

# 1



Katherine Douglas *Public Comment*

**From:** larry schaffer <tercerowines@gmail.com>  
**Sent:** Saturday, January 11, 2025 12:58 PM  
**To:** sbcob  
**Subject:** Letter in Support of the Wine Preserve for Santa Barbara County

**Caution: This email originated from a source outside of the County of Santa Barbara. Do not click links or open attachments unless you verify the sender and know the content is safe.**

Good morning and thank you for the opportunity to voice my support of the Wine Preserve for Santa Barbara County.

I have been an active member of the Santa Barbara County wine community for two decades now, and in that time, I've seen the quality of the wines produced in our area continue to improve. I can honestly say that the quality of the wines in our wonderful region rival those of ANY region in California and beyond, and the variety of wines produced exceeds nearly any region.

In this time, though, I have seen other regions, both north and south of us, achieve greater increases in relevance and perception both with consumers and the wine trade, not only here but around the entire country. Nearly every weekend, I have folks stop in to my tasting room surprised and amazed at what this county has to offer wine wise - they simply had no idea. And I see this in my travels throughout California, especially south of us. And I don't see this changing - unless something is done.

That something is this Wine Preserve - this is our opportunity to unite as a region and tell our story the way that it should be told - starting from ground zero that we really ARE a true wine region, not just a bunch of disconnected wineries. We need our neighbors north and south and east of us to understand what we have to offer - with clear and consistent messaging, something we've never been able to accomplish.

Every other major wine region in California has a larger wine association staff than we do - and this allows them to do more than we are able to accomplish - more marketing; more awareness of things happening in local government that may affect their industry; more winery education; more more more.

With the passing of this Wine Preserve, we can better prepare for the future by increasing the awareness that our wine region truly is world class - something that is taken for granted within our local wine community but not known by the vast majority of potential customers. This Wine Preserve will help us help ourselves. Period.

Thank you for this opportunity.

Cheers.

Larry Schaffer  
President, Board of Directors, The Rhone Rangers  
Owner / Winemaker for tercerowines  
805.245.9584  
[www.tercerowines.com](http://www.tercerowines.com)  
the best is yet to come . . .