

**SPECIAL MEETING
OF THE
CITY OF CARMEL-BY-THE-SEA
COMMUNITY ACTIVITIES & CULTURAL COMMISSION**

AGENDA

Special Meeting
City Hall
East Side Monte Verde
between Ocean and Seventh Avenues

**Tuesday
March 5, 2013
9:30 AM**

I. Roll Call: Dixie Dixon, Donna Jett, Ruth Rachel, Kristy Downing, Tom Parks

II. Pledge of Allegiance

III. 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.

IV. Orders of Business

A. Evaluate market manager proposals and select a market manager

V. Adjournment

**The next regular meeting of the Community Activities & Cultural Commission Is
Tuesday, March 12, 2012 at 9:30 AM**

Any writings or documents provided to a majority of the Community Activities & Cultural Commission regarding any item on this agenda will be made available for public inspection by calling the Community Services Department at 831/620.2020.

Responses to Staff Questions:

1. What will be the terms of the offer for the position, in terms of length of the employment contract and terms of severability (by either the City or the manager?) What would a contract with the manager include?

The Council established the market for a trial period of one year. The market manager would be a contractor to the City, not an employee. The contract could contain a 30-day notice clause to terminate the agreement, which is standard in City contracts.

2. Will any expenses be paid by the City?

It was Council's intent that the market be self-sustaining.

3. Is there a financial obligation by the City to bail out the market manager due to any unforeseen circumstances?

There is no financial obligation by the City. The City is contracting out the management of the market. Should the manager chosen be unable to sustain the market, the Commission and Council would have to evaluate how and if the market would continue under a different arrangement or with a different manager.

4. Who is responsible for advertising costs? (i.e. city's website, Pine Cone, other newspapers?)

Currently, the market manager will be responsible for advertising costs. There would be no cost to put the event on the City website, the Monterey County Convention and Visitors Bureau website, the Chamber website, to have a description placed in the Go! section of the Monterey Herald or the event listings section of the Monterey County Weekly. Additionally, the Pine Cone will likely provide information in an article to introduce the market. Paid advertising, however, would be the responsibility of the market manager.

5. Does the City have budget plans to provide for a market and all costs for six months? Any start-up fees?

There is currently no funding allocated to the market. The Commission, in its recommendation to the City Council, may also recommend funding, though there is no guarantee the funding request will be granted by the City Council.

6. Is Council waiving all permit fees including vendor business licenses?

There are no permit fees associated with the culinary event, however, all vendors are required to have business licenses to sell in the City.

7. Is the City providing equipment or supplies at no-charge? (i.e., chairs, tables, sound system, stages, etc.)

The City has approximately 30 chairs and a stage that may be used at the market. Arrangements for the transportation and set up of the chairs and stage would be the responsibility of the

market manager. The tables are used during the week by the art classes and other user groups at Vista Lobos, so they will not be available for use at the market.

8. Is the City providing any staff? Police? City employees? Administrative services? Will there be any charges for these services?

No staff will be provided.

9. Do we need to choose someone who lives in the city of Carmel? County of Monterey? If so, why?

There is no requirement that the Commission choose someone who lives in the City or the County.

10. What does the Council want from us in the way of guidelines?

The Council would like the Commission to establish guidelines that will take into consideration several guiding principles (attached) and which will provide a framework for the successful management of the market. A memo from Mayor Burnett and Council Member Beach is attached for further clarification.

11. Can the market be relocated to a more desirable location? I believe the location is set for the Sunset Center, at least for the first year – is that subject to change down the road?

The location for the first year is set at the north parking lot of Sunset. Should it be determined at the end of the first year that the location is unsuitable, the Commission may research other locations and provide recommendations back to the City Council.

12. Are vendors from any county in California or neighboring states welcomed?

While the market was envisioned to showcase local growers and purveyors, the Commission may choose to allow vendors from beyond the local area.

13. Can the market be held any day or time the Commission recommends?

The Council approved having the market on Thursdays. The Commission may establish the hours of the market, but will need to take into consideration the use of the parking lot for Sunset Center events.

14. Can the market be held seasonally? Monthly? Weekly? Bi-weekly? What does the Commission recommend?

The market was envisioned to be held year round.

15. Does the City receive sales tax from all sales?

The City receives sales tax from all retail sales as defined by the State Board of Equalization within the city limits of Carmel-by-the-Sea.

16. Are non-food vendors permitted to participate? Regarding the non-food vendors participation (if such is allowed), will there be discretion and oversight applied? (Don't want to end up with a free-for-all circus – booth selling timeshares might be an example)

The Commission may establish guidelines with the market manager to simply exclude non-food vendors or specific criteria can be developed to manage non-food vendors.

17. Will the City flex their advertising rules and allow banners to be put up for this event?

Banners and signage for events are allowed. The Code Enforcement Department will work with the manager to both develop and place the signs and banners.

CITY OF CARMEL-BY-THE-SEA

DOWNTOWN EVENT AD HOC COMMITTEE REPORT

TO: COMMUNITY ACTIVITIES AND CULTURAL COMMITTEE

FROM: COUNCILMEMBER BEACH AND MAYOR BURNETT, COMMITTEE CO-CHAIRS

DATE: 19 FEBRUARY 2013

SUBJECT: WEEKLY CULINARY EVENT

BACKGROUND

At the May 2012 City Council Meeting, Mayor Burnett created an Ad Hoc Committee of seven members to explore the possibilities for events to encourage activity in and enjoyment of Carmel's downtown.

The Ad Hoc Committee established a public outreach process to further research the matter. This resulted in an information distribution list of approximately two hundred people, several well-attended workshops, and various citizen subcommittees tasked with handling particular aspects of the research. With the help of this public research process, the ad hoc committee was able to formulate the following goals:

To explore a year-long trial of some Thursday event(s) that would:

- express the cultural values of Carmel
- cultivate community among residents, visitors, and businesses
- include multiple downtown business sectors with no competition allowed from outside the square mile
- help build sales and profits for downtown merchants
- leverage existing public spaces without street closures
- involve an open planning process to maximize support and enthusiasm from as many interests as possible.

In the workshops, it became clear that the public believed Carmel's downtown public spaces could be better utilized. Furthermore, a great deal of interest developed around the growing international enthusiasm for farm to fork cuisine. The idea of building on Carmel's evolving food and wine culture led to the notion of a weekly culinary event on Thursdays. (Research showed that Thursday events encourage people to extend their timeframe for weekend travel and activities.) Staff sent out a request for qualifications (RFQ) to find interested professionals who could advise us on the topic and manage such an event. The RFQ included preliminary event

guidelines, which were later revised after further public input. Eleven candidates responded and seven were interviewed.

At its September meeting, the Ad Hoc Committee came to final recommendations, which Councilmember Beach then presented to the City Council at its October 2012 Meeting as follows:

I. Culinary Event

a. Principles

highest environmental and aesthetic standards

100% Organic

no prepared foods that compete with businesses within sq mile

invitation to all food purveyors within sq mile to sell at outdoor site

mandatory local food store, restaurant, & chef tie-ins to farmers

run by private manager at no cost to city, with profit sharing option

Sunset Center north parking lot and downtown food establishments

Thursdays sometime around lunch and dinnertime, year round

more specifics under separate cover

b. Procedures

four event manager finalists submit proposals regarding downtown tie-ins

Ad Hoc committee selects event manager from proposals then disbands

Event manager presents to CACC, then Council for approval

CCAC establishes steering committee to oversee event

Staff drafts contractual arrangement with manager

The City Council unanimously voted to accept this report, with the change that the Commission would select the event manager from all of the proposals and forward their selection to the City Council and then referred the recommended tasks to the CACC for action.

Later in October, staff sent out a request for proposals (RFP), based on the revised event guidelines, to a subset of the event manager candidates and received four proposals, two of which were complete with budgets. At its January meeting, the Ad Hoc Committee interviewed two event manager candidates and is recommending the CA&CC give serious consideration to selecting Everyone's Harvest, run by Executive Director Iris Peppard as the culinary event Manager. While the Ad Hoc Committee is making this recommendation, we believe several of the event manager candidates would do an excellent job for Carmel and we encourage the CA&CC to perform whatever due diligence it deems necessary to make a final selection, whether that selection be Everyone's Harvest or one of the other candidates. The Ad Hoc Committee recognizes and supports the City Council's direction that the CA&CC make the final selection and work with the selected event manager and staff on the implementation of a culinary event.

The Ad Hoc Committee also is recommending that the CA&CC review the latest event guidelines and the information received from the eleven candidates compiled under separate cover.

The Ad Hoc Committee has completed its work and is formally disbanded as of February 19, 2013.

From: [Joanne Bohigian](#)
To: [Heidi Burch](#)
Subject: Recommendation for West Coast Farmers Market Association
Date: Tuesday, February 19, 2013 12:53:18 PM

Hi Heidi,

Hope you are well...

I understand from Jerry Lami of the West Coast Farmers Market Association that he is hoping to be selected as the Farmer's Market for your community. I wanted to offer my sincere recommendation for Jerry and his market. We brought West Coast into our community late last year into one of our most challenging shopping centers. Their introduction into the center on Saturdays has been revitalizing to the center on market day and throughout the week.

They have been an extraordinary group of folks to work with and have done an amazing job in tailoring the market to meet and serve the needs of our community. It's a wonderful thing to see him at the market each week!! His personal pride and commitment to making the market support Sustainable Foster City is appreciated beyond words.

I wanted to share with you our experience and hope too that you will soon experience the same. Best of luck in making your decision.

Kindly,



Joanne M. Bohigian
President / CEO

Foster City Chamber of Commerce
1031 E. Hillsdale Blvd., Suite F
Foster City, CA 94404
Tel: 650-573-7600
Fax: 650-573-5201



From: [Carlyle Seccombe](#)
To: [Heidi Burch](#)
Date: Sunday, February 24, 2013 5:41:22 PM

Dear Heidi and The Carmel Cultural Commision,

My husband is an owner of a building business on Ocean Avenue in Carmel called North Star Construction. We own an organically certified (CCOF) olive orchard on Carmel Valley Road called November Ranch. We have also studied organic farming at ALBA , the Agricultural Land -based training Association for a year. Both My husband and I have a long family history in Carmel. We are writing this letter to endorse Iris Peppard at Everyones Harvest as Farmers Market Manager. On Mondays I attend the Farmers market in Pacific Grove to buy local organic produce. It is a beautiful outdoor Market in front of the Natural History Museum. I suggest the Cultural Commission visit this darling market. I have also visited Everyones Harvest community garden in Salinas. I believe that Iris Peppard is really the only authentic Local candidate. She is a sophisticated diplomate with the right value system. She unites organic farmers with communities . We are excited about Chef participation at the market. Please take into consideration the Adhoc 's committee hard and thorough work and Their recommendation for Iris Peppard.

Sincerely, Carlyle , Alfred Seccombe and our daughter Kathleen Seccombe
831 659-2636

From: [Serendipity Information](#)
To: [Heidi Burch](#)
Subject: Serendipity Farms Farmers Manager Reference
Date: Friday, February 22, 2013 11:49:57 AM

Hi Carlyle,

This is Jamie Collins of Serendipity Farms in Carmel. I was just informed that Karen used me as a reference in her proposal for the Carmel Farmers Market. I did not authorize this and want to clear the record to all the community groups and the board involved in making the decision on who will be the market manager. Karen called me stating she was a friend of a respectable friend of mine and wanted to meet with me to discuss the Carmel Farmers Market. We met for less than 10 minutes to discuss the market in December. I would never have given my support to someone I had only known for a few minutes. I don't even know her last name. The fact is, I was put off by her argumentative behavior when I brought up questions about how she would manage the market. I ended up calling the meeting short for this reason. I was upset to learn she had used me as a reference causing confusion to the folks that are making the decision about the market manager.

I have known Iris Peppard for over a decade and she is who I support to run the Carmel market. Iris Peppard of Everyone's Harvest has run several successful farmers markets that bring the community and the local farmers together. I continue to be impressed by Iris and her passion for healthy food and communities. Her passion translates to her staff and to the vibrancy of her markets.

If you could please forward this email to the Carmel Cultural Council and the City of Carmel Board, I would greatly appreciate it.

Sincerely,
Jamie Colliins

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