



CITY OF CARMEL-BY-THE-SEA COMMUNITY ACTIVITIES COMMISSION

Commissioners Donna Jett, Ellen Martin, and Chair
John Micek
Contact: 831.620.2000 www.ci.carmel.ca.us/carmel

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

REGULAR MEETING Tuesday, July 8, 2025

9:30 AM

THIS MEETING WILL BE HELD IN PERSON AND VIA TELECONFERENCE. The public is welcome to attend the meeting in person or remotely via Zoom, however, the meeting will proceed as normal even if there are technical difficulties accessing zoom. The City will do its best to resolve any technical issues as quickly as possible. To view or listen to the meeting from home, you may watch the Youtube Live Stream at: <https://www.youtube.com/@CityofCarmelbytheSea/streams>, or use the link below to view or listen to the meeting via Zoom teleconference:

<https://ci-carmel-ca-us.zoom.us/j/86800834573> Webinar ID: 868 0083 4573 Passcode: 078624 Dial in: 669-444-9171

HOW TO OFFER PUBLIC COMMENT: Public comment may be given in person at the meeting, or using the Zoom teleconference module, provided that there is access to Zoom during the meeting. Zoom comments will be taken after the in-person comments. The public can also email comments to lsfenton@ci.carmel.ca.us. Comments must be received 2 hours before the meeting in order to be provided to the legislative body. Comments received after that time and up to the beginning of the meeting will be made part of the record.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE

ANNOUNCEMENTS

- A. Announcements from Commissioners
- B. Announcements from Staff

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 Chair. Matters not appearing on the agenda will not receive action at this meeting and may be referred to staff. Persons

are not required to provide their names, and it is helpful for speakers to state their names so they may be identified in the minutes of the meeting.

ORDERS OF BUSINESS

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

1. Consideration of the adoption of a meeting calendar for 2025
2. Discuss the relaunch of the Community Activities Commission
3. Receive an update on Car Week 2025

FUTURE AGENDA ITEMS

ADJOURNMENT

This agenda was posted at City Hall, Monte Verde Street between Ocean Avenue and 7th Avenue, Harrison Memorial Library, located on the NE corner of Ocean Avenue and Lincoln Street, the Carmel-by-the-Sea Post Office, 5th Avenue between Dolores Street and San Carlos Street, and the City's webpage <http://www.ci.carmel.ca.us> in accordance with applicable legal requirements.

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Community Activities Commission regarding any item on this agenda, received after the posting of the agenda will be available 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 831-620-2000 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).



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

July 8, 2025
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Consideration of the adoption of a meeting calendar for 2025

RECOMMENDATION:

Provide staff with direction regarding the 2025 meeting dates and adopt a meeting calendar for 2025

BACKGROUND/SUMMARY:

Each year the Community Activities Commission (CAC) considers scheduling conflicts for regular meetings such as Car Week and holidays as they arise.

Staff is proposing the adoption of a 2025 meeting calendar in order to preempt the need for last minute schedule changes and to provide Commissioners and staff adequate notice of upcoming meetings throughout the year for planning purposes.

There are two conflicts this year:

- The Tuesday, August 12 regular meeting falls during Car Week. Staff proposes cancelling the August meeting and holding a special meeting Tuesday, July 29.
- The Tuesday, November 11 regular meeting falls on Veteran's Day - which is both a holiday and an event day. Staff proposes cancelling this meeting and holding a special meeting on Tuesday, November 18.





The proposed 2025 CAC meeting calendar (Attachment 1) includes the meeting dates, as well as proposed alternate meeting dates, events dates, and holidays.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

ATTACHMENTS:

2025 Proposed Meeting Dates

-  Meeting Dates
-  Alt. Mtg. Dates
-  Holidays
-  Events

2025

Attachment 1

JULY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

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28	29	30				

OCTOBER

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NOVEMBER

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30						

DECEMBER

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
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28	29	30	31			



CITY OF CARMEL-BY-THE-SEA

Community Activities Commission

Staff Report

July 8, 2025
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Discuss the relaunch of the Community Activities Commission

RECOMMENDATION:

Discuss the relaunch of the Community Activities Commission

BACKGROUND/SUMMARY:

INTRO

After a roughly year-long hiatus of the Community Activities Commission, at its June regular meeting the City Council re-appointed Ellen Martin and Judy Refuerzo to the Community Activities Commission (CAC) and appointed new commissioners Kati Enea, Jeff Meacham, and Maria Ruess. Over the next 3-6 months the CAC commissioners will be working together to examine the role of the Commission within the community.

HISTORY

Appointed by the Council, the Community Activities Commission (CAC) in its current iteration is the product of various commissions and their merging over the years. Over the last 30 years, the Recreation Commission became the Community Activities and Recreation Commission, which then merged with the Cultural Commission to become the Community Activities and Cultural Commission and so on and so forth, to meet changing community needs and the economic realities of the City budget.

The various community activities commissions and commissioners and their respective City departments have done an excellent job working with staff to develop many different community programs and events over the years. In 2013 the City Administrator assigned the management and oversight of the Community Activities Department to the Library Director, after the resignation of the Assistant City Administrator who had managed the department previously. In 2014 this was formally codified and the Library Director became the Library and Community Activities Director responsible for the management of the Library and Community Activities departments.

The Community Activities department facilitates the weekly Farmers' Market; permitting for special events, beach events, and filming; and the City's annual special events. Prior to the pandemic, the department also

had oversight of the Vista Lobos Community Room, and worked with the Public Works department on community outreach regarding the Scout House and leasing of the Forest Theater.

Prior to the "hiatus" the CAC met monthly and received regular reports on and provided staff with feedback on the Farmers' Market, special event planning, and event after actions. From time to time, commissioners have also formed ad hoc committees to work with staff on particular events or initiatives, and have provided help for set-up and breakdown at the City's special events, including volunteering for the 4:00 a.m. wake up call for the Homecrafters' Marketplace.

As needed, the Commission made recommendations to City Council on the serving of alcohol or erection of tents, as part of a special event application for Council's final approval of those components. However, CAC approval or recommendation of these components was/is not required by the municipal code and the commission does not review or approve special event, beach, and filming permit applications - this responsibility rests solely with the Community Activities and Police Department staff per the Carmel-by-the-Sea Municipal Code.

In 2019, staff worked with the CAC to create the department's first ever Strategic Plan, based on the Council's Strategic Plan and community conversations. This plan was reviewed by the CAC on a regular basis and was last updated in 2021. Strategic plan accomplishments to-date include, but aren't limited to: identifying a new Farmers' Market manager, developing a policy for community group participation in the Market, launching online permitting for events and filming, working with the City's Environmental Compliance Manager to ensure that events are as sustainable as possible, and improving the Community Activities webpage and overall communications and advertising.

Meeting dropped off in 2024 due to lack of business to discuss and uncertainty with regards to next steps around a new strategic plan.

PRESENT/FUTURE MEETINGS

With the relaunch of the Community Activities Commission staff proposes considering undertaking the following activities over the next three meetings:

1. Review municipal code Chapter 2.28 and the Community Activities Commission Rules of Procedure (Attachments 1 and 2)
2. Review the Community Activities FY 2025-2026 Adopted Budget (Attachment 3)
3. Review City-wide special events (Attachment 4)
4. Review the City Council Strategic Priorities and Categories and the Community Activities Strategic Plan (Attachments 5 and 6)
5. Review and discuss City Policy C16-01 Special Events
6. Consider developing a survey to send out to the community about all events happening in the village - satisfaction, ideas, etc.
7. Discuss what is currently working/not working with the Community Activities Department or activities in the village in general

FISCAL IMPACT:

There is no fiscal impact associated with discussing these items

ATTACHMENTS:

Attachment 1 - CMC Chapter 2.28

Attachment 2 - Rules of Procedure

Attachment 3 - FY 2025-2026 Adopted Budget and Stats

Attachment 4 - 2025 Event Calendar

Attachment 5 - Council Strategic Priorities and Catagories

Attachment 6 - CAC Strategic Plan 2021-2024

Chapter 2.28 COMMUNITY ACTIVITIES COMMISSION

Sections:

[2.28.010 Establishment of Commission.](#)

[2.28.020 Membership and Criteria for Appointment.](#)

[2.28.030 Appointment Process.](#)

[2.28.040 Termination of Members.](#)

[2.28.050 Bylaws, Policies, Rules and Procedures.](#)

[2.28.060 Duties, Responsibilities and Authority.](#)

[2.28.070 Authority to Expend Funds.](#)

2.28.010 Establishment of Commission.

There is created and established the Community Activities Commission of the City of Carmel-by-the-Sea. (Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 280).

2.28.020 Membership and Criteria for Appointment.

A. Members of the Community Activities Commission shall be nominated by the Mayor, whose nomination shall be ratified by at least three of the five members of the City Council.

B. Terms of the members shall be staggered so that at least one term, but no more than two terms, shall expire annually. Terms of office for new members shall begin at the commencement of the first regular meeting in the month of May of the appropriate year. Terms of outgoing members shall end simultaneously. The newly appointed member(s) shall be sworn in by the City Clerk.

C. In the event an appointment cannot be made in a timely manner, the incumbent may continue to serve until a new member is appointed. (Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 2000-05 § 1, 2000; Ord. 95-5 § 1, 1995; Ord. 91-19 § 1, 1991; Ord. 89-3 § 1, 1989; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 281).

2.28.030 Appointment Process.

A. Members of the Community Activities Commission shall be nominated by the Mayor, whose nomination shall be ratified by at least three of the five members of the City Council.

B. Terms of the members shall be staggered so that at least one term, but no more than two terms, shall expire

annually. Terms of office for new members shall begin at the commencement of the first regular meeting in the month of May of the appropriate year. Terms of outgoing members shall end simultaneously. The newly appointed member(s) shall be sworn in by the City Clerk.

C. In the event an appointment cannot be made in a timely manner, the incumbent may continue to serve until a new member is appointed. (Ord. 2021-01 § 1, 2021; Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 93-8 § 1, 1993; Ord. 91-19 § 1, 1991; Ord. 89-3 § 1, 1989; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 281.1).

2.28.040 Termination of Members.

Members of the Community Activities Commission shall be terminated only under the following circumstances:

A. The member ceases to be a resident of the City, thereby causing less than a two-thirds majority of the Commission to be residents of the City.

B. The member is ill or absent from the City and unable to attend three consecutive regular Commission meetings, but fails to so notify either the Chairperson, Vice Chairperson, or the Community Services Manager.

C. The member, when neither ill nor absent from the City, fails to attend three regular consecutive Commission meetings.

D. The member is terminated by a majority vote of the City Council. (Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 95-5 § 1, 1995; Ord. 93-8 § 1, 1993; Ord. 91-19 § 1, 1991; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 281.2).

2.28.050 Bylaws, Policies, Rules and Procedures.

The Community Activities Commission shall adopt or maintain bylaws, policies, rules, and procedures governing parliamentary actions, election of officers and formation of committees. The bylaws shall be filed with the City Clerk. (Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 91-19 § 1, 1991; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 281.2).

2.28.060 Duties, Responsibilities and Authority.

The Community Activities Commission's mission is to encourage and support the interaction of neighbors, friends, families and visitors through the shared experience of special events, programs, and gatherings which bring the community together virtually on the City's streets and in its parks by creating opportunities to interact, celebrate, enrich people's lives, and promote inclusiveness. (Ord. 2021-01 § 2, 2021; Ord. 2018-04 § 1 (Exh. A), 2018; Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 93-8 § 1, 1993; Ord. 91-19 § 1, 1991; Ord. 86-5 § 1, 1986; Ord. 78-12 § 1, 1978; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 281.1).

2.28.070 Authority to Expend Funds.

Under the supervision and control of the City Administrator, the Commission may incur indebtedness or expend

funds on behalf of the City in furtherance of its authorized objectives; provided, that the funds therefor are appropriated, approved, or budgeted by the City Council, in advance, for such purpose. (Ord. 2004-03 § 1, 2004; Ord. 2002-07 § 2, 2002; Ord. 78-12 § 1, 1978; Ord. 77-27 § 1(b), 1977; Ord. 142 C.S. § 2, 1967; Code 1975 § 282).



Community Activities Commission

BY-LAWS AND RULES OF PROCEDURE

I. ORGANIZATION, OFFICERS, AND COMMITTEES

A. Organization

The Community Activities Commission shall consist of five members who shall be appointed to serve a four-year term. A majority of the members of the Community Activities Commission shall be residents of the City, and the other may be a resident of the City's sphere of influence. The Community Activities Commission shall be organized and exercise such powers as prescribed by the City of Carmel-by-the-Sea Municipal Code section 2.28.060 reflected in section B. below.

B. Duties, Responsibilities, and Authority of the Community Activities Commission.

The Community Activities Commission's mission is to encourage and support the interaction of neighbors, friends, families and visitors through the shared experience of special events, programs, and gatherings which bring the community together safely on the City's streets and in its parks and weave the fabric of our community by creating opportunities to interact, celebrate, enrich people's lives, and promote inclusiveness.

The Community Activities Commission serves as an advisory body to the City Council on matters relating to the recreational, cultural, and social needs of the community. The Community Activities Commission shall have the following duties, responsibilities and authority:

- a. To stimulate and encourage community, cultural and recreational activities within the City and to actively participate in the executions of these activities;
- b. To develop rules and regulations for conducting its business and meetings in accordance with the laws of the State and the City;
- c. To advise and assist the Community Activities Director and, when requested, other City commissions and City public bodies, departments and residents of the City, on community, cultural and recreation programs;
- d. To assist in the planning of community activities and recreational programming for the inhabitants of the City and its adopted sphere of influence to promote and stimulate public interest therein;
- e. To make themselves aware of, and thereafter advise the City Council of, the uses of parks and

other public spaces, Carmel Beach, Vista Lobos and the Scout House and endeavor to have such spaces and facilities put to their best possible use;

- f. To make themselves aware of, and thereafter advise the City Council of, the condition of the structures, grounds, and equipment of the facilities under its jurisdiction and bring to the attention of the City Council and the City Administrator proposals and recommendations for the maintenance, repair, uses and improvements of such facilities;
- g. To determine, in consultation with the Community Activities Director, the terms of tenancies of the facilities referred to in subsection (E) of this section; to recommend to the City Council the rental rates and other terms of such use;
- h. To serve in an advisory capacity to the City Council, the City Administrator and Community Activities Director in regard to community activity and recreation matters and all such matters pertaining to public recreation and the use of recreational lands, facilities and donations.

C. Officers

a. Selection

- i. A Chair and Vice-Chair shall be elected annually from among the Commission's membership at the June meeting to serve at the pleasure of the Commission. The newly elected Chair and Vice-Chair will assume their positions at the July meeting.
- ii. The elections process commences with individual Commissioners nominating candidates until a motion is made, seconded and approved to close nominations. At the conclusion of any discussion, the roll is called alphabetically and each Commissioner votes for one of the nominated candidates until one is elected by simple majority. The newly elected or reelected Chair takes the Chair's seat and repeats this process for the Vice Chair.
- iii. The Vice-Chair shall succeed the Chair if he/she vacated his/her office before his/her term is completed, the Vice-Chair to serve the unexpired term of the vacated office. A new Vice Chair shall be elected at the next regular meeting.
- iv. In the absence of the Chair and Vice-Chair, any other member shall call the Commission to order, whereupon a Chair shall be elected from the members present to preside.
- v. The terms of office of the Chair and Vice-Chair shall not exceed two (2) consecutive terms.

b. Responsibilities and powers of officers

i. Chair

- 1. Preside at all meetings of the Commission.
- 2. Call special meetings of the Commission.
- 3. Sign all documents of the Commission.
- 4. See that all actions of the Commission are properly taken.
- 5. Assist staff in determining agenda items.
- 6. Appoint members for all standing and Ad Hoc Committees.
- 7. Act as parliamentarian, in consultation with the City Attorney.

ii. Vice-Chair

During the absence, disability, or disqualification of the Chair the Vice-Chair shall exercise or perform all the duties and be subject to all responsibilities of the Chair.

iii. Ad Hoc Committees and Sub-Committees

The Chair may appoint Ad Hoc Committees and Subcommittees to study matters coming before the Commission, provided such appointments and the purpose of such Committee are made a matter of record in the minutes of the Commission.

1. Subcommittee appointments are to be made by the Chair and announced at a regular Community Activities Commission meeting so that the appointments will be documented in the minutes.
2. Subcommittees established for a single, limited purpose and duration shall be considered Ad Hoc and therefore not subject to the Brown Act.
3. Subcommittees are to work with assigned staff and prepare subcommittee work products or review the research and draft text prepared by staff.
4. All subcommittee meetings are to be conducted at City Hall unless otherwise determined.
5. Subcommittees shall make monthly oral progress reports to the full Commission at regular meetings.

II. CONDUCT OF MEETINGS

A. Rules of Order

Except as otherwise stated in these Rules of Procedure or Municipal Code, Roberts Rules of Order, Newly Revised shall be used as a guide to the conduct of the meetings of the Community Activities Commission, provided, however, that the failure of the Commission to conform to said rules of order shall not, in any instance, be deemed to invalidate the action taken.

B. Individual meetings between Commissioners and applicants of pending requests outside the public meeting of the Community Activities Commission are discouraged.

C. Public Meetings

All meetings of the Community Activities Commission and committees of the Community Activities Commission shall be held in full compliance with the provisions of the Brown Act (California Government Code, Section 54954.2), the Municipal Code, and these Rules of Procedure.

D. Regular Meetings

- a. Regular meetings shall be held on the second Tuesday of the month in the Council Chambers of City Hall unless otherwise determined by the Commission.
- b. Whenever a regular meeting falls on a public holiday, no regular meeting shall be held on that day. Such regular meeting may be rescheduled to another business day or canceled by motion adopted by the Community Activities Commission.

E. Adjourned Meetings

In the event it is the wish of the Community Activities Commission to adjourn its meeting to a certain hour on another day, a specific date, time and place must be set by the Commission prior to the regular motion to adjourn.

F. Special Meetings

Special meetings may be held at any time upon the call of the Chair or by a majority of the voting members of the Commission or upon request of the City Council following at least twenty-four hours' notice to each Commission member and to the press. The time and place of the special meeting shall be determined by the convening authority.

G. Annual Meeting

An annual meeting shall be held at the beginning of the first regular meeting of June each year for the purposes of electing a Chair and Vice-Chair and for transacting such other business pertaining to the organization and procedures of the Commission as may be appropriate.

H. Agenda

- a. An agenda for each meeting of the Commission shall be prepared by the Community Services Director. The Chair, Vice-Chair and Community Services Director shall review the order of the agenda to ensure that those items of highest interest to the general public are placed at the front of the agenda.
- b. The agenda for all regularly scheduled meetings shall be posted seventy-two (72) hours in advance.
- c. All agendas shall be posted at City Hall, in the Library, and at the Post Office and extra copies placed in the Community Activities Commission bin at the Post Office.
- d. The agenda for a special meeting shall be posted twenty-four (24) hours in advance and at the same locations as for regularly scheduled meetings.
- e. Each agenda shall contain a brief description of the item to be discussed.
- f. Any item may be placed on a future agenda when requested by a Community Activities Commissioner.

I. Order of Meeting

The order of items shall be based on the complexity and importance of the items. Generally, the order of business shall be as follows:

- a. The Chair shall take the chair at the hour appointed for the meeting and call the meeting to order.
- b. Members present and absent shall be recorded.
- c. The Chair shall lead those present in the Pledge of Allegiance to the flag.
- d. Public appearances. Comments from the audience will be received on any item not before the Community Activities Commission.
- e. Extraordinary Business. Any special presentations, awards, resolutions of Appreciation or other matters of community interest shall be conducted.
- f. The Commission shall consider the Regular Agenda.
- g. Any matters of administration of the Commission, monthly subcommittee reports, determinations and appeals of administrative determinations shall be brought forward.

J. Rules of Testimony

- a. 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 in the minutes of the meeting.
- b. If there are numerous people in the audience who wish to participate on the issue, and it is known that all represent the same opinion, a spokesperson should be encouraged to speak for the entire group. The spokesperson will then have the opportunity of speaking for a reasonable length of time and of presenting a complete case.
- c. The Chair may limit the time of testimony to not more than three minutes on a particular issue by each individual.
- d. No person or Commissioner shall address the Commission without first securing the permission of the Chair to do so.
- e. All comments shall be addressed to the Commission as a whole. All questions shall be placed

K. Voting

a. Voting Requirements

- i. A quorum shall consist of three (3) members of the Commission.
- ii. When a member disqualifies him/herself from voting because of a potential conflict of interest, the Commissioner shall be considered absent from the meeting.
- iii. Should the number of Commissioners abstaining for a conflict of interest together with absences for other reasons disrupt the quorum, the issue shall be continued to the next regular meeting. When the number of Commissioners abstaining solely for a conflict of interest disrupts the quorum and there exists no alternative source for decision, participation by a member with conflict shall be allowed pursuant to California Government Section 87100 et seq.

b. Disqualification from Voting

- i. A Commissioner shall disqualify him/herself from debate, discussion and voting on any matter before the Commission when there is an appearance of a conflict of interest. When a person disqualifies him/herself prior to the consideration of such matter by the Commission, the Commissioner shall state that he/she is disqualifying him/herself due to a conflict of interest, shall state the conflict, and then leave the voting area.
- ii. If a Commissioner is in doubt as to whether or not a conflict of interest exists, the matter of conflict shall be referred to the City Attorney for his opinion.
- iii. The Secretary of the Community Activities Commission shall record in the minutes the time when a Commissioner steps down and when he/she returns to the podium.

c. Abstentions

- i. A Commissioner may be permitted to abstain from voting because of unpreparedness on an issue before the Commission. All votes of a member who disqualifies him/herself shall be recorded as an abstention. If a Commissioner participates in the proceedings on a matter and then abstains from voting, the vote shall be recorded as an affirmative vote on the motion.

d. Voting Order

The order of voting shall be alphabetical, with the exception of the Chair who shall vote last.

e. Recording of Votes

The minutes of the Commissions proceedings shall show the vote of each member including whether they were absent or failed to vote on a matter considered.

III. REVIEW AND AMENDMENTS PROCEDURE

A. These Rules of Procedure shall be reviewed annually.

B. These Rules of Procedure may be amended or suspended at any meeting of the Community Activities Commission by a majority of the members.

COMMUNITY ACTIVITIES



The Community Activities Department encourages and supports the interaction of neighbors, friends, families and visitors through the shared experience of special events, programs, and gatherings which bring the community together virtually and in-person safely on the City's streets and in its parks and create opportunities to interact, celebrate, enrich people's lives, and promote inclusiveness.

The Community Activities Department facilitates the weekly Farmers' Market, permitting special events, beach events, and filming, in addition to organizing the City's annual special events (Memorial Day, 4th of July, Sandcastle Contest, Pumpkin Roll, Halloween Parade, Veteran's Day, Homecrafters' Marketplace, and Holiday Menorah and Tree-lighting).

2024-2025 WORKLOAD INDICATORS / PERFORMANCE MEASURES

- Planned and facilitated ten City special events
- An estimated 6,000 people attended City Special Events.
- Issued 53 event, beach, and film permits.

2024-2025 INITIATIVES AND ACCOMPLISHMENTS

- Collaborated with Public Works on a combined Community, Earth, and Arbor Day celebration, in addition to the annual Community Day event in the Fall.
- Continue to work with Car Week event organizers to build Car Week in Carmel back to something like it was pre-pandemic.



2025-2026 PRIORITIES

- Explore potential new initiative and events with community partners.
- Explore options for a new Community Activities Commission with commissioners.



- Continuing to facilitate community gatherings and special events, and ensure that processes are streamlined and conducive to encouraging events within the bounds of current city regulations.
- Continue to keep the Council informed on new initiatives and provide report outs on items like Car Week and the Farmers' Market.

BUDGET SUMMARY AND SERVICE IMPACTS

Community Activities Department expenses include costs for advertising, banners and signage, event and office supplies for City events, equipment replacements, Community Activities Commission initiatives, and the Farmers' Market.

Community Activities				
Account Number	Account Description	FY24-25 Amended Budget	FY24-25 Estimated Actual	FY25-26 Recommended Budget
101-121-00-41001	Salaries	\$154,116	\$48,282	\$60,403
101-121-00-41101	Retirement	14,672	4,593	5,370
101-121-00-41103	Deferred Compensation	2,100	600	1,200
101-121-00-41104	Health Insurance	35,379	5,351	13,770
101-121-00-41106	Medicare	2,235	675	1,291
101-121-00-41107	LTD/STD/Life	205	57	203
101-121-00-41108	Worker's Comp	9,948	4,375	5,558
101-121-00-41109	Benefits-MOU Obligations	2,080	0	0
Salaries & Benefits Subtotal		\$220,735	\$63,933	\$87,795
101-121-00-42001	Contract Services	\$88,245	\$90,226	\$111,040
101-121-00-42005	Community Promotions	23,465	13,578	9,340
101-121-00-42009	Advertising and Legal Notice	8,300	2,381	6,950
101-121-00-42101	Office Supplies	250	253	200
101-121-00-42403	Printing	300	362	1,440
Services & Supplies Subtotal		\$120,560	\$106,800	\$128,970
Total		\$341,295	\$170,732	\$216,765



2025 CITY EVENTS

JUNE

- May 30, Fri. - June 7, Fri. **Carmel Culinary Week**
- June 7-8, Sat.-Sun. **Carmel Surfabout**
- June 19, Thurs. **Farmers' Market Third Thursday**
- June 21, Sat. **Carmel Prepares - Community Safety Series**

JULY

- July 4, Fri. **Monterey County Pops! Concert**
- July 19, Thurs. **Farmers' Market Third Thursday**

AUGUST

CAR WEEK

- Aug. 12, Tues. **Concours for a Cause**
- Aug. 13, Wed. **Astons on the Avenue**
- Aug. 14, Thurs. **Prancing Ponies Womens Car Show**
- Aug. 14, Thurs. **Ferrari Owners' Concours Carmel**
- Aug. 28, Wed. **Homecrafters' Jurying**

SEPT.

- Sept. 6, Sat. **Carmel Prepares Community Safety Series**
- TBD Fri. **Carmel High School Homecoming Parade**
- Sept. 14, Sun. **Sandcastle Contest**
- Sept. 18, Thurs. **Farmers' Market Third Thursday & Community Day**

OCT.

- Oct. 11, Sat. **Meet the Makers**
- Oct. 19, Sun. **Challenged Athletes**
- Oct. 16, Thurs. **Farmers' Market Third Thursday**
- Oct. 25, Sat. **Pumpkin Roll**
- Oct. 31, Fri. **Halloween Parade**

NOV. & DEC.

- Nov. 11, Mon. **Veterans' Day Ceremony**
- Nov. 8, Sat. **Carmel Prepares - Community Safety Series**
- Nov. 22, Sat. **54th Annual Homecrafters' Marketplace**
- Dec. 5, Fri. **Holiday Celebration**

For more information
call: 831-620-2020



Or Visit
ci.carmel.ca.us/upcoming-events



CITY OF CARMEL-BY-THE-SEA

City Council Strategic Priorities Workshop Recap and Direction

City Council Special Meeting
March 24, 2025



Strategic Workshop Recap

- Feb 27th Workshop
 - Regular meeting to review and provide direction on strategic priorities
- Requested “staff” list of projects
 - Recommended staff priorities based on department goals
 - Included proposed new strategic categories
- Received Public Feedback
 - Proposed staff list & categories
 - Council existing list
- Council provided feedback on their existing list
 - “Keep”
 - “Routine”
 - “Parking Lot”
 - “Done”
- Did not have time to consider staff proposed list



Strategic Workshop Recap

- Purpose of today's meeting
 1. Recap of workshop outcomes on Council list
 2. Review staff proposed list and category names
 3. Provide direction on "official" Council list and category names
- Next Step – Create scoring/prioritizing methodology for Council



Strategic Workshop Recap – “Keep”

Keep

- Review Opportunities for Enhanced Fire/Ambulance Service
- Review/Reformulate Approach to Reserves/Update Financial Policies (FSW)
- Coastal Engineering Study
- Climate Committee Implementation of Climate Action Plan
- Explore Street Addresses
- Explore opportunities for alternate affordable housing sites and amend Housing Element to move units from City-Owned Sites
- Housing Element Implementation
- Develop Accessory Dwelling Unit (ADU) Ordinance
- Update Zoning Code and Design Guidelines (residential & commercial) AND Explore Reinstatement of the Design Review Board (DRB)
- Carmel Area Wastewater District (CAWD) Bridge to Everywhere Project
- Develop Carmel Forest Management Plan
- Police/Public Works Building Project
- Explore Parking and Traffic Management Program



Strategic Workshop Recap – “Routine”

Routine

- Board and Commissioner Training
- Develop and Implement Social Media Plan
- Develop a plan to ensure that the City’s natural areas, as well as private property, are properly maintained to reduce fire risk



Strategic Workshop Recap – “Parking Lot”

Parking Lot

- Transient Occupancy Tax (TOT) Increase
- Explore Opportunities for Flanders Mansion
- Explore Opportunities for Permanent Outdoor Dining/Downtown Master Plan
- Outdoor Wine Tasting Ordinance
- Explore Opportunities for Scout House
- Undergrounding Power Lines separate from Rule 20A



Strategic Workshop Recap – “Done”

Done

- Review Barriers to Construction of Affordable Housing (Housing Element Adoption)
- Underground Utilities Rule 20A
- Stormwater Ordinances Update



Strategic Priority 'Categories'

Existing Council Categories

1. Financial Stability
2. Natural Environment/Village Character
3. Infrastructure
4. Community Engagement
5. Business Environment

Proposed Council Categories

1. Financial Stability, Accountability & Transparency
2. Stewarding the Natural Environment
3. Preserving Village Character
4. Maintaining Public Safety and Infrastructure
5. Providing Effective, Reliable, Responsive and Friendly Government Services

- Goal: Categories that are more actionable and easier to measure success



Strategic Workshop Recap

Staff Proposed List

- Refine financial policies
- Better position the City for bonds or other financing
- Tune-up investment portfolio
- Continue the Financial Stewardship Workgroup
- Find revenue enhancements
- Implement new HR and Payroll management system
- Beach infrastructure repairs
- Ramp
- 4th Ave. Outfall
- Stairs
- Revetments
- Wildfire mitigation and prevention
- Complete Urban Forest Management Plan – Consistent with CWPP
- Conduct assessment of all buildings and get current on maintenance
- Conduct assessment of all city sidewalks (incl. tree wells) and get current on repairs and ADA improvements



Strategic Workshop Recap Staff Proposed List (Cont.)

- Make Police/PW Building safe
- Complete ambulance merger with Monterey Fire
- Implement a parking and traffic management program
- Build city-owned conduit system for data (currently Comcast owned)
- Formalize a street address program
- Develop a formal IT Strategic Plan, including cyber-security
- Complete the Design Traditions 1.5 Project
- Re-establish the Design Review Board (DRB)
- Implement the Housing Element
- Complete amendment to move units from City lots
- Establish Objective Design Guidelines for affordable units
- Research and implement new permitting software, with focus on integrating Artificial Intelligence
- Scan and digitize ALL historic city records to make available online (resolutions, ordinances, etc.)
- Expand public Wi-Fi network to cover all parks and key public areas
- Part of “Smart Village” plan
- Implement new technologies across all City functions to support routine staff tasks and free up time for enhanced customer service



Strategic Workshop Recap

Proposed Blended List

Financial Sustainability, Accountability & Transparency

- Refine financial policies
- Better position the City for bonds or other financing
- Tune-up investment portfolio
- Find revenue enhancements
- Implement new HR and Payroll management system

Stewarding the Natural Environment

- Coastal Hazards Adaptation - LCP Amendment
- 8th Ave. sand ramp repair
- 4th Ave. Outfall repair/replace
- Beach stair repair/replace (10th and 12th Ave)
- Bluff revetments repairs
- Develop more wildfire mitigation and prevention measures
- Complete Carmel Forest Management Plan



Strategic Workshop Recap

Staff Proposed List

Maintaining Public Safety and Infrastructure

- Conduct assessment of all city buildings and get current on maintenance
- Conduct assessment of all city sidewalks (incl. tree wells) and get current on repairs and ADA improvements
- Make Police/PW Building safe
- Complete ambulance merger with Monterey Fire
- Formalize a street address program
- Develop a formal IT Strategic Plan, including cyber-security

Preserving the Village Character

- Complete the Design Traditions 1.5 Project
- Re-establish the Design Review Board (DRB)
- Implement the Housing Element
- Complete Accessory Dwelling Unit (ADU) Ordinance
- Complete amendment to shift units from City lots
- Establish Objective Design Guidelines for affordable units
- Explore the shrinking population of the City



Strategic Workshop Recap Staff Proposed List

Providing Effective, Reliable, Responsive and Friendly Government Services

- Research and implement new permitting software, with focus on integrating Artificial Intelligence
- Scan and digitize ALL historic city records to make available online (resolutions, ordinances, etc.)
- Expand public Wi-Fi network to cover all parks and key public areas
- Implement new technologies across all City functions to support routine staff tasks and free up time for enhanced customer service

Routine

- Board and Commissioner Training
- Develop and Implement Social Media Plan
- Develop a plan to ensure that the City's natural areas, as well as private property, are properly maintained to reduce fire risk
- Continue the Financial Stewardship Workgroup



Strategic Workshop Recap

Staff Proposed List

Parking Lot

- Transient Occupancy Tax (TOT) Increase
- Explore Opportunities for Flanders Mansion
- Explore Opportunities for Permanent Outdoor Dining/Downtown Master Plan
- Outdoor Wine Tasting Ordinance
- Explore Opportunities for Scout House
- Undergrounding Power Lines separate from Rule 20A
- Climate Committee Implementation of Climate Action Plan
- Carmel Area Wastewater District (CAWD) Bridge to Everywhere Project
- Build city-owned conduit system for data (currently Comcast owned)
- Implement a parking and traffic management program



Strategic Workshop Recap

Staff Proposed List

Dropped Council Priority "Project Names" Because They Were Duplicative

- Review/Reformulate Approach to Reserves/Update Financial Policies (FSW)
- Develop Carmel Forest Management Plan
- Police/Public Works Building Project
- Review Opportunities for Enhanced Fire/Ambulance Service
- Explore Street Addresses
- Update Zoning Code and Design Guidelines (residential & commercial) AND Explore Reinstatement of the Design Review Board (DRB)
- Housing Element Implementation
- Explore opportunities for alternate affordable housing sites and amend Housing Element to move units from City-Owned Sites



Direction Needed

1. Verify Recap of February 27th Workshop
2. Which Strategic Priority Category Names to Use
3. Determine “Official” Council Strategic Priority List
 - a) Keep list “as-is”
 - b) Use staff proposed “blended” list
 - c) Direction for some other combination of priorities

Next Step – Staff to create scoring/prioritizing tool for Council



COMMUNITY ACTIVITIES COMMISSION 2021-2024 Strategic Plan

MISSION

The Community Activities Commission's mission is to encourage and support the interaction of neighbors, friends, families and visitors through the shared experience of special events, programs, and gatherings which bring the community together safely on the City's streets and in its parks and weave the fabric of our community by creating opportunities to interact, celebrate, enrich people's lives, and promote inclusiveness.

Goal 1. *Maximize communication opportunities.*

- FY 2021-2022 First Year Objectives:
 - ~~Develop a policy for community group participation in the Farmers' Market.~~ **COMPLETED**
 - ~~Maximize use of the City's website for communicating Community Activities events, Farmers' Market, information about community groups and volunteer opportunities.~~ **CARRYOVER**
- FY 2022-2023 Second Year Objectives:
 - Utilize banner poles for Community Activities Events and the Farmers' Market.
 - ~~Encourage the community to sign-up for the Friday Letter and the Community Activities Commission eblast.~~
 - Maximize use of the City's website for communicating Community Activities events, Farmers' Market, information about community groups and volunteer opportunities.
- FY 2023-2024 Third Year Objectives:
 - Work with City Hall Administration to develop a social media policy and plan to utilize facebook, twitter, instagram, nextdoor, etc. for communication.
- Ongoing
 - Continue to refine the in-house communications plan for the Community Activities Department that includes: advertising in the Pine Cone, emails to the CAC, Post Office, eblasts, signage, etc.

Goal 2. *Embrace opportunities, diversity of events and campaigns, and social gatherings to encourage community interactions.*

- FY 2021-2022 First Year Objectives:
 - ~~Develop pilot programs for community events including but not limited to campaigns to decorate the village for holidays, regular presence at the Farmers' Market, etc.~~ **IN PROGRESS**
 - ~~Hold a Citizen's Academy potentially Fall 2022~~ **CARRYOVER**
 - ~~Encourage regular Community Group fairs in Devendorf Park during the Farmers' Market or on the weekends~~
- FY 2022-2023 Second Year Objectives:
 - Develop pilot programs for community events including but not limited to campaigns to decorate the village for holidays, regular presence at the Farmers' Market, etc.
 - ~~Hold a Citizen's Academy potentially Fall 2022~~ **CARRYOVER**
 - Encourage regular Community Group fairs in Devendorf Park during the Farmers' Market or on the weekends
 - Work with the Chamber of Commerce and/or Visit Carmel on an ambassador/respectful visitor type of program for Carmel-by-the-Sea.

- Work with the Planning Department and Planning Commission to revise the Art in Public Places Policy and redevelop the Art in Public Places program.
- FY 2023-2024 Third Year Objectives:
 - Hold a Citizen's Academy potentially Fall 2022
- Ongoing:
 - Look for opportunities to build partnerships with community groups for programs and events.
 - Continue to refine special event permitting process

Goal 3. *Strive to be excellent stewards of the environment.*

- FY 2021-2022 First Year Objectives:
 - ~~Work with the City's Environmental Compliance Manager to begin waste minimization efforts at all City events~~ **IN PROGRESS**
 - ~~Begin waste minimization efforts at the Farmers' Market by supporting the use of bio bags and reusable bags at the Farmers' Market~~ **IN PROGRESS**
 - ~~Work with outside event organizers to ensure that other permitted events in Carmel-by-the-Sea are engaging in waste minimization; consult with the City's environmental compliance manager for further opportunities~~ **IN PROGRESS**
 - Include messaging regarding sustainability efforts in all event advertising **CARRYOVER**
 - Volunteer groups participating in events for trash pick-up and diversion **CARRYOVER**
- FY 2022-2023 Second Year Objectives:
 - Work with the City's Environmental Compliance Manager to begin waste minimization efforts at all City events
 - Begin waste minimization efforts at the Farmers' Market by supporting the use of bio bags and reusable bags at the Farmers' Market
 - Work with outside event organizers to ensure that other permitted events in Carmel-by-the-Sea are engaging in waste minimization; consult with the City's environmental compliance manager for further opportunities
 - Include messaging regarding sustainability efforts in all event advertising
 - Volunteer groups participating in events for trash pick-up and diversion
 - Work with the City's Environmental Compliance Manager to achieve zero waste City events
 - Continue to work with outside event organizers to ensure that other permitted events in Carmel-by-the-Sea are engaging in waste minimization; consult with the City's environmental compliance manager for further opportunities

Goal 4. *Develop long range plans for community spaces.*

- FY 2021-2022 First Year Objectives:
 - ~~Work with other City departments and Boards and Commissions to begin socializing the Devendorf Park Plaza project with the community~~ **CARRYOVER**
 - ~~Develop policy governing use of City facilities (Vista Lobos) for community use when they can reopen.~~ **CARRYOVER**
 - ~~Begin developing and discussing long range goals for the use of City facilities such as Vista Lobos and the Scout House~~ **CARRYOVER**
- FY 2022-2023 Second Year Objectives:
 - Work with other City departments and Boards and Commissions to begin socializing the Devendorf Park Plaza project with the community
 - Develop policy governing use of City facilities (Vista Lobos) for community use when they can reopen. **CARRYOVER**

- Begin developing and discussing long range goals for the use of City facilities such as Vista Lobos and the Scout House **CARRYOVER**
- Make recommendations about physical improvements to and uses of Vista Lobos
- Make recommendations about physical improvements to and use of the Scout House
- Ongoing:
 - Remain cognizant at all times of the uses of parks and other public spaces, Carmel Beach, Vista Lobos, and the Scout House and to endeavor to have such spaces and facilities put to their best possible use.



CITY OF CARMEL-BY-THE-SEA

Community Activities Commission

Staff Report

July 8, 2025
ORDERS OF BUSINESS

TO: Community Activities Commissioners

SUBMITTED BY: Ashlee Wright, Library and Community Activities Director

SUBJECT: Receive an update on Car Week 2025

RECOMMENDATION:

Receive an update on Car Week 2025

BACKGROUND/SUMMARY:

Since its inception, “Car Week” has evolved from being just a handful of events during the span of a week, to tens of public and private events held over the span of a week and a half on the peninsula.

This year “Car Week” will take place from Friday, August 8 through Sunday, August 17. This staff report will cover events in Carmel, and touch on plans to mitigate traffic and safety impacts to Carmel-by-the-Sea during Car Week.

CAR WEEK EVENTS

The following events are confirmed for events in Carmel during Car Week 2025:

- Tuesday, August 12 Concours for a Cause
- Wednesday, August 13 Astons on the Avenue
- Thursday, August 14 Prancing Ponies on Ocean Avenue
- Thursday, August 14 Ferrari Owners Club Concours Carmel

Concours for a Cause

The Concours for a Cause event will be held Tuesday, August 12, 2025 in Devendorf Park from 10:00 a.m. to 4:00 p.m. on Ocean Avenue between Junipero and Lincoln Streets, inclusive of the side streets between Sixth and Seventh Avenues. Event set-up will begin at 12:00 a.m. and event breakdown will be completed by 9:00 p.m. This will be the third year for this event in Carmel-by-the-Sea which features classic cars organized by country, some of which were previous participants and award winners at past Concours on the Avenue events. In addition there will be local artisans creating car centric artwork, as well as music, and seating for a respite after walking the village.

Astons on the Avenue

This will be the second year for Astons on the Avenue event, which grew out of parking stall rentals in front

of the Meuse Gallery in 2023. The event was held on Wednesday, August 13, 2025 from 10:00 a.m. to 4:00 p.m. on Ocean Avenue from Dolores Street down to Monte Verde Street, inclusive of Lincoln Street from 6th to 7th Avenues.

Prancing Ponies All Woman Car Show

The Prancing Ponies event will be held Thursday, August 14, 2025 from 10:00 a.m. to 4:00 p.m. in Devendorf Park and on Ocean Avenue from Junipero to San Carlos Street. Mission Street will also closed between Red Eagle Lane and Sixth Avenue. Event set-up will begin at 12:00 a.m. and event breakdown will begin at 4:00 p.m. The events features classic cars that are woman owned, a fashion show, and all proceeds benefit the Prancing Ponies Foundation to support young women as emerging leaders. This is the 7th year this event will be held in the City.

Ferrari Owners Club Concorso Carmel

The Concorso will be held on Thursday, August 15, 2025 from 7:00 a.m. to 4:00 p.m. on Ocean Avenue between San Carlos and Monte Verde Streets Event set-up will begin at 12:00 a.m. and breakdown will be completed by 8:00 p.m. This judged event features curated vintage and modern Ferraris and Italian motorcycles, music, interviews with car owners and award ceremony. This will be the third year the Concorso is being held in the City.

PARKING STALL PERMITS

The City rents downtown parking stalls for non-construction purposes or special events, allowing businesses to offer valet services or showcase vehicles during Car Week. To rent a stall, applicants must complete a permit application and, if needed, an Encroachment Permit. Demand for parking stall rentals is highest during Car Week, with fewer applications throughout the rest of the year.

With the challenges presented by the exotics and illegal street racing car clubs and some of the chaos that surrounds their being parked in rented stalls, staff proposed some options to the Council during the 2023 Car Week After Action report out which the Council recommended moving forward with as follows:

- Requiring that vehicles placed in the rented parking stalls remain in that stall for the entire day unless the spaces are actually being used for valet services.
- Communicating to businesses who rent the parking stalls that they are responsible for whatever happens as a result of that parking stall rental regardless of who owns the vehicle - including providing security to keep onlookers out of the streets. Failure to do so could result in revocation of their permit and potentially a restriction on the rental of stalls for the following year.
- Prohibiting the rental of the yellow loading zone parking stalls at the corners of blocks, as this contributes to congestion around intersections which can be hazardous to onlookers, as well as through traffic.

See Attachment 1 for to-date 2025 Car Week parking stall rental permits.

MITIGATING TRAFFIC, NOISE, AND SAFETY IMPACTS

Currently, staff is working on the following for this year's Car Week to try mitigate the some negative effects of the influx of visitors:

- Continuing to refine traffic calming measures in the downtown business district to seriously deter the cruising behavior that draws the exotics or similarly-minded car enthusiasts who come to Carmel to view and film the cars in the evenings.
- Continuing to work with event organizers to ensure security and non-police staffing for their events so that the Police Department can reserve resources for the evenings or other times to ensure Village security and to ensure a timely emergency response.
- Continuing to work with regional and state law enforcement assets to monitor car events and social media for information on illegal car activities.
- Continuing to enforce the “No Tolerance” approach to dangerous or illegal street activity.
- Continuing to work with Peninsula L.E. partners in developing mutual aid responses for partner cities, including more planned resource sharing in the City.
- Continuing to improve signage and messaging through press, media, and social media to directly educate the public and potential visitors on Carmel-by-the-Sea event events and plans for road closures and police enforcement of traffic and parking rules.
- Deploying speed bumps throughout the village in strategic locations.

FISCAL IMPACT:

There is no fiscal impact by receiving an update on Car Week.

ATTACHMENTS:

Attachment 1 - Parking Stall permits

[illegible]