

November 17, 2016



Dear Chair Adam and Supervisors Carbajal, Wolf, Farr, and Lavagnino,

On behalf of the Buellton Chamber of Commerce and Visitors Bureau, I would like to express our sincere concerns with the proposed County Wine Ordinance and urge you to vote against this ordinance and move forward on the creation of a new Winery Ordinance Task Force as recommended by the Santa Barbara County Vintners Association.

Understanding the impact this industry has on our entire community from job creation, tourism, to being one of the largest economic drivers in the County, this Ordinance needs to be drafted through a collaborative effort of individuals from all sectors who are impacted by this industry.

Santa Barbara County has great potential and offers endless opportunities when it comes to experiencing our world class wines. It is imperative that the County retain a mix of estate wineries and urban tasting rooms to continue to attract visitors from around the globe. Applying more restrictions to the wine industry will only detract those visitors from coming to our County and enjoying a Santa Barbara wine experience which will result in lost revenue.

Santa Barbara County is at an extreme disadvantage when it comes to land-use restrictions compared to our neighbors to the north and south. By establishing open dialogue and working together in the form of a task force, the County has the potential to draft a viable ordinance and one that will allow our vintners to rise to the top of the industry and make Santa Barbara County a worldwide known wine destination.

I strongly urge you, on behalf of the Buellton Chamber of Commerce and Visitors Bureau to move forward with the formation of a Winery Ordinance Task Force and allow them to draft an Ordinance that will work to the benefit of all parties.

Thank you for your consideration and understanding the economics of our County and how impactful your decision will be for this industry. Please vote yes to the formation of a task force.

Most Sincerely,

*Kathy Vreeland*

Kathy Vreeland, Executive Director