

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

Tuesday
November 10, 2015
9:30 a.m.

Donna Jett, Chair
Grace Lee
Stacy Meheen
Judy Refuerzo
Bobby Richards

Call to Order and Roll Call

Extraordinary Business

1. Introduction of new Commissioner Grace Lee

Pledge of Allegiance

Appearances

Thank you for attending the meeting. Anyone wishing to address the Commission on matters not on the agenda, but within the jurisdiction of the Commission, may do so now. Please state the matter on which you wish to speak. 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. Presentations will be limited to three minutes, or as established by the Commission. Persons are not required to give their name or address, but it is helpful for speakers to state their name in order that the Secretary may identify them.

Consent Agenda

2. Approval of Minutes of the October 13, 2015 Meeting (pp. 1 - 3)

Orders of Business

3. Consider a request from the Monterey County Vintners and make a recommendation to the City Council regarding requests to: 1. expand the Winemakers' Celebration event venue to include part of 7th Street, and 2. be granted a waiver of fees for the event (pp. 4 – 36)
4. Consider Community Activities and Cultural Commission participation in the 2016 City Centennial celebrations and forward a budget request to the City Council for funding (pp. 37 – 38)

Reports from the Chair and Commissioners

Reports from the staff – receive and discuss reports, provide direction as necessary

5. Verbal review of 2015 Special Event Permits
 - 19th Annual Breakfast with the Bunny and Bunnyland, Saturday, April 4, Devendorf Park
 - Monterey Vintners Winemakers' Celebration, Saturday, May 2, Dolores between Ocean and 7th Avenues
 - 35th Annual Surfabout Contest, May 2 & 3, 2015, Carmel Beach
 - 22nd Annual Carmel Art Festival, May 14-17, 2015 – Mission between Ocean and 6th
 - Memorial Day Ceremony, Monday, May 25, 2015 11:00 am, Devendorf Park
 - 5th Annual Run in the Name of Love, Sunday, June 21, 2015, 8:00 am, Race Start on San Carlos Street – Finish at Del Mar.

- 13th Annual 4th of July Celebration, Saturday, July 4, 2015, 12:00 pm, Devendorf Park
- 9th Annual Concours on the Avenue, Tuesday, August 11, 2015, various locations and Devendorf Park
- 18th Annual Pebble Beach Tour d'Elegance, Thursday, August 13, 2015 11:30 am - Ocean Avenue and Devendorf Park
- Carmel Chamber of Commerce Refreshment Lounge, Thursday, August 13, 2015
- Carmel High School Homecoming Parade, Friday, October 2, 2015
- 55th Annual Sandcastle Contest, Sunday, October 4, 2015, Carmel Beach
- 7th Annual Carmel International Film Festival , Wednesday - Sunday, October 21-25, 2015 – various locations
- 100 Year Anniversary of the Carmel Fire Department, Saturday, October, 24, 2015, 11:00 am. 6th Street between Mission and San Carlos, in front of the Fire Station – **Review**
- 99th City Birthday Party and Parade, Saturday, October 31, 2015, 11:00 Parade, 12:00 Lunch, 3:00 Pumpkin Roll - **Review**
- Veterans Day Ceremony, Wednesday, November 11, 2015, Devendorf Park
- 45th Annual Homecrafters' Marketplace., Saturday, November 21, 2015, 9:00 am to 3:00 pm – Sunset Center – **Help needed**
- Holiday Tree Lighting, Friday, 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 November 6, 2015.

Dated this 6th day of November, 2015, at the hour of 5:00 p.m.

Janet Bombard
Library and Community Activities Director

MINUTES
COMMUNITY ACTIVITIES & CULTURAL COMMISSION
CITY OF CARMEL-BY-THE-SEA
REGULAR MEETING, October 13, 2015

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

PRESENT: Commissioners: Jett, Meheen, Richards, Refuerzo
ABSENT: None
STAFF PRESENT: Janet Bombard, Library and Community Activities Director
Margi Perotti, Community Activities Coordinator

II. **PLEDGE OF ALLEGIANCE**

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

III. **APPEARANCES**

No Appearances.

IV. **APPROVAL OF MINUTES OF THE JUNE 9, 2015 REGULAR MEETING**

It was moved by Meheen and seconded by Refuerzo to approve the minutes as written.

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

V. **ORDERS OF BUSINESS**

A. Consideration of Community Activities and Cultural Commission participation in the 2016 City Centennial.

Chairperson Jett opened the public hearing – no appearances. Commissioner Richards volunteered to talk to Rusty Croft regarding building a sandcastle somewhere in the park or another area. The sandcastle would last a couple of months. He will talk to Rusty and find out the cost to build the sandcastle. This item will be placed on the next meeting for discussion.

Chairperson Jett stated it is not feasible for the Commission to spend \$8,000 for a float. In addition, they do not know the cost of a banner as the Centennial Committee is regulating the design. Once they know what the cost will be the commission can send a recommendation to the City Council for funding.

Commissioner Meheen inquired if the Commission wanted to dress up in costume. It was decided to wait until they find out what the costs of the banner will be.

B. Discuss the possible cancellation of the December Community Activities and Cultural Commission meeting and provide direction.

Following discussion, it was moved by Commissioner Meheen and seconded by Commissioner Richards to cancel the December meeting. However, if business comes up the meeting will be held. The motion carried by the following roll call vote:

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

VI. ANNOUNCEMENTS FROM CHAIR AND COMMISSIONERS.

Commissioner Meheen stated she has been appointed to the Transportation Committee and was asked to query the Commission and bring back ideas for improvement in the county.

- Widening Highway 68 and Carmel Valley Road
- Have a consistent speed on Carmel Valley Road
- Have a lighted crosswalk on Rio Road by the shopping center

Chairperson Jett stated the Carmel Women's Club will be celebrating 90 years on Sunday December 6, 2015 between 2:00 – 6:00 p.m.

Commissioner Meheen stated she is performing in a celebration of life of Angelo de Geranimo on October, 23rd and 24th.

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

Staff member Bombard informed the Commission that Eagle Scout Michael Doyle has obtained a permit to perform minor earth work, and construction of a level parking pad at the Scout House.

Staff member Bombard stated the City has hired a consultant to look at all fees including Vista Lobos fees. Once this report is complete it will be forwarded to the City Council for action.

The use of the north parking lot for the Sunset Center Gala was approved by the City Council.

A. Review of 2015 Special Event Permits

Staff members Perotti and Bombard reviewed the special events and addressed questions from the Commission.

VIII. FUTURE AGENDA ITEMS

None

IX. ADJOURNMENT

There being no further business to come before the Commission, Chair Jett adjourned the meeting at 10:12 a.m.

Respectfully submitted,

Margi Perotti, Community Activities Coordinator

Approved by:

Donna Jett, Chair

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2015

To: Community Activities and Cultural Commissioners

From: Janet Bombard, Library and Community Activities Director

Subject: Consider a request from the Monterey County Vintners and make a recommendation to the City Council regarding: 1. expansion of the Winemakers' Celebration event venue to include 7th Avenue, and 2. granting a waiver of up to \$2,887 in fees for the event

ANALYSIS/DISCUSSION: The Annual Winemakers' Celebration is an educational, interactive event which features workshops and wine tasting from local wineries, paired with food from local restaurants. The event has been held annually in Carmel-by-the-Sea since 2014; the proposed date of the 2016 event is May 7.

For the past two years the event has occupied Dolores Street between Ocean and 7th Avenues. The event organizers, the Monterey County Vintners & Growers Association, will be requesting permission from the City Council to expand the 2016 event by including approximately half of 7th Avenue between Dolores and San Carlos Streets. The two streets will be connected via a pathway consisting of part of the sidewalk and a portion of the corner of the road. In order to mitigate the impact on pedestrian and automobile traffic at the corner of Dolores & 7th, event organizers will block only a portion of the actual street corner, leaving the rest open to traffic (see attachment 1). Event organizers have also contracted with the Seventh & Dolores event center for use of its parking lot.

The event will utilize only half of 7th Street. While the entire street will be blocked off for safety reasons, the other half of 7th where residences and a parking garage are located will be blocked by light fencing and will be monitored by event staff who will facilitate resident access in and out of the garage during the event.

The original and proposed expanded event location was chosen due to the fact that there are not many entrances into the street, which makes securing the event easier and facilitates the procurement of a California Department of Alcohol and Beverage Control (ABC) license. Organizers will install small white picket fencing in the streets around the perimeter of the event in order to contain the event to ticket holders. The fencing will be placed along curbs so that sidewalk foot traffic to local businesses will not be impeded.

There will be three entrances to the event: 7th Street, Ocean Avenue, and Dolores & 7th. Security will be stationed at all three entrances, and throughout the event.

For increased event safety, water barricades using reclaimed water will be used to block all outside entrances to the event. The used water will be emptied into the storm drains.

Two sets of portable restrooms will be placed inside the event. Event organizers will secure permission from the business in front of which the restrooms will be placed to set them up in that location. The restrooms will be screened by plants to minimize impact.

Trash and recycling stations will also be placed throughout the venue, and an additional dumpster will be installed in the Seventh and Dolores event center parking lot.

Event organizers will deliver notices of the proposed event to the businesses and residents on Dolores Street between Ocean and 7th Avenues, and 7th Avenue between Dolores and San Carlos. Proposed event notices will also be posted on both streets.

In addition to requesting permission to expand the event, event organizers are also requesting a waiver of fees for the event. Estimated fees for the event come to \$3,242.00, of which \$2,887.00 is eligible to be waived.

The checklist beginning on page 6 was developed to help the CA&CC in its consideration of fee waiver requests.

ATTACHMENTS:

- Attachment 1: Map of proposed event
- Attachment 2: Map of proposed event – corner detail
- Attachment 3: Event site plan
- Attachment 4: Special Event Permit Application
- Attachment 5: Sample proposed event notice
- Attachment 6: Estimated fees for the Annual Winemaker's Celebration Event
- Attachment 7: City Council Policy C12-02, Event Fee Waivers
- Attachment 8: Documentation for Fee Waiver Request

DOCUMENTATION REQUIRED WITH WAIVER REQUEST - MCVGA

	YES	NO
Detailed scope of the event	Included in Special Event Permit	
Proposed budget for the event	X	
Anticipated economic impact to the City and community	Included in letter to City Clerk	
Anticipated positive and negative impacts of the event on the community	X	
What charitable contributions will be made (if any), either directly or indirectly, to the community? No contributions will be made		
What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made? N/A		
Written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event.		X

ADDITIONAL DOCUMENTATION REQUIRED FOR ESTABLISHED EVENTS THAT HAVE RECEIVED FEE WAIVERS

N/A This is the first year a waiver of fees has been requested.

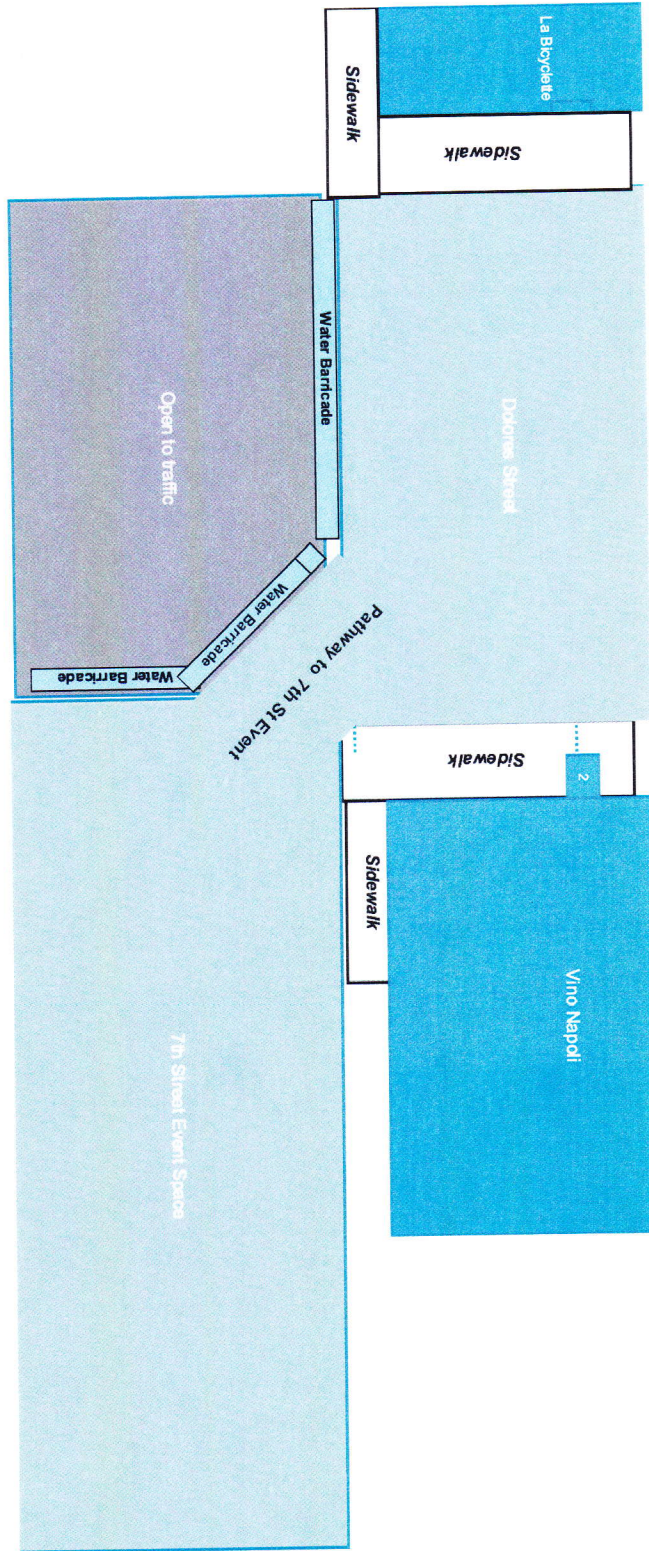
GUIDELINES

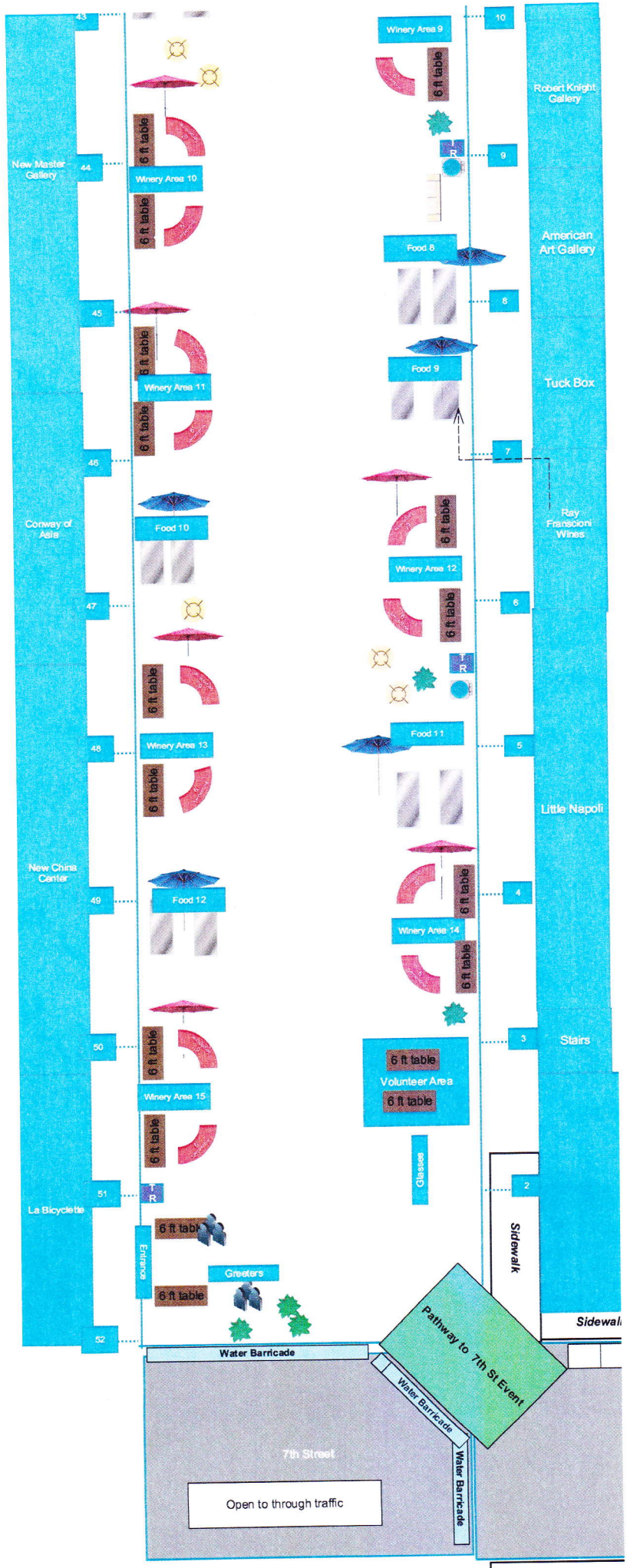
	YES	NO
The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event	X	
Charitable contributions will be made to charitable organizations within the 93921 zip code area		X

The total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500 - \$21, 942 has been expended from the fund this fiscal year-to-date		
The City shall waive no more than \$5,000 in fees for a special event	Request for up to	
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	X	

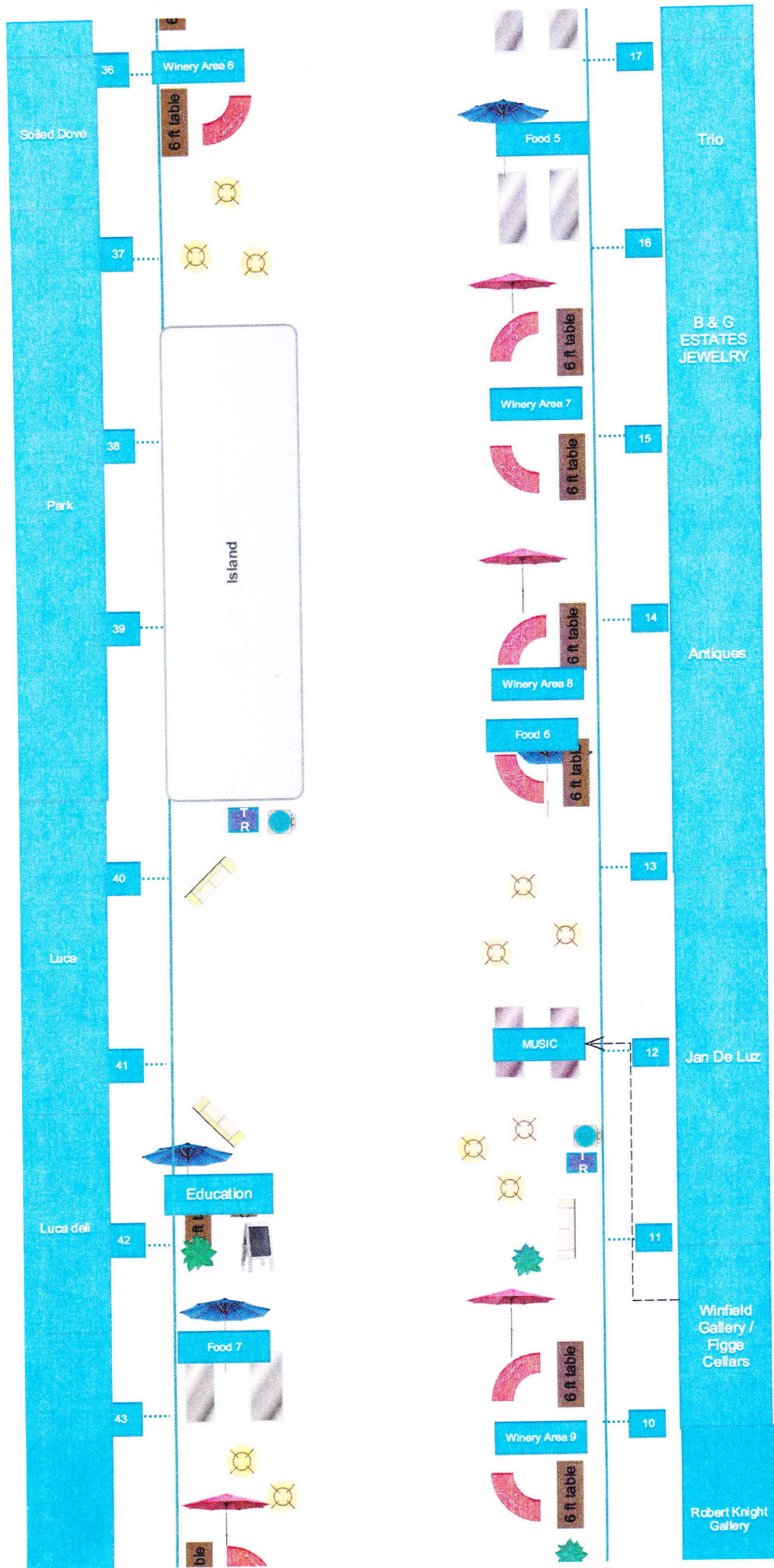
ATTACHMENT 2

Wiremakers' Celebration - Dolores & 7th Detail



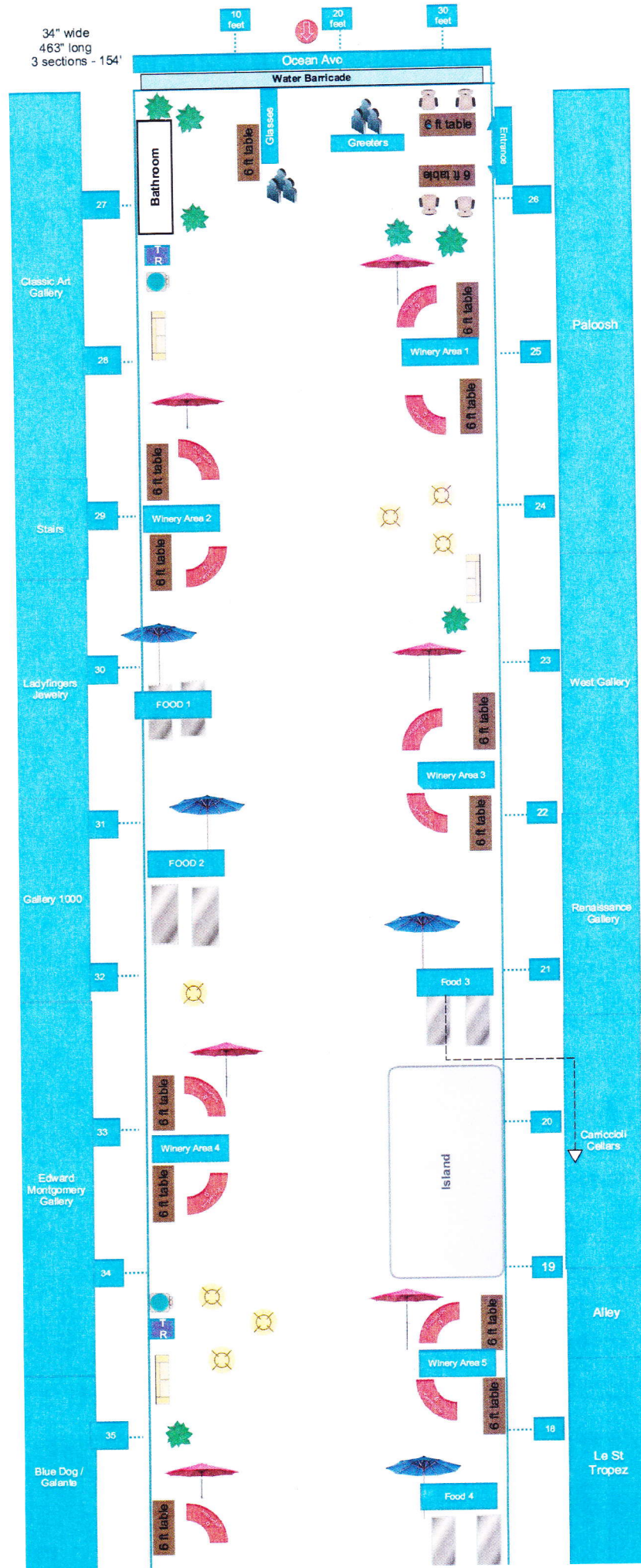


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12

34" wide
463" long
3 sections - 154'



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EVENT DESCRIPTION

DATE OF REQUEST: July 13, 2015

DATE OF EVENT: Saturday May 7, 2016

EVENT TYPE: Athletics/Recreation Parade/Procession/March
 Exhibits/Art Other: Educational/Cultural Experience about Monterey Wine Country
 Festival/Celebration

EVENT TITLE: 24TH ANNUAL MONTEREY WINEMAKERS' CELEBRATION

EVENT DESCRIPTION

Be as specific and detailed as possible. Include ALL equipment to be utilized for the event, including tents, tables, chairs, sound equipment, props, generators, etc. Attach additional information on a separate page if needed.

The 24th Annual Winemakers' Celebration, a premier outdoor wine and food festival, will be held the first Saturday afternoon in May during the shoulder season of Carmel's tourism industry. The 2015 event was the second to be held in Carmel-by-the-Sea, and like the first, it was a tremendous success for Carmel, surrounding businesses and the Monterey wine community. Both events sold out prior to the event.

This is an engaging cultural and educational event where participants meet the winemakers and other wine personalities of the region and learn more about Monterey Wine Country. Guests compare wines, identify what they truly enjoy, and learn how to best pair their favorites with incredible local foods. Guest chefs will prepare tapas style dishes that are reflective of the region. There are also educational components incorporated throughout the program.

Target Guests: Our goal is to attract approximately 750-1000 adults, of all age ranges, with at least 50% of attendees from outside the Monterey County area, to foster area tourism and continue building the Monterey Wine Country reputation.

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

Set Up: (Refer to draft site plans.)

1. The style will be reminisce of a European street festival and maintain the quaint appeal of Carmel.
2. Using our learning's from the 2014 & 2015 event, this event will be structured in a way that allows for ease of crowd flow, maximizes access to wines and foods, creates space for rest and socialization, creates more event space, and allows places for educational opportunities.
3. Guests will enter at one of three entrances (7th, Ocean, and Dolores & 7th). They will each be personally greeted as they entered, where they will confirm their registration and be taught about the event.
4. Security will be present at all points of entry – and throughout the event. (DLI volunteers are used for security and other volunteer needs.)
5. Approximately 30-35 wineries and 15 chefs will be grouped. Wineries and chefs will each have their own small table configured in a half-circle to allow ease of access of guests.
6. We abide by all Health Dept., ABC and City of Carmel-by-the-Sea requirements in the set up of the event, including incorporating back "working" tables for the restaurants and wineries, hand washing stations at each

food area, and water barricades at the ends of the street.

- 7. Eating and seating centers will be located throughout the event incorporating both high standing tables and charming park benches.
- 8. Quaint colorful umbrellas (blue and red) will provide cover for the vendors and in some of the seating areas.
- 9. All features - chairs, umbrellas, tables, signage, and plants will be visually aligned with the feel of both the street and the City.

Is this an annual event? Yes

How many years have you been holding this event? **24; 2 in Carmel by the Sea**

Total Anticipated Attendance: **750 - 1000**

APPLICANT AND SERVICE PROVIDER INFORMATION

EVENT APPLICANT NAME: Monterey County Vintners & Growers Association (Contact: Kim Stemler, Director)

ADDRESS: 536 PEARL STREET, MONTEREY, CA 93940

TELEPHONE: DAY: 831.375.9400

EVENING: 831.915.6621

CELL:831.915.6621

List all professional event organizers, event service providers, or commercial fund-raisers hired by you that are authorized to work on your behalf to plan, produce and/or manage your event. Attach additional names and information on a separate page if needed. Note: Any person, firm or business conducting or carrying on any type of business within the City must have a City of Carmel-by-the-Sea business license.

NA

SPECIAL EVENT LOCATION

SPECIAL EVENT LOCATION

Please be as specific and detailed as possible. Include street names, intersections, parks, and/or any other pertinent directional details. (You may continue on next page.)

We seek to expand the event in 2016. The proposed location would include Dolores Street between Ocean & 7th AND ½ of 7th Street between Ocean & San Carlos (1/2 of the street will be for the event and the other ½ open to regulated local access to apartments).

The two streets will be connected for participants via a pathway on the corner of Dolores & 7th. This pathway will be on part of the sidewalk and a corner of the road. This set up does not block either walking traffic – as the inside of the sidewalk will still be available - or car access to the intersection of 7th & Dolores.

All sidewalks surrounding the event remain open to walking traffic allowing complete access to the stores; the event will be on the street only (with the exception of a small sliver of sidewalk on the corner of Dolores & 7th in front of Vino Napoli). The event will be surrounded with attractive white picket fencing (including the pathway).

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EVENT SCHEDULE / TIMELINE

SCHEDULE

	Date	From (Include AM/PM)	To (Include AM/PM)	Number of Hours
Set up / Load in	May 7	7am	1pm	6
Time of event	May 7	1-2pm VIP; 2pm -5pm	5pm	4
Take down/ Load out	May 7	5pm	7pm	2
TOTAL HOURS REQUIRED				12

NARRATIVE TIMELINE

Please provide a narrative timeline of your event. Attach additional information on a separate page if needed.

Event setup begins at 7 am. The road is blocked off to non-event traffic using both the unfilled water barricades and other barriers at 7am. Deliveries begin at 7 and wineries and restaurants load in by noon. Volunteers are on hand for set up, event time, and break down. The VIP session begins at 1, allowing more intimate access to the wine personalities. At 2 the main event begins and lasts until 5. The tear down takes approximately 2 hours, ending around 7pm.

ADMISSION

Will this event require admission, entry or participation fees? No Yes

If so, please list any and ALL required admission, entry or participation fees, including sponsorship fees.

Event tickets will cost \$70 or \$75 for General Admission and \$90-\$100 for VIP. (The exact price is still being discussed.) Guests must be 21 years of age or older to participate.

There are no participation fees for wineries or restaurants. This is not a money-making event. We are a non-profit and this is an educational event.

SITE PLAN/ ROUTE MAP

Use the map(s) at the end of this application to indicate the site plan(s) and/or route map(s) of your event. Include the following information in your site plan / route:

- ✓ An outline of the entire event venue, including the names of all streets, intersections, or areas that are part of the venue. If the event involves a moving route of any kind, indicate the direction of travel and all street or lane closures.
- ✓ The location of all fencing, barriers and/or barricades. Indicate any removable fencing for emergency areas.
- ✓ The provisions for minimum twenty foot (20') emergency access lanes throughout the event venue. The location of all portable restrooms, including accessible portable restrooms. Note: portable toilets are not permitted on Scenic Avenue or the beach.
- ✓ The location of all stages, platforms, scaffolding, bleachers, grandstands, canopies, tents, booths, cooking areas, trash containers and dumpsters, and other temporary structures. Note: portable toilets are not permitted on Scenic Avenue or the beach.
- ✓ A detail or close-up of a food booth or cooking area configuration, including booth identification of all vendors cooking with flammable gases or barbecue grills.
- ✓ Generator locations and/or source of electricity. Note: generators are not permitted on the beach or Scenic Ave.
- ✓ Placement of vehicles and/or trailers.

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- ✓ Exit locations for outdoor events that are fenced and/or locations within tents and tent structures.
- ✓ The location of first aid facilities and ambulances if applicable.
- ✓ Identification of all event component that meet accessibility standards.
- ✓ Attach additional detailed map information on separate page(s) as necessary.

RESERVING PARKING STALLS

Use the map at the end of this application to mark the location of the parking stall(s) you wish to reserve. Please Note: parking stalls on Scenic Avenue and in the Del Mar parking lot cannot be reserved. Parking stalls cannot be reserved on Tuesday and Thursday of Car Week.

Please indicate specifically how the parking stall(s) will be used. Required information must include, but is not limited to, the following: how many stalls, the number of days the reservation will cover, whether the stalls will be for private or public use, start and end times each day, how many cars are expected to use the space(s), etc.

Because 1/3 to a 1/2 of 7th between San Carlos and Dolores will not be used, we would like to use these for loading. It may be more secure and safer to take all of the stalls out of public service since the road will be closed to the public except for local residents on that street. (This is a discussion we can have with staff.)

- X No** Will you be erecting any structures (stanchions, etc.) or placing any objects such as carpeting in the road? If yes, a temporary encroachment permit - which will be issued to in conjunction with your special event permit – will be necessary. Attach a copy of a site plan detailing all structures/objects and their placement to this document.
- X No** Will you be using a valet service to manage parking in the reserved stalls? If yes, please provide the required information on page 5 and attach a copy of the valet parking plan to this document.

SECURITY PLAN

If applicable, have you hired a licensed professional security company to develop and manage your event's security plan? **X No** We engage Military volunteers. In general, these volunteers have more training in protection than security firms. They have been responsible for crowd management where we've needed.

Please describe your security plan including crowd control, internal security or venue safety, or attach the plan to this application.

We have DLI volunteers at every entrance. Further, several DLI volunteers are specifically assigned to security duty and walk through the event continually to make sure there are no issues. We did not have any issues in 2015. In 2014, we had a couple that tried to pass their dog over the picket fencing.

MEDICAL PLAN

If applicable, have you hired a licensed professional emergency medical services provider to develop and manage your event's medical plan? **X No**

NA – If there was to be an emergency, we would call 911. (MCVGA Director was an EMT on volunteer Ambulance Crew in Big Sur and MCVGA Communications Director's husband is a firefighter, so we have individuals in attendance that are not formally there for emergencies, but would be capable first responders to any medical emergency.)

Please describe your medical plan. Include your communications plan, the number, certification levels (MD, RD, Paramedic, EMT) and types of resources that will be at your event and the manner in which they will be managed and

deployed. Include location(s), hours of setup, and dismantle of medical aid areas. You may attach the plan to this application if necessary.

ACCESSIBILITY PLAN

This checklist is intended to serve as a planning guideline and may not be inclusive of all City, County, State and Federal access requirements. You may attach more detailed information if necessary.

Yes Will there be an accessible Clear Path of Travel throughout your event venue? Please describe:
We leave the middle of the road unblocked so it would be easy for a fire truck to travel through.

Yes Have you developed a Disabled Parking and/or Transportation Plan (including the use of shuttle services) for your event? If yes, please describe:
We provide a shuttle from Carmel High School and the High School has disabled parking areas. The shuttle drops off guests at the unused bus stop on San Carlos near the corner of 7th. Guests will have clear and easy access to the event entrance on 7th street.

Yes Will a minimum of 10% of portable rest rooms at your event be accessible? If no, indicate why.
Please describe your accessible portable restroom plan:
Within the fences, there will be a 4-unit restroom near Ocean & Dolores on Dolores and a 4-unit restroom near the corner of Ocean & 7th. There is a possibility that we could also place restrooms on 7th outside of the perimeter fences if necessary. Individuals with disabilities will be able to access partners accessible bathrooms in several businesses including Caraccioli Cellars and Vino Napoli. These will represent at least 10% of total bathrooms available.

Yes Will all signage be placed so pedestrian flow will not obstruct its visibility? (Note: all event signage must be approved by the City Planning Department.) Please describe:
All event signage is within the fencing.

Yes If an information center is provided at your event will customer services representatives be available to assist disabled individuals? If yes, please describe:
Any disabled individual will be able to get the necessary assistance at any of our entrances.

Yes If all areas of your event venue cannot be made accessible will maps, programs, or information be made available to show the location of accessible rest rooms, parking, drinking fountains, and first aid stations? Please describe
Everything is accessible.

Yes Will your event involve the use of a parking and/or shuttle plan? If yes, please describe (or provide an attachment of your plan).
We use shuttles from Carmel High School that drop guests off at the unused bus stop on San Carlos near the corner of 7th. The shuttle is on an rotating circuit going back and forth continually starting 15 minutes prior to the event and until all guests are loaded at the end.

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SAFETY EQUIPMENT

Yes Will your event involve the use of traffic safety equipment? If yes, please list all equipment.

We will be using the city's water barricades at the end of each street to protect participants. The City has placed on the side of the streets the day before and then come and filled up around noon – after our winery and restaurant participants have loaded in.

AMPLIFIED SOUND AND/OR ENTERTAINMENT

Yes Are there any amplified sound and/or musical entertainment features related to your event? If yes, complete the following information or provide an attachment listing all band/performers, type of broadcast or type of music, sound check and performance schedule.

Number of Stages: 1 stage

Location of Stage(s): Midway through on Dolores Street. The same place as it has been the last two years.

Number of Performers / Bands: 1 DJ

Performer(s)/Band name(s), type of broadcast, and/or music type(s): DJ, Spanish guitar, French bistro type music

Yes Will sound checks be conducted prior to the event?

12:30 If yes, start time: 12 **PM** Finish time: 12:30 **PM**

Yes Will sound amplification be used?

If yes, start time: 1 **PM** Finish time: 5 **PM**

Yes Do you plan to have a patron dance component to either live or recorded music at your event?

If yes, please describe:

We neither encourage or discourage guests from dancing. If guests would like to dance, there is space in front of the DJ area. The City gave us permission to allow dancing last year.

Please describe the sound equipment that will be used for your event. Include how the sound equipment will be used, location(s) of the sound equipment and how the equipment will be powered:

Two simple speakers will be used. The wineries need to be able to talk with guests so the music is not very loud. It more provides background ambiance.

ALCOHOL

Yes Does your event involve the use of alcoholic beverages?

If yes, then please check all that apply:

- Free/Host Alcohol
- Alcohol Sales
- Host and Sale Alcohol
- Beer
- Beer and Wine
- Beer, Wine and Distilled Spirits

Wine only – wineries can opt to sell wine with correct permission from ABC. Wine tastings are included in the price of ticket.

Please describe your security plan to ensure the safe sales or distribution of alcohol at your event:

All winery employees have training in serving and selling wines, including the appropriate amounts and cutting off if an individual appears intoxicated. The ABC regulates who can sell wines and these wineries are familiar with and practiced in the process.

FOOD CONCESSIONS OR PREPARATION

Yes Does your event include food concession and/or preparation areas? If yes, please describe how food will be served and/or prepared:

Local restaurants serve pre-prepared bites on site. They each have their own table and it meets the Health Departments requirements.

No Do you intend to cook food in the event area? If yes, please specify method(s) and all equipment that will be used:

All food is prepared before hand off-site. A restaurant may heat up food on site and if this is the case, they bring their own burners fueled with propane cylinders.

MERCHANDISE

No Will items or services be sold at your event? If yes, attach a complete list of vendors and describe the items or services they will be providing:

Only wine if a winery receives approval from ABC

PORTABLE REST ROOMS

Yes Do you plan to provide portable rest room facilities at your event? *Note: the City reserves the right to require portable restrooms at any event. The number and type will be determined by City Staff.*

If No: Please explain:

If Yes: Proposed total number of portable toilets: 8

Number of ADA accessible portable toilets: at least 2

Portable Restroom Company Name: Golden Portables / Mike Banda

Address: 8284 Murray Ave, Gilroy, 95020

Telephone: Day: 408-640-9351

Evening: same

Cell: same

Equipment Setup: Date: May 7

Time: 7am

Equipment Pickup: Date: May 7

Time: 5:30pm

SANITATION AND RECYCLING

Describe your plan for cleanup and removal of recyclable goods, waste and garbage during and after your event. Include the number of dumpsters, trash cans, recycling containers, and a plan for waste stream diversion. *The City reserves the right to require portable restrooms at any event. The number and type will be determined by City Staff.* Per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited at any special event. Additionally, cups, plates, or any type of food or liquid containers made of styrofoam are not permitted.

There are both recyclable and trash containers throughout the site. These containers are borrowed from Monterey Waste Management. Volunteers monitor and remove trash/recycling on a regular, rotating schedule throughout the event.

As we did in 2015, we plan to use the EVENT CENTERS trash receptacles and we will add another large trash dumpster (right next to the Event Center current trash/recycling area). We will also add additional containers for recyclables in the Event Centers trash area.

Location(s) of dumpsters, trash cans, recycling containers:

Smaller receptacles dispersed throughout event. Both trash and recycling will be collected at the Event Center trash and recycling area (in the far back corner of their parking lot).

MITIGATION OF IMPACT

No - we will Have you met with the residents, businesses, places of worship, schools and other entities that may be directly impacted by your event? If yes, please attach a complete list of these entities. If no, please explain: We will be meeting with all of the businesses and sharing the notice. This will be the 3rd year so businesses are familiar with the event and many of our participant wineries and restaurants are on the streets and close by.

Yes Do you have a sample of the notice that you propose to distribute two weeks prior to your event?

If yes, please attach. If no, please explain:

In 2015 the City provided a specific notice. We will work with City staff and comply with any requirements. Attached is a sample of last year's notice.

INSURANCE REQUIREMENTS

City of Carmel-by-the-Sea Special Event Permit Application

The City of Carmel-by-the-Sea requires liability coverage for One Million Dollars (\$1,000,000) or more. ALL property and locations that are to be utilized / insured must be listed and reflect the City's interest in the insured property. The policy must read as follows: The City of Carmel-by-the-Sea, its public officials, officers, agents, and employees are names as additionally insured in respect to <EVENT> on <DATE>. This information is typed in the "Description of Operations/Locations/Vehicles/Exclusions Added by Endorsement/Special Provisions. A separate, "Additionally Insured" endorsement page, with the same wording as above, is also required. If applicable, Proof of Workers Compensation is also required. The policy must specify commencement and expiration dates for coverage of the event. NAME/ADDRESS OF INSURED must read: City of Carmel-by-the-Sea, PO Box CC, Carmel, CA 93921. The name of the insurance company writing the policy, policy number, address, phone and fax must be included. The Insurance Company must be a company doing business in California and must be rated A+ or better. The rating of the company must be attached to the Certificate of Liability/Additionally insured Endorsement.

Please attach a copy of your proof of insurance to this document.

Will be provide after approval and as we get closer to event.

REQUEST FOR WAIVER OF EVENT FEES

Yes Do you intend to request a waiver of event fees? If yes, please answer the following questions:

No Is the Event Organizer/Applicant a commercial entity?

Yes Is the Event Organizer/Applicant a bona fide tax exempt, nonprofit entity? If yes, attach a copy of your IRS 501(C) tax exemption letter providing proof and certifying your current tax exempt, non-profit status.

Yes Are patron admission, entry, sponsorship or participation fees required? If yes, please provide amounts:

This has yet to be solidified. In the past tickets prices were \$65 event & \$95 VIP/Event. We may raise a \$5-\$10 each.

No Are vendor fees required? If yes, please provide amounts:

\$41,400 Estimated gross receipts including ticket, entry, vendor, product and sponsorship sales from this event. Please explain in detail how this amount was computed: based on 2015 gross receipts plus 20% (conservative estimate of net effect of size increase).

\$30,600 Estimated expenses for this event. Please explain in detail how this amount was computed: based on 2015 expenses plus 20% with adjustments for increased advertising

\$10,800 What is the projected distribution or net dollar amount the Event Organizer/Applicant will receive from this event? Please explain in detail how this amount was computed: Based on 2015 P&L. This contributes to MCVGA operating budget to cover some of staff 's time planning the event. We do not currently include this as an expense.

The following additional required documentation must be attached to this document:

- Proposed budget for the event
Anticipated economic impact on 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 93921 zip code area? 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

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Additional required documentation for established events that have **previously 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

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

REGULATIONS AND GUIDELINES THAT PERTAIN TO SPECIAL EVENTS

The following regulations pertain to ALL Special Events:

1. Applications for a Special Event permit must be submitted at least sixty (60) days in advance of the event.
2. Per City Policy C95-06, conditions that require a Special Event permit for use of public property include the following:
 - A request for the private use of any portion of City property to the exclusion of the general public
 - Any request that involves the support of any commercial enterprise
 - A request that involves sound equipment greater than a 12 volt system
 - Any request that involves special outside or City support, including – but not limited to - traffic control, traffic cones, city equipment or staffing, signage, barricades, portable restrooms, etc.
 - Any request that involves the erection of any structure, including –but not limited to- stage, tents, arches, etc.
 - Any request that involves a gathering or assemblage of 50 or more people
 - Any request that involves the use of any internal combustion engine (gas generators, etc.)
 - Any request for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on city property
3. Per CMC Section 5.04.020 any event using the support of any professional or business services must ensure that each service either has, or obtains, a City Business License.
4. Cost recovery for events that involve City staff support will be charged as follows:
 - Public Works Department personnel and/or outside contract labor: a two (2) hour minimum will be charged in order to place equipment at their locations prior to the event, brief city personnel and handle any delays or changes in the original plan once the event starts.
 - Police Department: Mandatory two Police Officers Security/Traffic Control; four hour minimumStaffing levels will be determined by City staff.
5. All new proposed events – and recurring events for which there have been substantive changes - will be reviewed by the Community Activities and Cultural Commission at a regular meeting.
5. Requests for exemption from current City codes, rules, regulations, restrictions, and policies governing activities on city property – after being reviewed by the Community Activities and Cultural Commission at a regular meeting – must be authorized by the City Council at a regular meeting.
6. Per City Policy C12-02 all requests for fee waivers must be reviewed by the Community Activities and Cultural Commission at a regular meeting. Requests for fee waivers from events going into their fourth year or more must go to the City Council after being reviewed by the Community Activities and Cultural Commission.
7. Per CMC Chapter 9.20 it is unlawful for any person to drink any alcoholic beverage in or upon any public street, right-of-way, alley, park; any publicly used exterior grounds of a service station or parking lot; any school or school ground; any public assembly hall or auditorium; any municipal chambers, post office or library. Special Event permit requests which involve the consumption of alcohol must go before the City Council at a regularly scheduled meeting.

8. Per CMC Chapter 17.40 signs and displays, including those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows are prohibited. Also prohibited are exterior signs, displays, or other installations that include balloons, streamers, and other notice-attracting appendages.
9. Any event or request for a parking stall requiring any structural additions, structural displays and/or the professional set-up or personal set-up of such structures, may require an Encroachment Permit and prior inspection. This includes, but is not limited to, erected structures, carpets, tents, arches, stanchions, displayed structures, etc.
10. Per CMC Chapter 8.74 the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
11. Per CMC Section 86.020 cups, plates, or any type of food or liquid containers made of styrofoam are not permitted.
12. Live music and sound production equipment are allowed in parks and on the beach between the hours of 9:00 a.m. and 10:00 p.m. for the private entertainment of people within a range of 25 feet from such equipment, and amplified only to the degree suitable for the enjoyment of people within a range of 25 feet.

CURRENT FEE SCHEDULE

Special Event Non-refundable Processing Fee	\$155
Sound Permit	\$ 27 per day
Film Permit	\$266
Beach Permit	\$400
Refundable Damage Deposit (Beach)	\$200
Devendorf Park (first four hours)	\$401
Devendorf Park (after first four hours)	\$300 per hour
Refundable Damage Deposit	\$351
A-Frames	\$25 each
Barricades	\$65 each
Traffic Cones	\$3 each
NO PARKING signs	\$3 each
Street Closure	\$365 (no charge for neighborhood functions)
Parking Stall	\$100 per stall per day
Parking Stall during Car Week, PGA Golf Events, & Last 2 Weeks in December	\$200 per stall per day
Valet Service - private events (2 stall minimum)	\$200 per stall per day
Encroachment Permit	\$95.35

AFFIDAVIT OF APPLICANT(S)

Note: This AFFIDAVIT OF APPLICANT(S) must be signed by all parties, including applicant(s) and all service providers (including, but not limited to, any and all caterers, event planners, and contractors/vendors that will provide support services for and/or at the event).

City of Carmel-by-the-Sea Special Event Permit Application

Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Carmel-by-the-Sea. *I understand that submitting this application acts as a request, not a guarantee.*

1. Monterey County Vintners & Growers Association

Print Name of Event Organizer/Applicant

Kim Smith
Signature

7/13/15
Date

2.

Print Name of Service Provider

Business Name

Signature

Date

3.

Print Name of Service Provider

N/A

Business Name

Signature

Date

4.

Print Name of Service Provider

Business Name

Signature

Date

If necessary, attach additional signature pages to this document.

As applicable to your request, have you:

X Signed and dated your application?

X Attached your event site plan?

X Attached your event security plan? Included in body of document.

NA Provided a copy of your security company's Private Patrol Operator's License?

X Attached your event parking and/or valet and/or shuttle plan(s)? Included in body of document.

X Attached a complete schedule for the event, including an entertainment list if applicable? Included in body of document.

X Provided samples of letters that will be distributed to impacted residents, businesses, and other entities? Sample from 2015 included

X Provided copies of City of Carmel-by-the-Sea business or "in and about" licenses for all of the vendors you will be using for your event? We don't use vendors except wineries and restaurants and there is no fee involved.

LATER Attached proof of insurance for your event? This will be obtained as we get closer to event and the event is approved by the City

X Attached a copy of your event medical plan? Included in body of document.

LATER Attached any additional permits (County, State, Federal) that may be required to hold your event? Can provide City with Health Dept. waiver and ABC approval as we get closer

X If you are requesting a waiver of event fees, have you attached all required documentation?

EMAIL YOUR COMPLETED APPLICATION TO:

mmperotti@ci.carmel.ca.us and jbombard@ci.carmel.ca.us

OR

SEND YOUR COMPLETED APPLICATION TO:

Community Activities Department
PO Box CC
Carmel, CA 93921
Attn: Margi Perotti and Janet Bombard



NOTICE OF PROPOSED SPECIAL EVENT

The Monterey County Vintner's Association will be requesting permission from the City Council of the City of Carmel-by-the-Sea on January 6, 2015 to hold the Monterey County Vintners & Growers Association 23rd Annual Winemakers' Celebration on Saturday, May 2, 2015. If you are unable to attend the City Council meeting, you may also register your comments with Library and Community Activities Director Janet Bombard: jbombard@ci.carmel.ca.us (831) 624-1366

Persons interested in the Special Event details may also review additional materials available at the Park Branch Library Administration office located at Mission Street and 6th Avenue, phone number 831-624-1366.

This notice is being sent to all occupants of property on the street containing the proposed special event described further in this letter. It is being sent for the purpose of informing the notified persons and other interested parties about the proposed event.

Event Contact: Kim Stemler, Monterey County Vintners & Growers Association
831.375.9400 or kim@montereywines.org.

Project Location: Dolores Street, between Ocean & 7th. Sidewalks will remain open to the public; the event will be on the street only.

Applicant: Monterey County Vintner's Association

Project Description: The *23rd Annual Winemakers' Celebration* outdoor wine and food festival will be held the first Saturday May 2, 2015. Guests will compare wines, identify what they truly enjoy, and learn how to best pair their favorites with local foods. Guest chefs will prepare tapas style dishes. There are also educational components incorporated throughout the program.

Location Requested: Dolores Street, between Ocean & 7th. Sidewalks will remain open to walking traffic allowing complete access to the stores; the event will be on the street only. The streets will be surrounded with attractive white picket fencing.

Target Guests: Approximately 500-750 adults, of all age ranges, with at least 50% of attendees from outside the Monterey County area, to foster area tourism and continue building the Monterey Wine Country reputation.

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

Set Up: Guests will enter at one of two entrances (Dolores off 7th or Ocean Avenue). They will each be personally greeted as they entered, where they will be led to confirm their registration and be told about the event.

Security will be present at all points of entry – and throughout the event. Security will be provided by volunteers from DLI and the Carmel Police Dept.

Approximately 25-30 wineries, 12-15 chefs, and 5-8 aligned specialty product vendors will be grouped between three hubs. Wineries and chefs will each have their own small table configured in a half-circle to allow ease of access of guests.

Eating and seating centers will be located throughout the event incorporating both high standing tables and lower bistro chairs.

Blue and red umbrellas will provide cover for the vendors and in some of the seating areas.

There will be a simple low presentation stage at the end of the event with comfortable seating for workshops and space for listening and dancing to music.

Sound equipment will be used for the associated activities and sound will be kept at an appropriate level. Music will include Spanish guitar, French Bistro, and Latin and Light Jazz.

Picket fences will surround the street and security will block off all access ease ways.

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

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

ATTACHMENT 6

Estimated fees for MCVGA May 2016		Eligible for Fee Waiver
Special Event Processing Fee (non Refundable)	\$ 155.00	No
Damage Deposit (Refundable)	\$ 200.00	No
Block closures (\$365 per block) 2 blocks	\$ 730.00	Yes
16 Barricades (2 long, 14 water) at \$65 each	\$ 1,040.00	Yes
No Parking Signs (30) @ \$3.00 each	\$ 90.00	Yes
Sound Permit	\$ 27.00	Yes
10 parking stalls (2 on 7th, 2 on Dolores, 6 on San Carlos for vendor loading and parking)	\$ 1,000.00	Yes
Total	\$ 3,242.00	
Total amount eligible for fee waiver	\$ 2,887.00	

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ATTACHMENT 7

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

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

I. Purpose

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

II. Community Event Fees

Fees eligible for Waivers:

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

Fees not eligible for Waivers:

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

III. Application Process

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

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

IV. Documentation Required With Waiver Request

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

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

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

VI. Guidelines

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



September 18, 2015

City of Carmel by the Sea
Monte Verde St
Carmel-By-The-Sea, CA 93923

Attn.: City Clerk

We are writing to request a fee waiver of event related fees for the proposed Monterey County Winemakers' Celebration on May 7 on Dolores and 7th Street. This event is in its 24th year of celebrating Monterey County wines. This will be the 3rd year it is held in Carmel-by-the-Sea.

An educational event, the focus is on elevating consumers' awareness of Monterey Wine Country™ in the ambiance of a charming European street festival setting.

The Monterey County Vintners & Growers Association is a non-profit association with no public monies and a minimal budget. This event does not produce significant revenue.

The feedback we have received from the Carmel-by-the-Sea community, including some of the elected officials, is that it is a very positive event, representative of the character of the community.

The date of the event was selected with the help of the Carmel Chamber of Commerce, initially identified as a low occupancy weekend. The event has sold out prior to the day of the event for the last two years.

We conservatively estimate that this few hour event brings at least \$88, 750 into the community.

Thank you for your consideration. Please let me know if you have any questions.

Warmly,

Kim Stemler
Executive Director
Monterey County Vintners & Growers Association
831.375.9400
831.915.6621 (c)
Kim@MontereyWines.org

Monterey County Vintners & Growers Association
WMC 2016 Estimated Budget

Revised 10.29.16
 Based on past revenue/expenses & addl cost of Event
 Center Rental

	2016 Estimate	
Income		
Winemakers Celebration Income		
Ticket Sales	41400	
Total Winemakers Celebration Income		41400
Expenses		
Winemakers Celebration Expense		
Advertising	10000	
Poster/Cards	700	
Promotion	2700	Graphic design
Event Supplies	4100	
Permits, fees, taxes	2000	Carmel High School, ABC, City of Carmel - may be increased dependent upon Carmel fees
Rentals	15,500	Added 7th & Dolores rental @ \$4550
Services	2800	
Staffing - Planning & Day Of	11800	Volunteer coordinator, staff planning
Total Winemakers Celebration Expense		49600
Net		-8200

Addendum to the Application for Special Event City of Carmel by the Sea
MCVGA Winemakers' Celebration

1. Anticipated economic impact (question to Margi)
2. Negative and Positive Impacts on the Community
 - a. Positive
 - i. Vibrant, positive event that is brand aligned with the feel of Carmel by the Sea.
 - ii. Increased hotel stays resulting in increased TOT.
 - iii. Held during shoulder season – bringing affluent guests in to town.
 - iv. Adds to Carmel's renown as a food and wine "mecca".
 - v. Sold out prior to the event for the last 2 years, so there are a lot of people walking around not able to get tickets that will go into other businesses.
 - vi. Provides business for restaurants by occurring between lunch and dinner hours.
 - b. Negative
 - i. No traffic on two blocks for a day.
 - ii. May increase density of parking even with shuttle.
 - iii. We sell out prior to the event for the last 2 years, so there are a lot of people walking around not able to get tickets, they are disappointed.
 - iv.
 - c. Charitable contributions made to 93921?
 - i. We are a non-profit and this is designed to be an educational event. We will not be making any specific contributions to 93921 charities.
 - ii. We do have a Foundation that funds scholarships for high school seniors whose parents work in agriculture. If there were to be sufficient proceeds from this event, we would further fund the scholarship fund. A Carmel High School student whose father works for Carmel Road received a scholarship this year.
 - d. Written survey of businesses -To be completed.
 - e. Charitable Contributions:
 - i. No charitable contributions to 93921 area directly.
 - ii. That being said, many of our members operate in 93921 and we promote them so that they will be financial prosperous and better able to donate to the local community.



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248145604
Sep. 06, 2011 LTR 4168C E0
94-2323441 000000 00

00010705
BODC: TE

MONTEREY WINEGROWERS COUNCIL
MONTEREY COUNTY VINTNERS
550 HARTNELL ST STE C
MONTEREY CA 93940-2816



050808

Employer Identification Number: 94-2323441
Person to Contact: Jeffery Cordell
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Aug. 25, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(6) of the Internal Revenue Code in a determination letter issued in February 1993.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

S. A. Martin, Operations Manager
Accounts Management Operations

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Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248145604
Sep. 06, 2011 LTR 4168C E0
31-1790962 000000 00
00010697
BODC: TE

MONTEREY COUNTY VINTNERS & GROWERS
FOUNDATION
% AMANDA ROBINSON
PO BOX 1793
MONTEREY CA 93942-1793

000941

Employer Identification Number: 31-1790962
Person to Contact: Jeffery Cordell
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Aug. 25, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in September 2000.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

November 10, 2015

To: Community Activities and Cultural Commissioners

From: Janet Bombard, Library and Community Activities Director

Subject: Consider Community Activities and Cultural Commission participation in the 2016 City Centennial celebrations and forward a budget request to the City Council for funding

DISCUSSION: At the October 2015 meeting the commission discussed participation in the 2016 Centennial celebrations.

The idea of a float was discussed, but ultimately rejected due to the cost. Discussion then centered on the commission walking in the parade with a banner; however, banner costs have not yet been determined by the Centennial Committee.

The commission has also discussed having a sandcastle constructed at some point during the centennial year. Commissioner Richards will make contact with Rusty Croft, a professional sandcastle builder who served as a judge at this year's Sandcastle Contest, but as of this writing there is no information as to cost.

The City has requested that Boards and Commissions submit their proposed ideas, along with costs, to the City Council no later than December 11, 2015 so that Council can consider the requests at its January meeting.

The Commission does not yet have hard costs for its ideas, but is facing a submittal deadline. Under the circumstances, options the commission may want to consider include, but are not limited to, the following:

- Determine no-cost ways in which to participate in the Centennial at a later date
- Choose not to participate in the Centennial
- Choose to hold a December meeting on the regularly scheduled meeting date (December 8) in order to present ideas and costs to the City by the December 11th deadline

ATTACHMENTS:

Attachment 1: Letter from City Executive Assistant Leslie Fenton

Janet Bombard

From: Leslie Fenton
Sent: Tuesday, October 27, 2015 10:48 AM
To: Mike Branson; Rob Mullane; Janet Bombard; Marc Wiener; Margi Perotti
Cc: Doug Schmitz; Ashlee Wright
Subject: Centennial Event

Hello –

The Mayor and City Administrator are inquiring what our Boards/Commissions are planning to help celebrate the City's Centennial next year.

Please have your Board or Commission submit their event/program/idea with a proposed budget for consideration by the City Council no later than December 11, 2015, so that it can be placed on the January 2016 Agenda. If you can get the information to me prior to November 18th we can try for the December 2015 Agenda. The City Council will decide what will be budgeted for the event.

Thank you for your assistance.

Leslie Fenton
Executive Assistant
City of Carmel-by-the-Sea
831-620-2007