equipment.

ATTACHMENTS

1. Movie Licensing for Outdoor Movie Screen Events / TZ Cinema (www.tzcinema.com)
2. Carmel by the Sea Municipal Code, Chapter 5.24, "Garage, Estate and Rummage Sales"

800.535.8350

612.562.1658 Give us a call today!



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 - [Rental FAQs](#)
 - [Event Policies](#)
 - [Weather Guarantee](#)
- [Event Calendar](#)
- [Photo Gallery](#)

- [Home](#)
- [Outdoor Movie Screen Rentals](#)
- [Movie Selection](#)
- [Movie Licensing](#)

Movie Licensing

There are two primary film licensing agencies for the film studios. These film licensing companies do not represent all of the same studios. If the movie you select is not available at one licensing company, contact the other to see if the title is available through them. Some popular movies, such as Star Wars, have not been available for outdoor screenings in years at the request of the copyright holders.

Here are the two film licensing companies that you should contact directly to secure the rights to show a movie at a public venue. The sales reps are very helpful about letting you know about the movies that are scheduled to be released on DVD right before your event.

[Swank Motion Pictures](#)

[Criterion USA](#)

Film Licensing FAQ's

Do I need a license?

Yes, unless you are hosting a private party in your own yard. In order to show a movie outdoors on a large screen to a viewing audience, your organization must obtain public performance rights.

How much does it cost?

The cost can range from \$250 to \$600 depending on the studio, title and event date. Licensing costs can fluctuate weekly. Contact your film licensing sales rep for a firm quote.

Who do we pay?

Twilight Zone does not collect your licensing fee. You will be entering into a contract with the licensing agency and you will pay them directly. We will steer in the right direction and explain how to get your account set up with them.

What types of movies can we show?

You can show most movies that have been released on DVD to the home video market. Some current movies that have not yet been released on DVD are available for public showing in VHS format. These are classified as pre-release or premium titles. See the movie selection page for more details.

Does projecting a VHS copy on a large screen affect the quality of the film?

It is true that the clarity of the video and the quality of the audio will not be as crisp as DVD but the majority of people are willing to make that trade-off for the privilege of viewing a title that is not available in stores yet. The other disadvantage of VHS tapes is that they are only available in full screen 4:3 format. Our movie screens are optimized for widescreen images.

When will we receive the movie?

The DVD or VHS tape will arrive two or three days before your event. A pre-paid return shipment label will be included in the box. The licensing company will request that you ship the movie back to them on the next business day.

Can we charge admission fees?

It depends on the details of your event. We recommend that you contact your film licensing rep at Swank or Criterion and explain your situation. Sometimes the cost of the license can change from a flat rate to a percentage of the total gate charges depending on how much you collect.



Additional Links

- [Movie Licensing](#)
-

Watch our Boat-In Movie



Chapter 5.24 GARAGE, ESTATE AND RUMMAGE SALES

Sections:

- 5.24.010 General.
- 5.24.020 Definitions.
- 5.24.030 Location of Sales.
- 5.24.040 Regulation of Sales.
- 5.24.050 Signs.
- 5.24.060 Exclusions.

5.24.010 General.

It is recognized that garage sales, rummage sales and the sale of property from residential estates are an accepted part of life of the community; provided, that such sales do not become commercialized and debase the residential character of the community. (Ord. 88-2 § 3 (Exh. C), 1988).

5.24.020 Definitions.

For purposes of this chapter, the words listed in this section are defined as follows:

- A. "Estate sales" means sales of personal property and goods from the estate of a deceased person, sold from the residence of the deceased person.
- B. "Garage sales" means sales conducted by individuals in their homes, for the purpose of disposing of personal property no longer needed by the individual. Garage sales may at times be conducted by a combination of residents at a single location; provided, all material goods sold are the personal property of one of the persons conducting the sale, acquired by that person prior to resale without the intent to resell.
- C. "Rummage sales" means sales conducted by groups of individuals or nonprofit organizations to raise funds for charitable purposes through the sale of donated articles of clothing, art objects, household appliances and utensils, and the like, either new or used. (Ord. 88-2 § 3 (Exh. C), 1988).

5.24.030 Location of Sales.

- A. Garage sales may be held only on property devoted to residential use.
- B. Rummage sales may be held only in the commercial districts or in structures in the residential district of nonresidential character, such as churches and schools.
- C. Estate sales may be held only in structures which were used as the bona fide residences of the decedents whose property is to be disposed of in the estate sales. (Ord. 88-2 § 3 (Exh. C), 1988).

5.24.040 Regulation of Sales.

- A. It is unlawful to conduct any rummage sale, a garage or estate sale in violation of this or any other applicable law or regulation.
- B. Not more than one garage sale shall be permitted on any building site within any consecutive 12-month period. No garage sale shall be conducted for more than two consecutive days.
- C. Rummage sales may be permitted in locations within the commercial district one day in each calendar year where such use is not in conflict with the zoning laws of the City. Rummage sales may be conducted by bona fide nonprofit organizations, or

by groups of individuals determined by the City Council to be working on community projects not in conflict with established goals and policies of the City. Rummage sales may be conducted on one day only.

D. Estate sales may be permitted only in property belonging to the estate for which the sale is held, and the property and goods sold at such sale shall be a part of the estate. (Ord. 88-2 § 3 (Exh. C), 1988).

5.24.050 Signs.

All signs shall be in accordance with CMC Title 17. (Ord. 88-2 § 3 (Exh. C), 1988).

5.24.060 Exclusions.

Sales ordered by or conducted under the direction of a court of law are not subject to any of the regulations of this title. (Ord. 88-2 § 3 (Exh. C), 1988).

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

21th 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. 24nd Annual Winemakers' Celebration-Sun., May 7, 2017, 1-5 p.m., Dolores between Ocean & 7th; and On 7th between Dolores and San Carlos. *For more information call 831/375.9400*

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

24rd 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.*

Memorial Day Ceremony: Mon., May 29, 2017, 11 AM. Ceremony held at Devendorf Park, *co 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.*

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

15th Annual 4th 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*

11th 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*

20th 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*

2nd Annual Street Dance: Saturday, September, TBD, 2017 - 5 PM Street Dance. *For more information call Carmel Community Activities at 831/620-2020*

57th Annual Sand Castle Contest: Sun. September, TBD, 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, TBD, 2017 @ 4:30pm*
For more information contact Carmel Community Activities at 831/620.2020 or go to www.ci.carmel.ca.us or www.aiamontereybay.org, Monterey Bay Chapter of the AIA

3rd Annual Pumpkin Roll, Saturday, October, TBD, 2017, 1:00 – 3:00 PM, Ocean Avenue

9th Annual Carmel International Film Festival, Wed. – Sun., Oct., TBD, 2017, held at Sunset Center and various venues around town. *For more information contact carmelfilmfest.com.*

Carmel High School Homecoming Parade, Fri., TBD, 2017, 3:00 p.m. Parade held on Ocean Avenue.

101th City Birthday Party and Parade: Sat., Oct. 28, 2017, 11:00 AM Parade/12 Noon Lunch, 5 PM Street Dance. 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.*

47th 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*