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Lenzi, Chelsea

From: Marjorie Popper <mpopper@silcom.com>
Sent: Monday, November 21, 2016 4:55 PM
To: sbcob
Subject: Winery Ordinance Update

Dear Supervisors:

I would like to thank the Santa Barbara County Planners and the Planning Commission for their hard work and dedication to the long process of updating the County's winery ordinance. They were given the difficult task of clarifying the permit requirements for wineries in the three identified tiers. In so doing, they emphasized that the primary purpose of winery properties, no matter their size, should be "for the growing and processing of grapes."

As the updated ordinance makes clear, tasting rooms, and special events need to be secondary to these agricultural uses and should not be allowed on 5- and 10-acre parcels in the inner-rural area.

Conflicts between residents in inner-rural areas and wineries will continue to be an issue, especially if there is an expansion of tasting room and special events into our neighborhoods. We have already ceded quiet Saturday nights to winery-related events. Please do not ask us to accept increased traffic, commercial tastings, and more special events.

At your special meeting tomorrow, I hope you will consider approving the winery ordinance update as it was presented to the Board at your last meeting. The new ordinance strikes a balance between the needs of local wineries and their inner-rural neighbors.

Marjorie Popper
1875 Still Meadows Road
Solvang, CA

Lenzi, Chelsea

From: Erika Vogt <erivog@gmail.com>
Sent: Monday, November 21, 2016 4:56 PM
To: sbcob
Subject: Proposed Wine Ordinance

Dear Mr Holland:

I, Erika Vogt, as a tasting room host at Sunstone Winery, strongly urge you to vote against the Proposed Santa Barbara County Winery Ordinance as written on Tuesday, November 22nd and to move forward on the creation of new Winery Ordinance Task Force as recommended by the Santa Barbara County Vintners Association.

Every week at my job I meet people who are in town for a wedding or an event at a local winery and, because of that, they are staying for the weekend or sometimes even longer. These people stay at our hotels, eat at our restaurants, and take in shopping at the local stores. They post pictures on social media and rave about the beautiful location and the places they've visited. They plan future vacations here and return with friends. It is a wonderful thing for the valley and everyone benefits. There is no downside.

I can't support the Proposed 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 prohibitive restrictions would be put on small business people who would like to plant vineyards and open tasting rooms here in our county. To put such restrictions on small businesses is counterproductive and goes against the thinking that has grown our county to be so unique and such an amazing place to visit. Singling out an industry that has helped to enrich our county and put it on the map to so many who might not have otherwise visited is taking a giant step backwards.

Below are some of my concerns with the Proposed Winery Ordinance as written.

- The Proposed Winery Ordinance will limit and reduce the number of winery visitors to tasting rooms and attendees to winery special events. **This will directly result in fewer wine tourists visiting Santa Barbara County and lower hotel occupancy.**

- The Proposed Winery Ordinance would allow small estate wineries to host no more than twenty members of the wine trade at any one time. Familiarization tours using shuttle busses of more than twenty passengers will not be allowed to visit the smaller wineries. **This has a negative impact on the wine and tourism industries' ability to host travel trade and media representatives throughout the year.**
- The Proposed Wine Ordinance will substantially curtail future estate winery development in Santa Barbara County. More tasting rooms, separate from their vineyard and winery locations, however will continue to open. **It is important that Santa Barbara Wine Country retain a mix of estate wineries and urban tasting rooms to attract wine tourists from around the world.**

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 state 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 YES on the formation of a new Winery Ordinance Task Force.

Sincerely,
Erika Vogt

Lenzi, Chelsea

From: Puck Erickson <cpe@arcadiastudio.com>
Sent: Tuesday, November 22, 2016 6:40 AM
To: SupervisorCarbajal; Wolf, Janet; Farr, Doreen; peter.adams@countyofsb.org; Lavagnino, Steve; sbcob
Subject: Letter for Hearing Today
Attachments: to Board Vintners (A).docx

For the Clerk,

Please read into the minutes of the winery ordinance hearing today. Many thanks.

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Carol Puck Erickson-Lohnas
Principal - ARCADIA STUDIO - 805 962 9055 ex 35

Lenzi, Chelsea

From: rochelle rose <rochellerose6@yahoo.com>
Sent: Tuesday, November 22, 2016 7:26 AM
To: sbcob
Subject: Wine county ordinance

I have written my opposition to this ordinance to all five supervisors:

I rarely write to an elected official. However, I am not in favor on more restrictions on the wine industry in Santa Barbara county. It is one of the few businesses that thrive here. I think we need less government regulation in this area.

Rochelle Rose

From: Carol Puck Erickson Lohnas
PO 914, Los Olivos, CA 93441

To: Santa Barbara County Board of Supervisors Re: November 22, 2016 Proposed Winery Ordinance
Special Hearing

Dear Chair and Members of the Board,

I am writing to you to support the formation of a Winery Ordinance Task Force (wine growers, neighborhood representatives, tourism professionals, environmental stakeholders, and Board of Supervisors appointees) to come together to craft a reasonable, useful set of regulations. The results of the work toward the proposed ordinance to date only meets our community's challenges with more restrictive and narrow thinking rather than creative options incorporating ideas from the wine industry community and other wine producing areas.

This is not another 'talking point' letter, although I find the main points in some to be very valid. I have been involved with the growth of this industry **since 1975**, as a worker [yes, picking, pruning, bottling, and general cellar rat], as a resident of Los Olivos, an active member of the non-profit community, and as a landscape architect and member of CBAR (my letter does in NO WAY reflect any opinions of the Board). I am now working with kids that I helped raise! One of the reasons they are still here, serving on school boards, getting involved in Rotary, and teaching Sunday School is that there are real jobs for them. Many of them work side by side with their families, supporting small family wineries. They work managing hotels, tasting rooms, new exciting and inventive restaurants, creating graphic design and publishing newspapers. Because they have stayed and brought others to our area, our communities are thriving!

As a landscape architect I have found vintners and viticulturalists to be dedicated to sustainability; of course, there are a few bad apples along the way but policy cannot be dictated by the actions of a few. I believe that the County must begin a new look at all agricultural policy; for olive oil production, farm stands, supporting farmers and growers who want to employ improved irrigation management, etc.. This proposed ordinance does not reflect new ideas or simplified policies; furthermore, new and existing policies should be vetted and coordinated with all governing agencies [who sometimes have conflicting policies] so that interaction with the County is positive and the applicant feels supported by the process.

As a resident of Los Olivos, I have seen our town taken over by tasting rooms because for many wineries it has become economically impossible to open a tasting room at their facility. However, I also want to repeat what the CHP again stated at our Rotary Club meeting a few weeks ago-DUI's in the Santa Ynez Valley are more often local residents than tasting room visitors. We like to hang on to our myths!

I want to respectfully ask that you carefully consider the comments submitted by the Santa Barbara Vintners Association. They clearly reflect my real world experiences. People love our area and have since Mattei's first opened its doors because it is authentic; it is not a franchise, or a corporation,

or a theme park. Whether it is the Elks Rodeo or Quick Draw, our communities are known for their diversity and generosity and our wine industry is a vital part of this spirit for decades. Do not vote just to 'wrap this up.' Please take a step back and take a lead on creating policy that would address the real needs of our communities. We need clarity and a blueprint that makes sense to all. Thank you for your hard work and your commitment to serving all residents, not just those who complain the loudest.