



CITY OF PACIFIC GROVE  
**RECREATION BOARD SPECIAL MEETING AGENDA**

**June 21, 2016 – 5:30 pm**  
**Youth Center, (up-stairs Study Room)**  
**302 – 16<sup>th</sup> St., Pacific Grove**

1. **Call to Order**
2. **Roll Call** - Amelio, Balog, Marshall and Tom
3. **A. Approval and Acceptance of Special Meeting Minutes from May 24, 2016**  
**B. Approval of Agenda**  
**C. Council Liaison Announcements** – Council approved (6/15) two new events  
**D. Board Member Announcements** –
4. **Oral Communications and Written Correspondence** - *Comments from the audience will not receive commission action. Comments may concern matters not on the agenda, but must deal with matter subject to the jurisdiction of the Recreation Board. **Comments are limited to three minutes unless Board decides otherwise.***
5. **Department Reports**
  - A. **Financial Report**
  - B. **Updates** - (Programs, Events)
  - C. **Social Media** - update
6. **Old Business**
  - A. **Web Services** – update
  - B. **Recreation Board Goals for 2016**
7. **New Business**
  - A. **Request for a new “Alternative Fuel Car Show” request – August 18<sup>th</sup>**
  - B. **Request for a “Variance to M.C. – allowing Dogs in Elmarie Dyke Open Space”**
8. **Closing comments and adjournment**

NOTE: Next meeting is tentatively scheduled for July 12, 2016.

Copies of the Agenda and minutes of previous meetings are available for public review at the city's website: [www.cityofpacificgrove.org/about-city/boards-commissions/recreation-board](http://www.cityofpacificgrove.org/about-city/boards-commissions/recreation-board) or by contacting the Senior Recreation Coordinator, Donald Mothershead at (831) 648-5722 (ext. 202) or [dmothershead@cityofpacificgrove.org](mailto:dmothershead@cityofpacificgrove.org). The City of Pacific Grove does not discriminate against individuals with disabilities, and meetings are held in accessible facilities.



**CITY OF PACIFIC GROVE  
RECREATION BOARD MEETING MINUTES  
Tuesday May 24, 2016 – 5:30 pm  
Youth Center (Upstairs Study Room)  
302 16th Street, Pacific Grove, CA. at 5:30 pm.**

1. **Call to Order** - The meeting was called to order at 5:34 pm.
2. **Roll Call** – Tom, Marshall, and Balog present. Amelio not present. Staff Mothershead present.
3. **A. Approval and Acceptance of Special Meeting Minutes of April 5, 2016** - approved  
**B. Approval of Agenda** - approved  
**C. Council Liaison Announcements** – none  
**D. Board Member Announcements** – none
4. **Oral Communications and Written Correspondence** – none
5. **Department Reports** – Department Reports - Mothershead  
**A. Financial Report for March & April** – The Department revenue report for March and April 2016 was presented. Through 83% of the Fiscal Year, total revenue received is \$197,420 (74.2% of budget). Total expenditures for this period are \$377,541 (77.4% of budget).  
**B. Updates (Programs and Events)** – Preschool hired a new Preschool Manager / Director. Ms. Greer is a great fit for the program. Preschool summer program begins June 20<sup>th</sup>. The upcoming Summer Adventure Day Camp and Stillwell's Children's Pool are finalizing part-time employment candidates. Both programs begin operation in early June. Good Old Days celebration took place on April 9<sup>th</sup> and 10<sup>th</sup> and the BSIM By the Bay 3K Run was completed on April 23. Additionally the M.S. Walk, Double Road Race, and March of Dimes events took place in May.  
**C. Social Media** – The City has committed funding to fully manage the ongoing social media programs. All public facing programs (Facebook, LinkedIn, SnapChat, etc.) will be managed going forward by staff.
6. **Old Business**  
**A. Web Services** – The online payment system was not pursued by City staff at this time. Staff is looking to implement a Citywide online registration process. Requirements are still being gathered and considered for the upcoming Fall 2016 programs more details to follow.  
**B. Recreation Board Goals for 2016.** Prior to setting our goals, the Board is seeking an update on the online payment RFP process. Recommendation made to postpone goal discussion until we have board member quorum. The plan is to review previous goals and incorporate them into 2016 goals.
7. **New Business**  
**A. Carmel Film Festival "Filmmaker's Beach Dinner"** request submitted for an event to be held at Lover's Point Park and beach area on October 22, 2016. The proposal includes a requirement for a tented beach area, catered event, proposed alcohol consumption, and a six hour time rental. The Board asks that the event pay all fees and services the City will provide. The Board did see this as a great opportunity, but had concerns for setting a precedent to future requests. The proposal is expected to be presented to City Council at the June session.  
**B. Gold Coast Rods Car Show** – July 9<sup>th</sup> request was discussed and with support of the Downtown Business District the Board would recommend Council approves this event. Additionally the Board suggests the event organizers pay the City for all related costs.
8. **Closing comments and adjournment** – meeting was adjourned at 6:49 pm.  
  
Next meeting will be a Special Meeting, scheduled for Tuesday June 21st, 2016, at the Youth Center (Upstairs Study Room) – 302 16<sup>th</sup> Street, Pacific Grove, CA. at 5:30 pm.

Respectfully submitted,

Greg Marshall, Recreation Board Chair and acting Secretary



**City of Pacific Grove  
OFFICE OF RECREATION  
2100 Sunset Dr., Pacific Grove, CA 93950**

**Web Site: [www.cityofpacificgrove.org](http://www.cityofpacificgrove.org)  
E-Mail: [Dmothershead@cityofpacificgrove.org](mailto:Dmothershead@cityofpacificgrove.org)  
Phone (831) 648 – 5722 (ext. 202)**

**AGENDA REPORT**

**TO: Recreation Board  
FROM: Donald Mothershead, Senior Recreation Coordinator  
DATE: June 21, 2016  
SUBJECT: Recreation Board Report – Item #'s 5-(A & B)**

**Agenda Items**

**5-A. Financial Report for May –**

The Department budget report for May is attached. Revenue is reported for this period was \$41,563. Expenditures for May totaled \$26,372. Totals through 92% of the fiscal year are \$238,983 in revenue or 89.9% of expectation. Expenditures totals are reported at \$403,913.25, or 82.8% of budget.

Noted: In the first year of the finance department tracking our Youth Center income, a total of \$15,321 was collected. This was \$4,679 short (76.6%) of expectations.

**5-B.**

**Programs –**

With great support from the Human Resource manager during our staff interview process and pay-roll onboarding, our summer programs are off to a great start. Our summer Aquatic and Day Camp programs are off to a great start. The Pool has generated just over \$8,000 and our Summer Day Camp has grossed \$20,000.

The Preschool summer school began on June 20 with 14 students enrolled, leaving only 1 space vacancy.

**Special Events –**

The Pacific Grove Triathlon on June 11 & 12 went well, with support from Fire, Police and Public Works. A few complaints on sound and traffic were received and will be reviewed by city staff.

Our next scheduled event will be the 4<sup>th</sup> of July Bar-B-Q at Caledonia Park, organized by the Chamber of Commerce. City Council did approve the downtown Car Show for Saturday, July 9<sup>th</sup> and the new Military Appreciation 5K & 10K Runs are scheduled for Sunday, July 10. Staff has been preparing for the Feast of Lanterns at the end of July. Additionally, there is a V.W. Car Show schedule on downtown Lighthouse Ave. on Wednesday, July 27<sup>th</sup>.

CITY OF PACIFIC GROVE  
Recreation Department

Revenue  
as of 6/17/16

	#4462		#4463		#4464		#4466		#4467		#4468		#4670		unaudited		unaudited		More than Last Yr.	
	code	Programs	Day Camp	Tennis	Youth Center	Preschool	Pool	Rent	Tennis	Youth Center	Preschool	Pool	Rent	Tennis	Youth Center	Preschool	Pool	2015-16	2014-15	change
																		Totals	Totals	
July	1 16	\$ 270	\$ 5,478	\$ 375	\$ 4,107	\$ 150	\$ 6,938	\$ 10,182	\$ 375	\$ 4,107	\$ 150	\$ 6,938	\$ 10,182	\$ 375	\$ 4,107	\$ 150	\$ 6,938	\$ 20,828	\$ 20,828	\$ 2,565
August	2 16	\$ (15)		\$ 375	\$ 4,107	\$ 4,562	\$ 4,109	\$ 12,002	\$ 375	\$ 4,107	\$ 4,562	\$ 4,109	\$ 12,002	\$ 375	\$ 4,107	\$ 4,562	\$ 4,109	\$ 18,849	\$ 18,849	\$ 6,290
September	3 16	\$ -	\$ 2,082	\$ 375	\$ 3,133	\$ 5,299	\$ 662	\$ 13,400	\$ 375	\$ 3,133	\$ 5,299	\$ 662	\$ 13,400	\$ 375	\$ 3,133	\$ 5,299	\$ 662	\$ 20,096	\$ 20,096	\$ 4,855
October	4 16	\$ 855	\$ 1,470	\$ 375	\$ 685	\$ 6,013	\$ 6,716	\$ 16,114	\$ 375	\$ 685	\$ 6,013	\$ 6,716	\$ 16,114	\$ 375	\$ 685	\$ 6,013	\$ 6,716	\$ 11,600	\$ 11,600	\$ 4,514
November	5 16		\$ 90	\$ 150	\$ 1,982	\$ 4,186	\$ 12,169	\$ 18,577	\$ 150	\$ 1,982	\$ 4,186	\$ 12,169	\$ 18,577	\$ 150	\$ 1,982	\$ 4,186	\$ 12,169	\$ 16,587	\$ 16,587	\$ 1,990
December	6 16		\$ 1,740	\$ 150	\$ 471	\$ 5,742	\$ 7,155	\$ 15,258	\$ 150	\$ 471	\$ 5,742	\$ 7,155	\$ 15,258	\$ 150	\$ 471	\$ 5,742	\$ 7,155	\$ 15,228	\$ 15,228	\$ 30
January	7 16		\$ 1,244	\$ 150	\$ 1,264	\$ 4,858	\$ 14,820	\$ 22,335	\$ 150	\$ 1,264	\$ 4,858	\$ 14,820	\$ 22,335	\$ 150	\$ 1,264	\$ 4,858	\$ 14,820	\$ 22,452	\$ 22,452	\$ (117)
February	8 16	\$ 1,853	\$ 2,260	\$ 150	\$ 1,797	\$ 4,351	\$ 979	\$ 11,389	\$ 150	\$ 1,797	\$ 4,351	\$ 979	\$ 11,389	\$ 150	\$ 1,797	\$ 4,351	\$ 979	\$ 15,355	\$ 15,355	\$ (3,966)
March	9 16	\$ 5,175	\$ 3,270	\$ 375	\$ 1,568	\$ 8,992	\$ 5,755	\$ 25,135	\$ 375	\$ 1,568	\$ 8,992	\$ 5,755	\$ 25,135	\$ 375	\$ 1,568	\$ 8,992	\$ 5,755	\$ 22,374	\$ 22,374	\$ 2,761
April	10 16	\$ 4,338	\$ (30)	\$ 375	\$ 303	\$ 5,576	\$ 5,585	\$ 16,147	\$ 375	\$ 303	\$ 5,576	\$ 5,585	\$ 16,147	\$ 375	\$ 303	\$ 5,576	\$ 5,585	\$ 29,123	\$ 29,123	\$ (12,976)
May	11 16	\$ 2,560	\$ 17,758	\$ 375	\$ 430	\$ 4,940	\$ 9,099	\$ 41,563	\$ 375	\$ 430	\$ 4,940	\$ 9,099	\$ 41,563	\$ 375	\$ 430	\$ 4,940	\$ 9,099	\$ 33,048	\$ 33,048	\$ 8,515
June	12 16																	\$ 7,734	\$ 7,734	(7,734)
	13 16																	\$ 4,057	\$ 4,057	(4,057)
Totals	Y.T.D.	\$ 15,036	\$ 35,362	\$ 3,225	\$ 15,321	\$ 54,669	\$ 18,112	\$ 97,259	\$ 3,225	\$ 15,321	\$ 54,669	\$ 18,112	\$ 97,259	\$ 3,225	\$ 15,321	\$ 54,669	\$ 18,112	\$ 238,983	\$ 237,331	(-) +
Total	last Yr.			\$ 3,600					\$ 3,600									\$ 237,330	last Yr.	change
		Total Due	\$ 30,000	Total Due	\$ 20,000	\$ 45,000	\$ 80,000	Total Due	Total Due	\$ 20,000	\$ 45,000	\$ 80,000	Total Due	Total Due	\$ 20,000	\$ 45,000	\$ 80,000	\$ 265,900	\$ 265,900	
	148.9 K	\$ 65,000.00	\$ -	\$ 3,600.00	\$ -	\$ -	\$ -	\$ -	\$ 3,600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000	\$ 80,000	
% Collected		23.0%	117.9%	89.6%	76.6%	121.5%	82.3%	121.6%	89.6%	76.6%	121.5%	82.3%	121.6%	89.6%	76.6%	121.5%	82.3%	89.9%	89.9%	92%

Budget 2015-2016 / Reports (Revenue-Expenditures)

#4462		#4464		#4670	
Providers	Day Camps	Tennis	Youth Center	Preschool	Pool
C.C. Music	Adventure		After School		Church
C.H. Jazzercise			Dances / Events		Mty Pen. Quilters
C.H. Yoga					Lovers Point Park
C.H. Drumming					Benwick Park
C.H. Dance Jam					Little House 5 - NAA/AA Meetings/ wk
C.H. C.H. Dance Club					Community Ctr
PGUSD Track Club (Spring)					Sally Judd Griffin Ctr.
					Chautauqua Hall
					Weddings / Parties
					Weddings
					Gatherings

SELECTION CRITERIA: expledgr.key\_orgn='421'  
 ACCOUNTING PERIOD: 11/16

SORTED BY: FUND,TOTAL DIVISION,ACCOUNT  
 TOTALED ON: TOTAL DIVISION  
 PAGE BREAKS ON:

FUND-01 GENERAL FUND  
 TOTAL DIVISION-421 RECREATION OPERATIONS

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
5101	BASE SALARY	155,158.00	12,525.96	.00	138,278.51	16,879.49	89.12
5105	PART-TIME SALARIES	106,000.00	5,179.73	.00	78,624.90	27,375.10	74.17
5109	OFF SALARY ADJUSTMENT	8,782.00	926.86	.00	9,828.09	-1,046.09	111.91
5110	EQUITY ADJUSTMENT	.00	37.76	.00	521.47	-521.47	.00
5121	FICA-MEDICARE BENEFITS	2,986.00	251.03	.00	3,162.99	-176.99	105.93
5122	RETIREMENT (PERS)	48,311.60	962.00	.00	11,865.65	36,445.95	24.56
5123	HEALTH INSURANCE COST	2,345.00	162.09	.00	1,826.74	518.26	77.90
5124	UNEMPLOYMENT COST	75.00	6.71	.00	85.73	-10.73	114.31
5126	WORKERS' COMPENSATION	2,100.00	223.99	.00	2,531.66	-431.66	120.56
5128	OTHER EMPLOYEE BENEFITS	10,140.00	896.34	.00	10,201.34	-61.34	100.60
5129	FLEXIBLE HEALTH BENEFIT	3,870.00	198.46	.00	2,173.58	1,696.42	56.16
5132	PERS P.O.B. PAYMENT	16,500.00	.00	.00	16,524.12	-24.12	100.15
5143	LEAVE PAYOUT	.00	.00	.00	3,518.57	-3,518.57	.00
5145	UNFUNDED PENSION LIABILI	33,126.40	2,070.40	.00	22,774.40	10,352.00	68.75
5201	CONTRACT SERVICES	.00	.00	.00	1,368.72	-1,368.72	.00
5208	CONTRACT PERSONNEL	5,500.00	.00	.00	8.74	5,500.00	.00
5211	POSTAGE	500.00	.00	.00	8.74	491.26	1.75
5212	TELEPHONE	4,000.00	131.97	.00	2,214.88	1,785.12	55.37
5213	BANK FEES	.00	31.70	.00	304.84	-304.84	.00
5217	TRAVEL, MEAL COSTS	500.00	.00	.00	.00	500.00	.00
5221	ADVERTISING	1,500.00	604.00	.00	1,844.50	-344.50	122.97
5222	UTILITIES	55,000.00	483.85	.00	58,243.17	-3,243.17	105.90
5223	BLDG REPAIR, MAINT	4,000.00	561.61	.00	6,533.02	-2,533.02	163.33
5224	EQUIP REPAIR, MAINT	1,000.00	.00	.00	.00	1,000.00	.00
5225	OPERATING LEASES/EQUIPMN	.00	.00	.00	56.54	-56.54	.00
5226	EQUIPMENT REPAIR	1,000.00	.00	.00	75.83	924.17	7.58
5227	VEHICLE REPAIR	500.00	.00	.00	1,528.80	-1,028.80	305.76
5230	INTERNAL SERVICE CHARGES	8,346.00	.00	.00	9,200.71	-854.71	110.24
5231	INSURANCE	5,000.00	-30.00	.00	1,758.36	3,241.64	35.17
5261	SUBSCRIPTIONS, MEMB	500.00	.00	.00	251.25	248.75	50.25
5291	MISC. DEPT EXPENSE	3,500.00	.00	.00	2,844.80	655.20	81.28
5301	OFFICE SUPPLIES	500.00	37.37	.00	819.66	-319.66	163.93
5305	JANITORIAL SUPPLIES	1,000.00	26.12	.00	484.53	515.47	48.45
5309	OTHER SUPPLIES	.00	296.90	.00	4,459.64	-4,459.64	.00
5311	VEHICLE FUEL	500.00	.00	.00	734.25	-234.25	146.85
5352	CHEMICAL SUPPLIES	1,600.00	.00	.00	1,274.65	325.35	79.67
5361	RECREATION SUPPLIES	4,000.00	786.66	.00	7,966.39	-3,966.39	199.16
5362	SPECIAL EVENT SUPPLIES	.00	.00	.00	22.22	-22.22	.00
	TOTAL RECREATION OPERATIONS	487,840.00	26,371.51	.00	403,913.25	83,926.75	82.80

TOTAL REPORT

487,840.00

26,371.51

.00

403,913.25

83,926.75

82.80

code	2015-16	Report	2014-15		difference	unaudited											
			(2014-15)	change		(2014-15)	(2013-14)	(2012-13)	(2011-12)	(2010-11)	(2009-10)	(2008-09)	Totals	Totals	Totals	Totals	
1 16	\$ 55,527	\$ 49,567	5,960	1	\$ 49,567	\$ 40,071	\$ 41,804	\$ 50,031	\$ 32,825	\$ 57,725.35	\$ 93,144						
2 16	\$ 52,212	\$ 26,342	25,870	1	\$ 26,342	\$ 38,195	\$ 25,083	\$ 31,688	\$ 26,026	\$ 26,451.64	\$ 29,123						
3 16	\$ 41,188	\$ 23,878	17,310	1	\$ 23,878	\$ 34,563	\$ 18,638	\$ 18,615	\$ 16,051	\$ 15,747.02	\$ 19,657						
4 16	\$ 38,804	\$ 40,585	(1,781)	1	\$ 40,585	\$ 41,626	\$ 36,200	\$ 31,106	\$ 27,362	\$ 27,074.61	\$ 29,145						
5 16	\$ 38,287	\$ 21,962	16,325	1	\$ 21,962	\$ 25,995	\$ 25,354	\$ 18,418	\$ 25,541	\$ 18,094.13	\$ 25,317						
6 16	\$ 30,170	\$ 22,599	7,571	1	\$ 22,599	\$ 28,878	\$ 21,857	\$ 33,066	\$ 17,045	\$ 27,000.78	\$ 32,471						
7 16	\$ 25,915	\$ 23,211	2,704	1	\$ 23,211	\$ 23,667	\$ 22,101	\$ 28,331	\$ 21,985	\$ 16,175.67	\$ 25,557						
8 16	\$ 36,816	\$ 24,016	12,800	1	\$ 24,016	\$ 30,808	\$ 20,226	\$ 21,970	\$ 18,974	\$ 24,395.78	\$ 23,854						
9 16	\$ 26,458	\$ 39,580	(13,122)	1	\$ 39,580	\$ 18,727	\$ 25,627	\$ 23,267	\$ 19,642	\$ 22,313.76	\$ 14,942						
10 16	\$ 42,443	\$ 22,796	19,647	1	\$ 22,796	\$ 35,216	\$ 30,020	\$ 40,397	\$ 22,493	\$ 22,519.30	\$ 26,568						
11 16	\$ 26,372	\$ 26,801	(429)	1	\$ 26,801	\$ 26,763	\$ 28,315	\$ 10,382	\$ 23,527	\$ 22,078.76	\$ 3,411						
12 16		\$ 45,500			\$ 45,500	\$ 32,669	\$ 23,809										
13 16		\$ 38,320			\$ 38,320	\$ 30,855	\$ 15,428	\$ 43,036	\$ 42,519	\$ 65,361.22	\$ 54,137						
		\$ 403,913.25			\$ 403,913	\$ 402,224	\$ 340,897	\$ 350,307	\$ 293,990	\$ 344,938	\$ 377,327						
		\$ 83,926.75			\$ 83,926.75	\$ 336,341	\$ 336,341	\$ 343,327	\$ 335,808								
		\$ 487,840			\$ 487,840	\$ 343,419	\$ 336,341	\$ 343,327	\$ 335,808								

Spent to Date:		Encumb. Outstanding	
Total Debit	\$ 403,913	Total Debit	\$ 403,913
Available:	\$ 83,926.75	Available:	\$ 83,926.75
Budgeted for 15-16	\$ 487,840	Budgeted for 15-16	\$ 487,840

SPENT		92%	
82.8%		82.8%	
Expend:	\$ 404,296	Expend:	\$ 404,296
Income:	\$ 237,331	Income:	\$ 237,331
Cost to City	\$ 166,966	Cost to City	\$ 166,966
% Sufficient	59%	% Sufficient	59%
% Supported	41%	% Supported	41%

AGENDA

ITEM

# 7-A

City of Pacific Grove

Fiscal Year, 2016 – 17 Application for a CITY SPECIAL EVENT

**Requests should be completed and submitted to the City by the 30<sup>th</sup> of September, 2015  
to be Placed on the City's Special Events Calendar.**

The City Recreation Board & Council will be Approving its Special Events Calendar  
between December and January for the Fiscal Year, July 1, 2016 -June 30, 2017.

***(PLEASE TYPE OR PRINT LEGIBLY)***

(dated 5/24/15)

**Sponsoring Organization:**

Cannery Row Company Company, Domaine Pacific Grove, LLC, and the  
Regional Artisans Association

**If Non-Profit, the E.I.N.#:**

The Regional Artisans Association is a 501(c)(3): 45-3487170

**Date Requested & Title of the Event:**

Pacific Grove Wheels of the Future Showcase. Thursday, August 18th, 2016

**Location Requested:**

All of Sloat Street, behind the American Tin Cannery

**Contact Person & Phone Number:**

Dawn Teall: office 831-747-1060; cell 831-461-5272

**Organization's Name & Address:**

Regional Artisans Association, 125 Ocean View Blvd, Ste 108, Pacific Grove, CA 93950

**Email & Website Information:**

mbartisans@gmail.com

**Description of Event Proposed:**

Pacific Grove Wheels of the Future will be an alternative fuel vehicle car showcase. It will highlight and demonstrate the latest in alternative fuel cars, trucks, motorcycles, bikes, mopeds, and every other type of renewable energy transportation. This event will take place at the American Tin Cannery,

**Statement of Purpose & Economic Impact:**

**(on two sparate sheets of paper, give (1) Purpose of this event and (2) the Economic Impact the City of Pacific Grove can expect from this event. Examples of economic impact include hotel nights, restaurant meals, number of visitors.)**



### STATEMENT OF PURPOSE & ECONOMIC IMPACT

**Statement of Purpose:** The mission of *Pacific Grove Wheels of the Future* is to foster understanding and create excitement about alternative fuel vehicles in order to help increase the number of clean and renewable energy vehicles on U.S. roads.

This year marks the launch of *Pacific Grove Wheels of the Future*, which will be an annual event at the American Tin Cannery, and will continue in the home of the new Leed Platinum hotel, known today as Project Bella Hotel. The showcase is sponsored by the Cannery Row Company, Domaine Pacific Grove, LLC, and the Regional Artisans Association.

Proceeds from this event will benefit Rancho Cielo and the Gateway Center.

**Economic Impact:** Pacific Grove Wheels of the Future was scheduled for Monterey Classic Car Week with the purpose of bringing visitors already in the area for the Concours d'Elegance into Pacific Grove. The date chosen, Thursday, August 18<sup>th</sup>, was a strategic decision designed to make sure the show did not conflict with other high-profile events in order to draw a larger crowd to Pacific Grove. We expect up to 1000 attendees at this showcase.

As this year marks the launch of this annual event, any estimates we could give regarding hotel stays and restaurant meals would be guesses, which might not be helpful. After this year's event, we'll be better able to estimate these numbers.

Planned promotion for *Wheels of the Future* includes Comcast television commercials in the run-up to the event, paid radio spots, and paid print advertising in Monterey County, Santa Cruz County and Santa Clara County. We have currently budgeted \$20,000 for marketing and advertising, most of which will be spent in Monterey County. We are also currently in talks with PG restaurants and wine suppliers to provide the food for the reception. We are committed to spending as much of our budget in Pacific Grove as possible.

Will you have corporate sponsorship banners?  Yes  No Describe: 4' to 12' banners will be placed on ATC property near the car show entrance

If Yes, how many banners will you have? minimum of 10

Please list all companies/corporations etc: Still finalizing these sponsorships

If your event was held in the past, please provide the following information.

If your event has not yet taken place, provide the figures from the most recent year.

<b>Most Recent Event Gross Receipts or Estimates - \$</b>	This is the first year of the event
<b>% of Event Proceeds given to Pacific Grove Organizations - \$</b>	
<b>% of Event Proceeds given to Monterey County Organizations - \$</b>	

<u>Service</u>	<u>Fees set by City Council (May 2014)</u>
<u>Special Event Application</u>	<u>\$250 - \$500 for staff time for planning and meetings</u>
<u>Sound Permit</u>	<u>\$30.00 each event</u>
<u>Police Officer / Fire Inspector / Public Works Staff</u>	<u>Actual Staffing Costs + 9% Overhead</u>
<u>Liability Insurance Limit required</u>	<u>\$2 M naming City of Pacific Grove</u>
<u>Temporary Directional Signage</u>	<u>\$2 per day</u>
<u>Barricades</u>	<u>\$3 - each, per day</u>
<u>Delineators</u>	<u>\$4 - each, per day</u>
<u>Rails (include two barricades)</u>	<u>\$10 – each, per day</u>
<u>Traffic Cones</u>	<u>\$2 - \$3 each, per day</u>
<u>Recreation Trail Fees</u>	<u>\$100 - \$300 per hour</u>
<u>Park Fees</u>	<u>\$100 - \$300 per hours</u>
<u>Parking Lot Fees</u>	<u>\$50/Lot, plus barricade fees required</u>
<u>Garbage Can / Recycling Bins</u>	<u>\$2.00 per set</u>

*\*Fees are considered each May by the City. These fees quoted may increase. The Pacific Grove City Council may waive City-incurred charges for those organizations deemed holding "traditional events" or "minimal-impact events". This waiver will be considered on a year-to-year basis.*

**Conditions of Permit**

Upon City Council approval, the following conditions will apply:

<p>At least thirty (30) days prior to the event, furnish the City with a certificate of insurance in an amount not less than \$2 Million, naming the City of Pacific Grove as an additional insured. Such insurance must be primary to any City insurance, and the City must have at least ten (10) days notice of cancellation.</p>	<p><b><u>Please Initial Each Condition Below:</u></b> DT</p>
<p>The sponsoring organization must reimburse the City for all direct and incidental expenses for the use of the City personnel and facilities. The City has the absolute discretion to determine the number of personnel that will be provided for a particular event.</p>	<p>DT</p>
<p>The sponsor is responsible for all sign placement and removal, litter control, trash removal and clean-up activities and for providing necessary containers and personnel for recycling activities as determined by the City. <b><u>Use of helium balloons or other event decorations that may result in illicit waste or discharges are prohibited. Balloon decorations are Prohibited!!</u></b></p> <p>The sponsor must properly dispose of waste throughout the term of the event and immediately upon conclusion of the event the area must be returned to a clean condition. Public waste containers may not be used for any of event's waste disposal needs.</p> <p>One (1) waste station is required for every increment of 1000 people. A waste station is a set of three (3) 64-gallon wheeled carts where one (1) is blue and is for recycling, one (1) is green and is for compostables and one (1) is black and is for garbage. The three carts that comprise a waste station must be placed out together as a set with signage for event attendee use. If vendor booths are set up with garbage containers, they must also be equipped with recycling and compostable containers. These must be set up side by side each clearly marked with what items may be placed in each container.</p> <p>Garbage, recycling, and compostables collection service can be ordered by contacting the City's franchise waste hauler. Alternate containers are acceptable as long as they adhere to the specifications set forth above. The sponsor must ensure that all recyclable materials are delivered to a recycling facility, and not to a landfill.</p>	<p>DT</p> <p>DT</p>
<p><b><u>The sponsor must comply with Pacific Grove Municipal Code Chapter 9.30, the storm water management and discharge control ordinance. Specifically, the sponsor shall be responsible to ensure that litter control is provided consistent with this ordinance, which requires that no person shall throw, deposit, leave, maintain, keep, or permit to be thrown or deposited, in or upon any public or private property, driveway, parking area, street, alley, sidewalk, component of the storm drain system, or waters of the U.S., any pollutant, refuse, rubbish, garbage, litter, or other discarded or abandoned object, so that the same may cause or contribute to pollution. Waste deposited in proper waste receptacles for the purpose of collection is exempt from this prohibition. No person shall discharge or cause to be discharged into the city storm drain system or watercourses any materials, including but not limited to pollutants or waters containing any pollutants, that cause or contribute to a violation of applicable water quality standards, other than storm water. [Ord. 07-002 § 2, 2007].</u></b></p>	<p>DT</p>
<p>City contractors in the performance of city contracts and special event promoters may not provide prepared food in disposable food service ware that contains polystyrene foam. City contractors and special event promoters utilizing disposable food service ware shall use biodegradable, compostable, or recyclable products while performing under a city contract or permit. <b><u>Violations of this condition shall result in fines pursuant to Pacific Grove Municipal Code Section 11.99.060.</u></b></p>	<p>DT</p>
<p><b><u>The sponsor must comply with all Pacific Grove Municipal Codes. The sponsor acknowledges Muni codes against Alcohol in Public and Smoking in our Parks!</u></b></p>	<p>DT</p>
<p>The sponsor is responsible for submitting a plan for accommodations required pursuant to the Americans with Disabilities Act and must provide Portable Restroom Facilities, if deemed necessary by the City.</p>	<p>DT</p>

I hereby certify the foregoing statements to be true and correct and that I am authorized to sign this Application on behalf of the sponsoring organization. I agree, on behalf of the sponsoring organization, to indemnify, defend and hold harmless the City of Pacific Grove, its City Council, officers, agents, and employees from and against any and all loss, damages, liability, injury, claims, suits costs and expenses, whatsoever, including attorney's fees, regardless of the merit or outcome of any such claim or suit arising from or in any manner connected to the requested activity. I also agree that, if the request is approved, to comply with all application and permit conditions, and understand that failure to comply with any conditions, or any violation of the law may result in immediate cancellation of the event, denial of future events and/or criminal prosecution.

*Dawn Teall*

Authorized Event Representative: \_\_\_\_\_

(Signature)

Print Name: Dawn Teall

Title: President

Organization's Name: Regional Artisans Association

Telephone: office: 831-747-1060; cell: 831-461-5272

E-Mail Address: mbartisans@gmailcom @

Date: 6/16/2016

**Mail to:**

**City of Pacific Grove Special Events Coordinator**

**Donald Mothershead**

**300 Forest Ave., Pacific Grove, CA 93950**

**Phone: (831) 648-3100      FAX: (831) 375-9863**

**Email: [dmothershead@cityofpacificgrove.org](mailto:dmothershead@cityofpacificgrove.org)**



**City of Pacific Grove**  
**SPECIAL EVENT - Questionnaire of Economic Impact**

**Financial Impact Estimates:**

**VISITORS during event**

1. Number of Event days 1
2. Number of Participants expected (total) 1000

**Number of MOTEL CONTRACT Agreements**

3. Number of motel stays (expected in the City of Pacific Grove). unsure

**EXTENT OF PUBLICIZING PACIFIC GROVE**

4. Dollar Amount to be Spend on Advertising 20,000

5. Forms of Advertisement  
(list Radio / TV Stations and Papers used) television, radio, newspaper, direct mail

6. Marketing Area for Ads Monterey County, Santa Cruz County, Santa Clara County  
and some select magazines and websites throughout  
California

AGENDA

ITEM

# 7 - B



Don Mothershead <dmothershead@cityofpacificgrove.org>

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## Agenda Item for June 21st Meeting

1 message

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**Tony Campbell** <yotbell@gmail.com>  
To: dmothershead@cityofpacificgrove.org

Thu, Jun 16, 2016 at 9:06 AM

Hi Don,

I am working on a putting all the details of how we could utilize Elmarie Dyke Open Space if we expand Cottage Veterinary Care in 612 Lighthouse Ave. into an email. I will have that to you by tomorrow morning. In the mean time can you please ad this item (variance allowing dogs in Elmarie Dyke Open Space) to the agenda for the June 21st Recreation Board meeting.

Thank you,

Tony Campbell  
Cottage Veterinary Care

Cell: 760-641-9356