



**Monterey County**  
**SPECIAL EVENT TASK FORCE**  
**SPECIAL MEETING**

**Thursday, June 27, 2024**

**TELECONFERENCE VIA ZOOM**

**Monterey County Government Center**

**1441 Schilling Place – South, 2<sup>nd</sup> Floor Salinas, CA 93901**

**9:00 AM**

**Minutes**

**Scheduled Special Events for Discussion**

*Event Organizers please be prepared to provide a brief description of the event including the anticipated size, impacts and vehicles.*

**1. EVENT NAME: CARMEL VALLEY FIESTA**

PRESENTED BY: JEFF MARKOW

FILE NUMBER(S): 24SE00060; 24CP01907

SETUP DATE: 08/02/2024

START DATE: 08/03/2024

END DATE: 08/04/2024

DISMANTLE DATE: 08/04/2024

LOCATION: CARMEL VALLEY COMMUNITY PARK , 25 FORD RD, CARMEL VALLEY

**Organizer Jeff Markow was present and provided the following comments:**

- Free 2-day festival in the park, fundraiser for the Kiwanis Club.
- All proceeds will be donated to local charities.
- Activities include: Arts, Crafts, Food Vendors, Live Music, Car Show and Dog Show.
- 24-hour security for event venue.
- Attendance varies, but approximately 700 attendees per day, predominantly on foot.
- Off-site parking available at Hidden Valley Music Seminars (104 W Carmel Valley Rd, Carmel Valley).
  - coordinators are not anticipating any traffic impact, since most attendees will be walking.
- Health Department Event Organizers form submitted to Health Department for portable restrooms, etc.
- Construction Permit for temporary tent submitted to Housing and Community Development, with a fee waiver.

**Regulatory agencies' comments pertaining to this event: NONE**

**Public comments pertaining to this event: NONE**

**2. EVENT NAME: RANGE ROVER HOUSE**

PRESENTED BY: LISA MILLER

FILE NUMBER(S): 24SE00066; PLN240173

SETUP DATE: 08/08/2024

START DATE: 08/14/2024 11:00 AM – 10:00 PM

END DATE: 08/18/2024

DISMANTLE DATE: 08/22/2024

LOCATION: 22 POPPY LANE, PEBBLE BEACH

**Organizer Lisa Miller was not present and Lyndsay Berkman and Myra Johari provided the following comments:**

- Event is by invitation-only to Range Rover owners and retailers.
- Approximately 110 – 300 attendees per day, on a flow.
- Valet services will be taking attendees off of Poppy Road.
  - Parking location to be determined.
- Event is contained in the home, no temporary structures.

**Regulatory agencies' comments pertaining to this event:**

- Liz Gonzales (Housing and Community Development) informs Task Force Reviewing Departments that a Coastal Development Permit has been submitted. Housing and Community Development takes no issue with the event proceeding as applied.

**Public comments pertaining to this event: NONE**

### 3. EVENT NAME: BMW VILLA

PRESENTED BY: ASHLEY ZORN & TRISH COSAND

FILE NUMBER(S): 24SE00046; PLN240172

SETUP DATE: 08/07/2024

EVENT STARTS: 08/12/2024

EVENT ENDS: 08/18/2024

DISMANTLE DATE: 08/22/2024

LOCATION: 28 POPPY LANE, PEBBLE BEACH

#### **Organizer Ashley Zorn and Trish Cosand were not present and Thy Bui provided the following comments:**

- Day Events are from 9:00 AM – 5:00 PM, Evening Events are Wednesday through Saturday.
- Evening events are by invitation only, but vehicle test drives will also include walk-in participants.
  - Evening Events will end by 9:30 PM; Event coordinators are aware of the County Noise Ordinance and will observe it.
- No more than 150 attendees are anticipated on a flow during the Day Events. Evening Events will have no more than 100 attendees.
- Strictly using valet service. Attendee parking has been arranged at Poppy Hills Golf Course (3200 Lopez Rd, Pebble Beach) Wednesday – Sunday and Spyglass Hill Golf Course (3206 Stevenson Dr, Pebble Beach) Monday – Tuesday.
- Test Drive Vehicles will be parked on the street on Poppy Lane with Pebble Beach Community Services District approval. PBCSD is providing cones to block off the area.
- Catering Tent with generator on south side of the residence. Application submitted via Accela Citizen Access and pending Housing and Community Development approval.
- Coastal Development Permit has been submitted and paid for to Housing and Community Development.

#### **Regulatory agencies' comments pertaining to this event:**

- Liz Gonzales confirmed the receipt of the Application Request form for the Coastal Development Permit.

#### **Public comments pertaining to this event:**

- Peter Brown (Pebble Beach Company) informed the Task Force that they have coordinated with both Range Rover and BMW and take no issue with either event.
  - Events are occurring on 30 Poppy Lane and 32 Poppy Lane. These are hosted by McLaren and Maserati. Neither have coordinated with Pebble Beach Company regarding their events.
  - Poppy Lane is now a focus for Pebble Beach Company, to ensure that events do not impact Fire Response or disturb neighboring properties.
  - Kayla Braasch (Housing and Community Development) confirms they have not received Special Event Questionnaires for the events at either 30 Poppy Lane or 32 Poppy Lane.
  - Liz Gonzales (Housing and Community Development) states they will send a notice to the property owners regarding applying for a permit for their Special Events.

**4. EVENT NAME: THE QUAIL AUCTION (BONHAMS)**

PRESENTED BY: JENNIFER BURNS

FILE NUMBER(S): 24SE00069; 24CP01905; 24EP0182

SETUP DATE: 08/05/2024

START DATE: 08/14/2024

END DATE: 08/16/2024

DISMANTLE DATE: 08/22/2024

LOCATION: 26750 RANCHO SAN CARLOS ROAD, CARMEL

**Organizer Jennifer Burns was present and provided the following comments:**

- Collector Car Auction.
- Open to the public. Attendance fee projected to be \$40, which includes a gallery guide.
- Approximately 200-250 attendees on auction preview days; approximately 550 attendees on auction Day (8/16/24).
- Event parking in the field adjacent to the venue tenting, down Southbank Trail, and is marked with signage.
- Shuttles and golf carts are available to take attendees to the event venue and between this event and The Quail, A Motorsports Gathering at Quail Lodge.
- Fire watchers on site and a fire truck on 8/16/24.
- Event will share medical services with The Quail, A Motorsports Gathering at Quail Lodge.
- Construction Permit for temporary structures, Special Event Permit and Encroachment Permit for closure of Valley Greens Drive submitted for this event.

**Regulatory agencies' comments pertaining to this event: NONE**

**Public comments pertaining to this event: NONE**

**5. EVENT NAME: AROMAS DAY**

PRESENTED BY: JAY MERZ

FILE NUMBER(S): 24SE00067; 24EP0218

SETUP DATE: 08/25/2024

START DATE: 08/25/2024

END DATE: 08/25/2024

DISMANTLE DATE: 08/25/2024

LOCATION: VARIOUS COUNTY ROADS IN AROMAS

**Organizer Jay Merz was present and provided the following comments:**

- Volunteer-run event that is open and free to the community
- A non-profit organization fundraising opportunity and sale of locally-made crafts.
- Parking available at Aromas Community Park
- Encroachment Permit for road closures is already submitted.

**Regulatory agencies' comments pertaining to this event: NONE**

**Public comments pertaining to this event: NONE**

**6. EVENT NAME: FERRARI PETROL STATION**

PRESENTED BY: HEATHER ROGERS

FILE NUMBER(S): 24SE00065; 24CP01908

SETUP DATE: 08/10/2024

START DATE: 08/15/2024

END DATE: 08/19/2024

DISMANTLE DATE: 08/19/2024

LOCATION: 29251 HIGHWAY 1, CARMEL

**Organizer Heather Rodgers was present and provided the following comments:**

- Invite-only event.
- 6 attendees per hour.
- Valet services provided for attendees.
- Private lot on Riley Road for event vehicles.
- Similar site plan to previous year.
- 2- stall Restroom trailer on site with small Honda generator.
  - Construction Permit for temporary generator submitted to Housing and Community Development.
- Event utilizes the Garden Area. Carmel Highlands Gas Station remains open to the general public.
- Private Chef provides coffee service with pre-packaged food for attendees.

**Regulatory agencies' comments pertaining to this event:**

- Rachel Naccarati (CalTrans District 5) Wants to confirm that there would be no signage placed within State Right of ways for this event.
  - Any signage in a state right of way would require a Caltrans Encroachment Permit submitted 16 weeks prior to the event.
  - Heather Rodgers confirmed that if they do that, they will apply with CalTrans. No plans to do so thus far.

**Public comments pertaining to this event:**

- Glenn Di Amaral (local resident in Carmel Highlands) expressed concern about uninvited bystanders impacting traffic by illegally parking on Highway 1 and on roads surrounding the event venue.
  - Mr. Di Amaral states that the roads directly behind the gas station are No Parking, but California Highway Patrol told him and other members of the community that they will not cite the vehicles without signage indicating vehicles cannot park there.
    - Housing and community Development has contacted Public Works regarding the signage.
  - Heather Rodgers responds that event attendance has decreased and pointed out California Highway Patrol was proactive last year.
    - Last year valet and the other event staff in the back area were directing traffic. This year they are increasing staff, which should mitigate traffic issues.

**7. EVENT NAME: Breakfast Club Rally (BCR) X Monterey Car Week (MCW)**

PRESENTED BY: IAN SCHWARTZ

FILE NUMBER(S): 24SE00053

SETUP DATE: 08/17/2024

EVENT STARTS: 08/17/2024

EVENT ENDS: 08/17/2024

DISMANTLE DATE: 08/17/2024

LOCATION: THE BARNYARD SHOPPING CENTER, CARMEL

**Organizer Ian Schwartz was present and provided the following comments:**

- Private one-hour cars and coffee social hour on Saturday with an optional drive.
- Event is insured.
- Complimentary roadside assistance is provided to participants.
- Medical Plan are already approved by the County of Monterey Emergency Medical Services.
- Participation is limited to a total of 100 vehicles.
- Participants must pay a registration fee; a portion of which is donated to Big Sur Food and Wine Foundation.
- No temporary structures or signage related to this event.

**Regulatory agencies' comments pertaining to this event:**

- Kayla Braasch (Housing and Community Development) confirmed that the Special Event application does not warrant a Construction Permit or Encroachment Permit.

**Public comments pertaining to this event: NONE**

**8. EVENT NAME: PREREUNION AND ROLEX MONTEREY MOTORSPORTS REUNION**

PRESENTED BY: APRIL MORRIS & HAYLE LEONTIEFF

FILE NUMBER(S): 24SE00029

**PREREUNION:**

SETUP DATE: 08/05/2024

START DATE: 08/10/2024

END DATE: 08/11/2024

**REUNION:**

SETUP DATE: 08/12/2024

START DATE: 08/14/2024

END DATE: 08/17/2024

DISMANTLE DATE: 08/19/2024

LOCATION: LAGUNA SECA RACEWAY, 1021 MONTEREY SALINAS HIGHWAY 68

**Organizer April Morris was present and provided the following comments:**

- Event similar to the previous year.
- Special Event Questionnaire already submitted to Housing and Community Development.
- Coordinating with California Highway Patrol, Sheriff's Department, Monterey County Regional Fire Protection District and American Medical Response.
- Saturday anticipated to be the largest attendance day.
- Forms like CA State Event Waste Aversion/Recycling Data Sheet may be pending submittal.

**Regulatory agencies' comments pertaining to this event:**

- Rachel Naccarati (CalTrans District 5) wanted to confirm if signage will be in the California State Right of Way.
  - April Morris States that they do have signage, and they submitted their Encroachment Permit to Caltrans District 5 in April. They have already received CalTrans approval.

**Public comments pertaining to this event: NONE**

**9. EVENT NAME: THE QUAIL**

PRESENTED BY: COURTNEY FERRANTE

FILE NUMBER(S): 24SE00009; 24EP0182

SETUP DATE: 08/09/2024

EVENT STARTS: 08/09/2024

EVENT ENDS: 08/16/2024

DISMANTLE DATE: 8/18/2024

LOCATION: QUAIL LODGE, 8000 VALLEY GREENS DRIVE, CARMEL

**Organizer Courtney Ferrante was present and provided the following comments:**

- Private Security on-site. They're working with California Highway Patrol and the Sheriff's Office.
- Carmel Valley High School will be used as a shuttle site on Friday.
- Crew and staff parking located at the Community Church of the Monterey Peninsula (4590 Carmel Valley Road, Carmel)
- Medical Plan pending submittal to
- Food Service permit pending submittal to the Health Department.
- Event limited to 5,000 attendees and is sold out.

**Regulatory agencies' comments pertaining to this event: NONE**

**Public comments pertaining to this event: NONE**

**10. EVENT NAME: SPRECKELS 4TH OF JULY**

PRESENTED BY: DANIELLE PARKER

FILE NUMBER(S): 24SE00071; 24EP0217

SETUP DATE: 07/03/2024

EVENT STARTS: 07/04/2024

EVENT ENDS: 07/04/2024

DISMANTLE DATE: 07/05/2024

LOCATION: VARIOUS COUNTY ROADS, SPRECKELS

**Organizer Danielle Parker was present and provided the following comments:**

- No changes to event schedule from previous year.
- Spoke with Veronica Mandujano from the Health Department regarding their event.
- Reminded all food vendors to have their Food Facility Permit for the current fiscal year.

**Regulatory agencies' comments pertaining to this event:**

- Kayla Braasch (Housing and Community Development) asked if the security plan has been submitted to the Sheriff's Office.
  - Danielle Parker states they have reached out to the Sheriff's Office and has not received a response.
    - Housing and Community Development will reach out to the Sheriff's Office on the Event Coordinator's behalf.

**Public comments pertaining to this event: NONE**

Old Items

**NONE**

New Items

**NONE**

Adjournment