



March 18, 2021

Sonoma County Planning Commission
2550 Ventura Ave
Santa Rosa, CA 95403

PlanningAgency@sonoma-county.org
greg.carr@sonoma-county.org
larry.reed@sonoma-county.org
gina.belforte@sonoma-county.org
cameron.mauritson@sonoma-county.org
pamela.davis@sonoma-county.org

CC: cannabis@sonoma-county.org
CC: Andrew Smith, andrew.smith@sonoma-county.org
CC: Christina Rivera, christina.rivera@sonoma-county.org

Dear Honorable Planning Commission and County Staff,

The Sonoma Valley Cannabis Enthusiasts organization, representing cannabis advocates in the Sonoma Valley and beyond, supports Sonoma County's efforts at implementing progressing hemp and cannabis policies that bring our county into better alignment with the practices implemented by the State of California.

We feel strongly that Sonoma County should be world renowned for the quality of our sun-grown cannabis and that we should make every effort to place our county in the best position possible to benefit from the cannabis appellation system newly instituted by the state.



Tourism for cannabis as well as that for wine and food should be a major focus of our county's efforts. We have seen how well it has worked to support our local wine industry.

Direct to consumer sales of cannabis products by licensed ag producers should be allowed as they are for food and wine.

We are at the gateway to the Emerald Triangle and make a perfect jumping off point for the curious and ambitious NorCal traveler. We have better, more plentiful and more luxurious food and accommodations than do Mendocino, Humboldt, or Trinity counties — the triumvirate which compose the Emerald Triangle — let's ensure that our cannabis is given the same support we offer to our profitable wine industry.

Specifically, we request that the Planning Commission please:

Treat cannabis as other ag products.

Align Sonoma County goals with those of the state.

Offer a more generous path forward for cannabis ag retail.

Embrace cannabis tourism and pave the path for its full impact.

Recognizing the immense economic engine that cannabis is — California reaped \$1 billion in tax revenue last year from this one commodity and gained thousands of jobs that can only exist within the state — and harnessing its good is vital to the continued success our county has so far enjoyed.

Thank you for your kind attention,

Michael Coats

Michael Coats
President, SVCE