

## Lenzi, Chelsea

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**From:** Metzger, Jessica  
**Sent:** Monday, October 31, 2016 7:49 AM  
**To:** Board Letters  
**Cc:** Lenzi, Chelsea  
**Subject:** FW: Proposed Ordinance

Good Morning,  
Making sure this was also sent to you for the winery ordinance record.  
Jessica

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**From:** Dax Phelan [<mailto:Dax.Phelan@earthlink.net>]  
**Sent:** Friday, October 28, 2016 3:43 PM  
**To:** Metzger, Jessica  
**Subject:** Re: Proposed Ordinance

Dear Santa Barbara County Board of Supervisors:

I love Santa Barbara Wine Country, I have enjoyed the region responsibly for years along with many guests from out of town, and I want the region to thrive with wineries and tasting rooms under a set of fair and balanced regulations.

Please VOTE NO on the proposed winery ordinance as written.

Respectfully,

Dax Phelan  
310.804.9397 cell  
[Dax.Phelan@earthlink.net](mailto:Dax.Phelan@earthlink.net) | [www.newsilkroadentertainment.com](http://www.newsilkroadentertainment.com)  
New Silk Road Entertainment

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## Lenzi, Chelsea

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**From:** Dax Phelan <Dax.Phelan@earthlink.net>  
**Sent:** Friday, October 28, 2016 3:40 PM  
**To:** sbcob  
**Subject:** Re: Proposed Ordinance

Dear Santa Barbara County Board of Supervisors:

I love Santa Barbara Wine Country, I have enjoyed the region responsibly for years along with many guests from out of town, and I want the region to thrive with wineries and tasting rooms under a set of fair and balanced regulations.

Please VOTE NO on the proposed winery ordinance as written.

Respectfully,

Dax Phelan  
310.804.9397 cell

[Dax.Phelan@earthlink.net](mailto:Dax.Phelan@earthlink.net) | [www.newsilkroadentertainment.com](http://www.newsilkroadentertainment.com) New Silk Road Entertainment This message, its attachments if any, contains information that is confidential and privileged and may not be disseminated, published or conveyed to any other person and/or third party whatsoever. Unless you are the addressee (or authorized to receive for the addressee) you may not use, copy or disclose this message or any information contained in or attached to this message. If you have received this message in error, please advise the sender and delete or destroy the message and any copies of it.

## Lenzi, Chelsea

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**From:** Gaston Leyack <gaston@almarosawinery.com>  
**Sent:** Monday, October 31, 2016 9:11 AM  
**To:** sbcob  
**Subject:** Proposed new Santa Barbara County Winery Ordinance

Dear County Clerk & Board of Supervisors:

As the General Manager of Alma Rosa Winery, a large land owner and vineyard owner and producer of iconic wines in the Santa Rita Hills, I am writing to express my hope that you vote against the passage of the new winery ordinance as currently drafted.

The proposed revisions to the ordinance are highly restrictive and interfere with the successful development of wine tourism in Santa Barbara county.

The wine business is highly competitive and on site vineyard tasting experiences that create lasting impressions are necessary to differentiate a brand to create lifetime wine club members. Wine clubs and direct to consumer sales are essential to the financial viability of 95% of these small family driven businesses. Making it extremely difficult to engage visitors on the property puts the entire region at a competitive disadvantage with competing wine regions (Paso Robles, Sonoma, Santa Lucia Highlands to name a few). We already see that differential through lesser value spent on tasting room visits and lower conversion rates into Wine Club members compared to every other wine growing area with wine tourism.

Direct to consumer business allows wineries to keep more of the value added portion of the business within the county, with its positive effect on local hotels and restaurants, which in turn benefit the tax base and the job base for Santa Barbara County. A very healthy Direct to Consumer business is absolutely essential for small wineries, and it's those wineries who produce the wines that improve the reputation of the wine region.

As a result, I urge you to not pass this ordinance as written. Please consider an alternative path where you work with the local wine industry to help solve for the traffic concerns of their neighbors without unnecessarily restricting all locations as though they were all in high density areas. This is too important for our County to simply "push it through" without trying to arrive at a winning solution for all constituents.

Thank you for reading and considering my concerns.

Yours sincerely,

Gaston Leyack  
General Manager  
Alma Rosa Winery & Vineyards  
mobile: 805.697.6011  
office: 805.688.9090 ext 108  
[gaston@almarosawinery.com](mailto:gaston@almarosawinery.com)  
[www.almarosawinery.com](http://www.almarosawinery.com)

## Lenzi, Chelsea

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**From:** Rosanne Smith <rosanne1675@aol.com>  
**Sent:** Monday, October 31, 2016 10:36 AM  
**To:** sbcob  
**Subject:** Wine Ordinance

To Who it May Concern,

I urge you to consider the existing Santa Ynez Valley community plan while making your decision on the new wine ordinance.

Keeping in mind that the Santa Ynez Valley **"is"** an existing developed rural residential community with an Ag. Zoning.

These plans for the development of the Valley went into place long before many of the new vintners were born.

What is best for a small community and what is best for the residents of the community?

The over development of the commercial "Direct to Consumer" industry has had a very negative impact in the Santa Ynez Valley.

Although there are many locations in Santa Barbara County to show case one's product, Orcutt, Santa Maria, Lompoc, Santa Barbara, Goleta, it seems that the preferred location to do business is in the Santa Ynez Valley.

I realize that the wine industry does employ a lot of people. It also brings in a lot of money for the county.

The wine industry is not the only driving force in the county.

Unfortunately, with progress comes change, thus the reason for the need to make changes to the existing ordinance.

I am supportive of the efforts put forth by the planning and development to work with the people most effected by the developement of a new wine industry.

I feel that a new ordinance is some what fair and balanced.

However, I do not agree with direct to consumer sales on acreage less than 20 acres. I feel that banning tasting rooms in acreage less than 20 acres is the only way to go.

It is not the responsibility of the County Government to make sure that a **failed** business plan works for a someone growing grapes on a couple of acres, who wants to compete with the big boys..

It is considerate to want to assist them, but the government should not encouraging them to pour their savings into a project that is most likely not going to work. Sometimes you just have to say no, this is not a good idea and we can't help you.

Respectfully,

Rosanne Smith

**Lenzi, Chelsea**

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**From:** Noah Rowles <Noah@rowlesholdings.com>  
**Sent:** Monday, October 31, 2016 10:55 AM  
**To:** sbcob  
**Subject:** Letters to Supervisors: Please vote NO on new SBC Winery Ordinance  
**Attachments:** New SBC Winery Ordinance - Vote NO - Steve Lavagnino.pdf; New SBC Winery Ordinance - Vote NO - Doreen Farr.pdf; New SBC Winery Ordinance - Vote NO - Janet Wolf.pdf; New SBC Winery Ordinance - Vote NO - Peter Adam.pdf; New SBC Winery Ordinance - Vote NO - Salud Carbajal.pdf

Please see my attached letters regarding the new proposed winery ordinance.

Sincerely,

Noah T. Rowles

Dear Supervisor Peter Adam:

I, as the Managing Member of Thompson Vineyard, LLC strongly urge you to vote against the Draft Santa Barbara County Winery Ordinance as written on Tuesday, November 1<sup>st</sup>.

I can't support the draft winery ordinance as written because there has been a lack of collaborative dialogue on the formation of the regulations and the resulting ordinance is overly restrictive. This ordinance does not streamline or provide clarity to the winery permit process, and only further restricts agriculture and the selling of wine.

Below are some of my concerns with the draft winery ordinance as written.

- **The overly restrictive ordinance would inevitably encourage many existing wine businesses to adopt a risky and counterproductive “forgiveness vs. permission” approach to operations or face dramatic financial and reputational harm.**
- **The underlying goals of the ordinance can and should be achieved through a more reasonable control structure that balances the benefits of our positive and thriving local economy with the need to carefully preserve the ongoing high quality of life within Santa Barbara County.**


The wine industry in California and around the world has changed considerably in the last five years. There has been a significant positive sales trend toward premium wines, like those crafted in Santa Barbara County. More people are traveling to wine regions to meet the wine makers and learn the history and culture of these unique places. For many wineries, the vast majority of their wine sales come from visitors coming directly to the winery, rather than purchasing the wines elsewhere.

Santa Barbara County wineries already face more land-use restrictions than our neighbors to the North in Sonoma, Monterey and San Luis Obispo Counties. We are at a competitive disadvantage in attracting wine country visitors and need the support of our County government to build successful and sustainable agriculture businesses here in Santa Barbara County.

The Santa Barbara County wine industry provides more than 9,000 full-time equivalent jobs, generates more than \$93,000,000 annually in local and states taxes, and contributes millions of dollars to Santa Barbara County-based charities. To keep the Santa Barbara County wine industry sustainable, we need land-use laws that help support our local, family-owned businesses.

I urge you to vote NO on the Draft Winery Ordinance as written.

Sincerely,



Noah T. Rowles  
Thompson Vineyard, LLC

## Lenzi, Chelsea

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**From:** Lynda Dees <lynda@santabarbaraca.com>  
**Sent:** Monday, October 31, 2016 12:08 PM  
**To:** sbcob  
**Subject:** Re: Santa Barbara County Winery Ordinance  
**Attachments:** SB County Wine Ordinance - County Clerk.pdf; SB County Wine Ordinance - Steve Lavagnino.pdf; SB County Wine Ordinance - Peter Adam.pdf; SB County Wine Ordinance - Doreen Farr.pdf; SB County Wine Ordinance - Janet Wolf.pdf; SB County Wine Ordinance - Salud Carbajal.pdf

**Importance:** High

On behalf of Kathy Janega-Dykes, President/CEO of Visit Santa Barbara.

October 31, 2016

Dear County of Santa Barbara Supervisors,

As the CEO of Visit Santa Barbara, I want to strongly recommend that you *vote against* the current draft Santa Barbara County Winery Ordinance.

I do not support this draft because it hampers rather than enhances the visitor experience. It complicates the winery permit process and restricts wine sales. I am particularly concerned about the language in this ordinance that restricts special events, vineyard and winery tours and that restricts food services and cooking classes.

This draft ordinance does not consider the current trends in wine tourism, particularly the interest in visiting boutique wineries such as ours in Santa Barbara County. Visitors want to explore wine regions, meet wine makers and enjoy the fine points of the history and culture of the wine regions they visit. Today, for many wineries, the majority of their wine sales are from visitors coming to the winery, rather than purchasing the wines elsewhere.

Frankly this ordinance would diminish the visitor industry in Santa Barbara wine country and be detrimental to many businesses there, not just small wineries.

I urge you to vote NO on the Draft Winery Ordinance as written. Our small locally owned wineries need support not more regulation.

Sincerely,

Kathy Janega-Dykes  
President/CEO  
Visit Santa Barbara

October 31, 2016

Dear Santa Barbara County Clerk,

As the CEO of Visit Santa Barbara, I want to strongly recommend that you vote against the current draft Santa Barbara County Winery Ordinance.

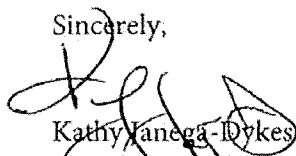
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Frankly this ordinance would diminish the visitor industry in Santa Barbara wine country and be detrimental to many businesses there, not just small wineries.

I urge you to vote NO on the Draft Winery Ordinance as written. Our small locally owned wineries need support not more regulation.

Sincerely,

  
Kathy Janega-Dykes  
President/CEO  
Visit Santa Barbara



## Lenzi, Chelsea

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**From:** Danielle Laudon <Danielle@VisitSYV.com>  
**Sent:** Monday, October 31, 2016 1:00 PM  
**To:** Farr, Doreen; SupervisorCarbajal; Wolf, Janet; Adam, Peter; Lavagnino, Steve; sbcob  
**Subject:** Please reject the current draft Santa Barbara County Winery Ordinance  
**Attachments:** SBCVA Winery Ordinance\_Danielle Laudon.pdf

Dear Supervisor Farr,

As a resident of the Santa Ynez Valley since birth, the magic of this place was never lost on me. When I graduated from UC Santa Barbara in 2010, I applied to what seemed like every entry level position available within Santa Barbara County in hopes of staying in the community I've so cherished. We've all heard someone from this county say "I had to move away and make a fortune so I could afford to come home". The sad reality is few make it back here. I didn't want to be another story of regret. I wanted to thrive in my community and make it a place that I could someday raise children of my own. It wasn't until I began working in the wine industry that I had any glimmer of hope that this dream of mine would become a reality. From this industry, I found community. I found wineries and their individuals willing to help each other and lift each other's business up, because when one of us thrives, we all thrive. And while today I may not be working directly in wine, my job in destination marketing and tourism would not be possible without the quality wines that consumers are coming here to taste, to see, to experience. Please consider the generations to come who also want to raise children here. There are few avenues for job growth in the county, and I would hate to see an industry that's been so welcoming and supportive of our youth disappear.

I can't support the draft winery ordinance as written because there has been a lack of collaborative dialogue on the formation of the regulations and the resulting ordinance is overly restrictive. This ordinance does not streamline or provide clarity to the winery permit process, and only further restricts agriculture and the selling of wine.

The wine industry in California and around the world has changed considerably in the last five years. There has been a significant positive sales trend toward premium wines, like those crafted in Santa Barbara County. More people are traveling to wine regions to meet the wine makers and learn the history and culture of these unique places. For many wineries, the vast majority of their wine sales come from visitors coming directly to the winery, rather than purchasing the wines elsewhere.

Santa Barbara County wineries already face more land-use restrictions than our neighbors to the North in Sonoma, Monterey and San Luis Obispo Counties. We are at a competitive disadvantage in attracting wine country visitors and need the support of our County government to build successful and sustainable agriculture businesses here in Santa Barbara County.

The Santa Barbara County wine industry provides more than 9,000 full-time equivalent jobs, generates more than \$93,000,000 annually in local and states taxes, and contributes millions of dollars to Santa Barbara County-based charities. To keep the Santa Barbara County wine industry sustainable, we need land-use laws that help support our local, family-owned businesses.


I urge you to vote NO on the Draft Winery Ordinance as written.

Sincerely,

Danielle Laudon

Danielle Laudon  
Marketing & Communications Manager  
Visit the Santa Ynez Valley  
805.450.8841 / [Danielle@VisitSYV.com](mailto:Danielle@VisitSYV.com)  
[www.VisitSYV.com](http://www.VisitSYV.com)

SANTA YNEZ VALLEY  
CALIFORNIA

  
[www.VisitSYV.com](http://www.VisitSYV.com)

10/31/16

Dear Supervisor Farr:

My name is Danielle Laudon, I am the Marketing & Communications Manager of Visit the Santa Ynez Valley, and I strongly urge you to vote against the Draft Santa Barbara County Winery Ordinance as written on Tuesday, November 1<sup>st</sup>.

As a resident of the Santa Ynez Valley since birth, the magic of this place was never lost on me. When I graduated from UC Santa Barbara in 2010, I applied to what seemed like every entry level position available within Santa Barbara County in hopes of staying in the community I've so cherished. We've all heard someone from this county say "I had to move away and make a fortune so I could afford to come home". The sad reality is few make it back here. I didn't want to be another story of regret. I wanted to thrive in my community and make it a place that I could someday raise children of my own. It wasn't until I began working in the wine industry that I had any glimmer of hope that this dream of mine would become a reality. From this industry, I found community. I found wineries and their individuals willing to help each other and lift each other's business up, because when one of us thrives, we all thrive. And while today I may not be working directly in wine, my job in destination marketing and tourism would not be possible without the quality wines that consumers are coming here to taste, to see, to experience. Please consider the generations to come who also want to raise children here. There are few avenues for job growth in the county, and I would hate to see an industry that's been so welcoming and supportive of our youth disappear.

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I urge you to vote NO on the Draft Winery Ordinance as written.

Sincerely,

  
Danielle Laudon

## Lenzi, Chelsea

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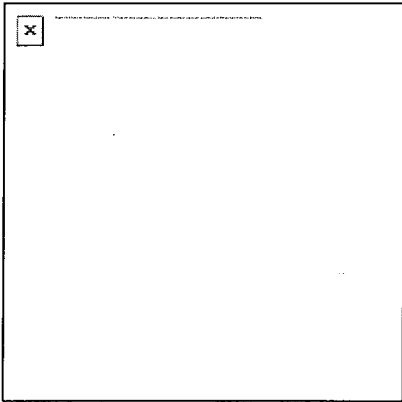
**From:** Callie Gleason <callie@refugioranch.com>  
**Sent:** Monday, October 31, 2016 1:21 PM  
**To:** sbcob  
**Subject:** To: County Clerk Re: Draft Winery Ordinance  
**Attachments:** Winery Ordinance Letter\_Doreen Farr.docx

Please see my letter attached in regards to the Draft Winery Ordinance.

Thank you in advance for your time and consideration.

Thank you,  
Callie Gleason

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Callie Gleason  
Tasting Room Manager / Wine Club Manager  
**404.406.9052**  
**www.refugioranch.com**

Dear Supervisor Doreen Farr:

I, as the daughter of the proprietor of Refugio Ranch Vineyards, as well as the Tasting Room and Wine Club Manager of Refugio Ranch, strongly urge you to vote against the Draft Santa Barbara County Winery Ordinance as written on Tuesday, November 1<sup>st</sup>.

**Below are some of my concerns with the draft winery ordinance as written.**

- As a small winery that produces less than 5000 cases annually, we struggle to find adequate wholesale avenues that can help us drive revenue. Thus, we focus much of our efforts on driving direct to consumer sales to make our business work. Our customers want to see our vineyard, walk in the vines, understand where our wines come from (all of our wines are grown directly on our Santa Ynez property, we don't source from elsewhere). **If you slowly take away our right to do this, our ability to maintain our business (which is struggling as it is) becomes impossible.**
- I'm still confounded by how a small handful of complaints, largely related to traffic conditions in this area, has led to an ordinance that expressly seeks to restrict wineries, and does not deal with the traffic issues brought to the table. When a majority of traffic/accident issues happen from 10p to 3a and have been found to involve young members of the local population, it is obvious to me that the issue is far less about added traffic during the daylight hours that wineries bring, and much more about road safety and local education. Our young people will continue to get in accidents – this ordinance does nothing to address these concerns.
- The environmental impact report was shown to have a number of errors and flaws (i.e. listing tasting rooms that have never existed). At one of the hearings that I attended, the only basis the planning committee had for the seemingly arbitrary figures they state in the new ordinance was this environmental impact report. And still – there was no clear explanation to the board of supervisors or to those in attendance from the local community where these figures came from. To base an extremely prohibitive ordinance largely on a flawed report is negligent government.

Santa Barbara County wineries already face more land-use restrictions than our neighbors to the North in Sonoma, Monterey and San Luis Obispo Counties. We are at a competitive disadvantage in attracting wine country visitors and need the support of our County government to build successful and sustainable agriculture businesses here in Santa Barbara County.

The Santa Barbara County wine industry provides more than 9,000 full-time equivalent jobs, generates more than \$93,000,000 annually in local and states taxes, and contributes millions of dollars to Santa Barbara County-based charities. To keep the Santa Barbara County wine industry sustainable, we need land-use laws that help support our local, family-owned businesses.

I urge you to vote NO on the Draft Winery Ordinance as written.

Sincerely,

Callie Gleason

## Lenzi, Chelsea

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**From:** Aaron Walker (Pali Wine Co.) <aaron@paliwineco.com>  
**Sent:** Monday, October 31, 2016 1:52 PM  
**To:** Adam, Peter  
**Cc:** sbcob  
**Subject:** Proposed Winery Ordinance - Attn: 4th District Supervisor Peter Adam  
**Attachments:** Letter to Supervisors - Re County Winery Ordinance.docx

(copy of this letter attached to this email as Word doc)

Dear Supervisor Adam,

As a partner and Head Winemaker for Pali Wine Company, based in Lompoc, CA, I am deeply concerned about the current draft of the proposed Winery Ordinance. In short, I believe that this document is highly flawed, and would be a deficit, not only to the wine industry, but to the whole of Santa Barbara County. I am sure that by now you have seen the data in the Economic Impact Report, commissioned by the Santa Barbara Vintners Association. That study clearly shows the significant contribution that the wine industry provides to the local community, with impacts reaching to every corner of our county. The study also points out the loss of potential revenue (grapes grown here but processed, bottled, and sold in other parts of the state). Those numbers are staggering. The amount of potential revenue, along with all of the jobs, tourists, and tax dollars, cannot be ignored.

None of us want to see vineyards and wineries everywhere we look, we all want to maintain and preserve the natural beauty and resources that we all currently enjoy. However, the proposed winery ordinance will not only restrict reasonable, responsible growth, but will harm the already existing wineries within the county. This ordinance also basically prevents the small, family-owned wineries from thriving and surviving. I have worked in this county for over 10 years in the wine industry. In that time my wife and I have bought a house and had two children. Our ultimate goal is to someday own and operate our own small, family winery. The proposed ordinance will basically prevent us from ever being able to do that in this county.

I implore you, Mr. Adam, please do not allow this ordinance to be approved in its current form. This document needs to be very closely considered – and it is my hope that you and the other Supervisors will agree to start over or, at the very least, allow for more dialogue and overhauling of the current proposal.

Aaron Walker

Winemaker, Partner

[aaron@paliwineco.com](mailto:aaron@paliwineco.com)

Pali Wine Company – 1036 W. Aviation Dr, Lompoc, CA 93436 – (805) 736-7200

To: Supervisor Peter Adam, Santa Barbara County Board of Supervisors, 4<sup>th</sup> District

From: Aaron Walker, Winemaker/Partner

Pali Wine Company, Lompoc, CA

October 31, 2016

Re: Proposed Santa Barbara County Winery Ordinance

Dear Supervisor Adam,

As a partner and Head Winemaker for Pali Wine Company, based in Lompoc, CA, I am deeply concerned about the current draft of the proposed Winery Ordinance. In short, I believe that this document is highly flawed, and would be a deficit, not only to the wine industry, but to the whole of Santa Barbara County. I am sure that by now you have seen the data in the Economic Impact Report, commissioned by the Santa Barbara Vintners Association. That study clearly shows the significant contribution that the wine industry provides to the local community, with impacts reaching to every corner of our county. The study also points out the loss of potential revenue (grapes grown here but processed, bottled, and sold in other parts of the state). Those numbers are staggering. The amount of potential revenue, along with all of the jobs, tourists, and tax dollars, cannot be ignored.

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I implore you, Mr. Adam, please do not allow this ordinance to be approved in its current form. This document needs to be very closely considered – and it is my hope that you and the other Supervisors will agree to start over or, at the very least, allow for more dialogue and overhauling of the current proposal.

Aaron Walker

Winemaker, Partner

Pali Wine Company – 1036 W. Aviation Dr, Lompoc, CA 93436 – (805) 736-7200



## Lenzi, Chelsea

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**From:** Villalobos, David  
**Sent:** Monday, October 31, 2016 2:08 PM  
**To:** sbcob  
**Subject:** FW: STR

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**From:** Laura Leifer [<mailto:LLeifer@fielding.edu>]  
**Sent:** Monday, October 31, 2016 12:42 PM  
**To:** Villalobos, David  
**Subject:** STR

As an over 25-year resident of Santa Ynez I have come to loath the proliferation of vineyards, wineries, and all other wine-related venues. They and the alcoholics that are attracted by the overwhelming number of wine tasting businesses, along with the now abundant use of alcohol by the casino have made the major road access an even more dangerous journey than it ever was. There is no need for even more wine-related venues and events in what used to be a quiet rural area. The rural ambiance has been destroyed by the wine business and the casino and I am left wondering when I will have to move to get away from it all.

There is little now to designate Solvang as the Danish village it was once promoted as being since there are far more wine business related stores than there are any related to the Danish heritage. Friends of mine who loved to come to visit in Solvang no longer have any desire to visit since virtually everything here is geared toward wine. Sorry, but not every person is interested in wine or the slight nod to beer drinkers, and I dread going out on a weekend and having to avoid the drunks on the road.



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**Laura Leifer | Student Accounts Assistant**  
Fielding Graduate University  
2020 De la Vina Street | Santa Barbara, CA 93105  
805.898.4013 | secure fax 805.687.0003  
[lleifer@fielding.edu](mailto:lleifer@fielding.edu) | [www.fielding.edu](http://www.fielding.edu)  

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