

Alexander, Jacquelyne

From: Mary Beth Kerr <mmbbkk@hotmail.com>
Sent: Wednesday, November 16, 2016 7:35 PM
To: sbcob
Subject: A Comment for Winery Ordinance Hearing 11/22/2016

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

Speaking for myself and other folks who shared our points of view during the Winery Ordinance Update process. I want to say > We do say yes to wine! 🍷

We know that growing grapes and making wine are Agricultural activities.

Many of us believe that reasonable limits on wineries is in line with the goals of the community plan and the LUDC. The limits on the number and location of tasting rooms and events are needed to meet the ordinance goals of keeping residents and visitors safe and to insure that wineries are compatible with their neighbors. We also believe that events on winery premises need to be tied to grapes and wine given that wineries are on land zoned for Agricultural use and many are governed by the Williamson Act. Yes, we want to keep the Ag in Agriculture, which is a goal of the County of Santa Barbara's Land Use Policy.

Many of us live near vineyards and wineries. Lots of us visit area wineries, some belong to wine clubs and we appreciate the philanthropy and jobs provided by our county's vintners.

Throughout the Winery Ordinance Update process we were at the workshops and meetings. We spoke at those meetings along with our winemaking neighbors and friends. The wine industry argued for their wants and needs as vintners.

Neighbors, county residents and concerned citizens also shared that we want the safety of residents and visitors to be a top priority, to keep neighborhood compatibility as a goal and to maintain our quality of life. Some of us spoke at those meetings, some of us spoke at the meetings and shared our concerns in writing and MANY of us shared our concerns in writing only.

The fact that many wine industry folks, licensed winemakers and concerned residents shared their concerns is very well documented.

The fact that all sides were heard by planning staff is reflected in the new Winery Ordinance and its accompanying Environmental Impact Report. I know this, because I was at many of the meetings and I have read all the drafts of both documents. The notes on all written and verbal comments, the current winery ordinance, the updated ordinance, EIR and supporting documents are available for everyone to review on the P and D website.

There also are numerous letters and emails from both sides that are available as part of the Planning Commission's records.

Mary Beth Kerr

(Santa Ynez Farmer, I have lived in Santa Barbara County all my life (59 years) and I am the chief advocate for the Facebook Group "SYV Lives Matter" a group that is actively working to make our roads, highways and drivers safer #SafetyFirst)

Alexander, Jacquelyne

From: Alan Davenport <alandavenport1713@gmail.com>
Sent: Wednesday, November 16, 2016 5:43 PM
To: sbcob
Subject: Winery Ordinance
Attachments: Letter to BOS - 111616.docx

Attached please find my comments on the Winery Ordinance Update.

Thank you,
Alan Davenport

ALAN & CLAUDIA DAVENPORT

November 16, 2016

Dear Chair Adam and Supervisors,

As someone who has followed the entire process for the update of the existing Winery Ordinance, it is good to see it coming to a close (hopefully!).

My family has lived in Ballard Canyon since 1999. As I have stated throughout this process, we support the local wineries and are proud of their quality products and the acclaim they have received. We have friends who work in and own and manage wineries and vineyards. I think everyone can agree that the winery industry is important to Santa Barbara County. Based on all the public comment, it is also clear that it is important to the wineries to be able to sell their product directly to consumers. I enjoy visiting wineries as well and understand the special value of that experience.

However, it is important that some regulation be implemented beyond the current ordinance to ensure reasonable growth of wineries while protecting the rural character of the Santa Ynez Valley. The proposed Winery Ordinance update does exactly that.

I agree with those who own or manage existing wineries that there needs to be more clarification on when they would be subject to the new ordinance. Certainly, everything possible needs to be done to assure those who have built the wonderful reputation of Santa Barbara County wines that they can continue to grow and prosper without concern for loss of their ability to continue to do business as they have for years.

It is important for the County to recognize the restrictions on events for Williamson Act lands and follow the guidelines laid out by the Agricultural Advisory Board and the State of California. Clearly any lands receiving these tax advantages should not be allowed to profit from activities that are not inherently related to agriculture such as weddings and other social events. The definition for such events should be clarified in the glossary of the ordinance to comply with these guidelines. However, in the spirit of "education" of wine consumers, I believe that an expansion of the allowed winemaker dinners is reasonable and could be beneficial to the smaller producers especially. I support greater use of this type of event for all size wineries.

The Vintners Association and their very vocal membership would want us to believe that this will be the most restrictive winery ordinance in existence. But if you look at Napa County, their ordinance has required tasting by appointment for new wineries since 1990. According to Sec. 12070 of the Napa County Code: **"Tours and Tastings" shall mean tours of the winery and/or tastings of wine where such tours and tasting are limited to members of the wine trade, persons invited by a winery who have pre-established business or personal relationships with the winery or its owner, and persons who have made unsolicited prior appointments for tours or tastings.** Furthermore, Napa requires that 75% of grapes used to make wine must be grown in Napa County. This is definitely more restrictive than the Santa Barbara County proposed ordinance.

The limitations on tasting rooms and events in smaller parcels is appropriate given the high concentration of 5-20 acre parcels in the Santa Ynez Valley. A major impetus for these guidelines was the attempt to get high traffic high impact wineries approved on very small parcels in rural residential areas. This type of operation on agricultural land is clearly incompatible with surrounding land use.

The winery industry was given a significant concession in the Planning Commission phase of the process, when the proposed ordinance was amended to allow tasting rooms on 10-20 acre parcels. This *will* allow smaller producers an opportunity to market their wines more effectively than in the original draft of the ordinance. But it is important to note that the allowances for tasting rooms and events in the tier structure as outlined in the *original* tier outline already caused an increase in the quality of life impact beyond an acceptable threshold. CEQA requires that mitigation must be made to address these impacts. It is the legal obligation of the County to adhere to these guidelines and restrictions.

The winery industry made a strong case to oppose the Winery Ordinance Update in the final stage of the process. However contrary to some statements made, there were many opportunities for winery industry representatives to comment and participate in the update process in the years it has been developed. I attended multiple hearings myself where winery representatives and supporters offered many suggestions and concerns and some of those were adopted into the ordinance. But as stated by one Supervisor at the November 1st hearing, the winery industry cannot be allowed to write their own regulations.

I concur with Supervisor Farr that the vision for the Santa Ynez Valley is incorporated into the Santa Ynez Valley Community Plan. Agriculture is strongly encouraged in the Plan, but compatibility with adjacent parcels is also emphasized. The ultimate goal is to preserve the rural character and special qualities of the Valley. The Winery Ordinance Update achieves this by balancing impacts on the quality of life of Valley residents while promoting reasonable growth of a dynamic industry.

I strongly urge the Board to adopt the Ordinance as proposed with the addition of requiring a "traffic management plan" for mitigation of winery traffic impacts on rural roads that are not suitable for a significant increase in traffic.

Sincerely,

Alan Davenport

Alexander, Jacquelyne

From: brandon - Dragonette Cellars <brandon@dragonettecellars.com>
Sent: Thursday, November 17, 2016 9:05 AM
To: Farr, Doreen
Cc: sbcob
Subject: Vote NO on current proposed winery ordinance & an invitation to visit Dragonette Cellars
Attachments: Winery Ordinance Letter.Brandon Sparks Gillis_f.docx

Dear Supervisor Farr,

As a co-owner/vigneron of Dragonette Cellars, a small winery business, I would like to invite you and your staff to visit our operation and see firsthand how a small, family owned and operated, local winery could be impacted by a new Winery Ordinance. Please contact me at 805.722.0226 or Brandon@dragonettecellars.com to schedule a visit.

Our story is representative of the American Dream, and the proposed ordinance will limit opportunities for small, family owned, environmentally conscious operations like ours. I 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.

Dragonette Cellars is a partnership of three families who came together a little over a decade ago with the goal of producing world class wines in the beautiful Santa Ynez Valley. Unlike the often told story of a wealthy individual building a winery business to stoke ego, we came from humble backgrounds, and started our winery with almost no capital; working our way up from cellar rats to assistant winemakers while slowly building a small, collaborative business on the side.

We chose to pursue our dream in the Santa Ynez Valley because of the potential for world class grape and wine quality, and because it offers a beautiful setting to raise our families. In addition, we chose to establish our business here because Santa Barbara County—as a young wine region—offered enormous potential. Over 11 years of extremely hard work, we were slowly able to quit our day jobs and pursue our craft full time; humbly supporting our families at first, and over the years hiring more local employees such that our business now directly supports seven local families full time, along with 40 acres of grapes which help contribute to around 100 farming jobs.

Our growth has supported sustainable agriculture. We do not own land, the majority of our grapes are farmed on long term, per acre contracts. These contracts allow us (for an addition cost) to specify farming practices. We now oversee about 40 acres across three distinct AVAs. At each of these properties, we have reduced water usage and implemented sustainable agriculture, in most cases organic or biodynamic farming techniques. It is more expensive to farm using sustainable techniques, but for our fruit quality, the health of vineyard workers, and the future ecology of Santa Barbara County we choose to do that.

It is important to note that the only way we can afford to farm to such an exacting level of quality and environmental stewardship is to sell our wine at premium prices, direct to consumer. This is only made possible by our tasting room and winery appointments which allow us to cultivate direct relationships with visiting consumers. If tasting rooms are further restricted, as the proposed

ordinance suggests, THIS WILL LIMIT—AND LIKELY DECREASE—SUSTAINABLE AGRICULTURE IN THE VALLEY.

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:

- There is no clear, transparent, goal for the ordinance project, nor a vision of how the ordinance will impact the local community in the long term. I strongly believe that goals of the wine community fundamentally align with the vast majority of our County community, and the proposed ordinance will create a future that none of us intends nor desires.
- "Tasting rooms shall be clearly incidental, accessory, and subordinate to the primary operation of the associated winery as a production facility."
 - o WHY? This directive clearly shows that County Staff lack a basic understanding of the reality of the local, national, and international wine business. I would love to help educate staff on those realities.
- The proposed ordinance ignores the reality of diversity of micro-climates and soils in the Valley. Many wineries source grapes from multiple vineyards in multiple locations throughout the valley, this is a primary feature which makes SBC unique in the world. The proposed ordinance does not take into account the total acreage a winery works with when computing total acreage and planted acreage by tier. The total amount of acres a winery works with throughout the Valley (or County) should factor in to the acreage requirements for a given winery and/or tasting room permit.
- Special events should be regulated by an ordinance that covers all businesses and/or properties in the County, and should not unfairly single out wineries.

Based on your comments at the recent Board meeting, I am concerned that the amount of time staff has spent drafting the proposed ordinance, and the amount of money already spent is weighing on you to make a premature decision on this ordinance. I urge you to vote YES on the formation of a new Winery Ordinance Task Force. I appreciate all the work that staff has put in over the last four years, but when I read the ordinance it clearly does not take into account the overwhelming amount of input that was provided by the public throughout the process. As a citizen, I am outraged that all the hours myself and others spent attending meetings and town halls, speaking, and writing letters appears to have been entirely ignored in the creation of the proposed ordinance. The proposed ordinance does not make sense, and is in fact a significant step in the wrong direction.

Sincerely,
Brandon (& Michelle) Sparks-Gillis

brandon sparks-gillis
Dragonette Cellars
Mobile: (805) 722-0226
Mailing Address Tasting Room
PO Box 1932 2445 Alamo Pintado Ave
Santa Ynez, CA 93460 Los Olivos, CA 93441

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Alexander, Jacquelyne

From: brandon - Dragonette Cellars <brandon@dragonettecellars.com>
Sent: Thursday, November 17, 2016 9:10 AM
To: Adam, Peter
Cc: sbcob
Subject: Vote NO on current proposed winery ordinance & an invitation to visit Dragonette Cellars
Attachments: Winery Ordinance Letter Brandon Sparks Gillis_a.docx

Dear Supervisor Adam,

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Sincerely,

Brandon (& Michelle) Sparks-Gillis

Alexander, Jacquelyne

From: Suzanne Baeke <suzanne@parkplaceusa.net>
Sent: Thursday, November 17, 2016 9:40 AM
To: sbcob
Subject: Wine Ordinance! HEAR US!!! Vote for our community NOT what the WINERIES want!

Dear Supervisors:

I live at 1080 Viendra Drive in Solvang. This property is on a private road directly off of Ballard Canyon Road (BCR). Therefore, I must drive BCR multiple times a day to pick up my daughter from school etc. This ordinance directly impacts our daily lives...forever!

Please, do not allow those in the wine industry to control our community! We the people vote for you to speak up for us who live here.

At the last hearing a man who lives in Napa, has a vineyard in our community, he spoke and was arrogant, disrespectful to the supervisors and those in opposition of his opinion. He didn't care what we had to say...basically calling us ignorant. HE DOES NOT VOTE FOR YOU...WE DO...SO HEAR US!

I want to raise my children in a beautiful community that cares about the safety of our roads and puts the emphasis on community standards...not "he who has the most money wins"!

Respectfully,
Suzanne Baeke

Alexander, Jacquelyne

From: Sharyne Merritt <professormerritt@gmail.com>
Sent: Thursday, November 17, 2016 9:40 AM
To: sbcob
Subject: Proposed Winery Ordinance hearing Nov 22

Honorable Supervisors:

Winery Ordinance as presented attempts to meet a balance between the wine industry and our rural quality of life. I would prefer greater restrictions on wine tasting because of the traffic it will create on rural roads, but can live with the ordinance as drafted. Please approve it without additional concessions that will increase traffic.

Sharyne Merritt
Santa Rosa Road

Alexander, Jacquelyne

From: Debbie Earle <ddedriftwood@me.com>
Sent: Thursday, November 17, 2016 11:20 AM
To: sbcob
Subject: Winery Ordinance

subject: Winery Ordinance

Honorable Supervisors,

Please adopt the proposed Winery Ordinance without changes. While I believe the rural quality of life in the Valley would be better maintained with wine tasting by appointment only as it is in Napa and no events, I think this Ordinance will allow wineries to make more money while protecting neighbors.

Regards,

Debbie Earle
Buellton, CA