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Katherine Douglas *Public Comment - Casey*

From: Joan Hartmann
Sent: Friday, January 17, 2025 8:11 AM
To: Shannon Casey
Cc: CEO Clerk of the Board; Alison Laslett; Gina Fischer
Subject: Re: Local wine tax -

Shannon,

With this response, I am sending your letter to the Clerk of the Board and asking that she distribute to other board members. The Brown Act prevents me from doing that directly. I will also copy Alison Laslett so your comments are taken into account.

Thank you for taking the time to write.

Joan

From: Shannon Casey <shanoliveoil@gmail.com>
Sent: Thursday, January 16, 2025 2:24 PM
To: Joan Hartmann <jHartmann@countyofsb.org>
Subject: Local wine tax -

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Hi Joan:

I meant to get to the public comment but thought it was in February, so I am sorry I missed it. I have several issues that I would like to discuss.

I am against the proposed tax for the following reasons:

1. We are in the middle of a global grape/wine glut. I don't believe you can market your way out of this situation. I don't believe there are many farmers on the board, but my farmer friends are telling me that we are overplanted by 25-30%. That is a lot, and grapes are being pulled out. Wineries are not honoring their contracts.
2. The association has been struggling for years. If the local wineries won't support it, why should the taxpayer/consumer have to? There are wineries that are owned by multi-millionaires. Why should consumers have to line those pockets? If the wineries won't support the association, it is a problem with the association, not the public.
3. If it is just pennies on the dollar, then why are the wineries not paying it? They can afford it.
4. The younger generations are not drinking wine. Marketing won't change that.
- =5. Given the surgeon generals recent statements regarding alcohol and cancer, having the county promote wine is not in the interest of public health.

Also, did the association submit a proposed budget? Are their milestones? I can see someone getting a six figure salary in the near future. How do you know if it is working?

If this tax goes through (and hope it does not) there should be some oversight or at least a sunset clause. If things don't improve in a year, the tax should be removed. If you can't improve sales in a year it should be stopped. You can check sales via sales tax.

Thanks for listening.

I would like to send this to the entire board of Supervisors.

best,

Shannon Casey

Santa Ynez

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