

# Public Comments

5/18/22

to

5/19/22

**From:** [laura@auteurwines.com](mailto:laura@auteurwines.com)  
**To:** [PRMD-WineryEvents](#)  
**Subject:** FEEDBACK  
**Date:** Wednesday, May 18, 2022 3:42:13 PM  
**Sensitivity:** Confidential

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We strongly oppose more regulation within our industry. The wine industry is that is the primary economic drivers of our region. In addition to the California wine industry contribution of over 100 billion dollars to the state of California.

As a small business and winery owner, we have seen our compliance and legal expenses nearly double in the last years with the bombardment of regulations that keep coming down on small businesses. Wine is the heartbeat of the town filling hotels and restaurants that keep us thriving. More regulation will close doors, which is a loss to the community as a whole.

During the pandemic, we finally felt appreciated when we continued to bring in tax dollars to our community while many business had to close. The community rallied around the wineries and restaurants to keep us alive. We truly do NOT understand the hostility against the wineries that is advocated by our own leaders.

We must change our mindset for we are all facing an extremely uphill battle. If you take the time, you will see our winery leaders are respectful and appreciate of our amazing community. We are working together to on sustainability, climate change, wildfire alliances, diversity and inclusions. Let's stop the fight.

We hope for leaders to build bridges not further division, on local and national level.

Thank you for your time,

Laura and Kenneth Juhasz

Chief of Operations, Founders

**Auteur Wines**

Call or Text (707) 696-8949

**Top 25 Wineries to Visit** | San Francisco Chronicle

**Consistently Exceptional** | Robert Parker Jr

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**From:** [Mia Mascarin-Oven](#)  
**To:** [PRMD-WineryEvents](#)  
**Subject:** In support of the winery events ordinance.  
**Date:** Wednesday, May 18, 2022 10:40:31 PM

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EXTERNAL

As a principal and owner of Mascarin family states, doing business as 32 Winds, I would like to write to you in support of the winery events ordinance being heard on May 19 in a public hearing. We are a Small family owned winery and our survival as a member of the community depends on brand awareness as well as income by providing our visitors wonderful experiences and a deeper understanding of farming and winemaking in this beautiful Sonoma countryside. Having wine centric events at our property provide a critical opportunity to reach out to our current and potential customer base. It is also an opportunity for people to explore what this great Sonoma county has to offer.

Please seriously consider this proposal As it provides an important aspect of our ability to thrive and survive in this difficult and competitive environment.

Thank you.

Mia Mascarin Oven  
32 Winds Wine  
Mia@32windswine.com

Sent from my iPhone

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**From:** [Jacob Pickett](#)  
**To:** [PRMD-WineryEvents](#)  
**Subject:** Fwd: Sonoma County Planning Commission Winery Events Ordinance  
**Date:** Wednesday, May 18, 2022 10:10:53 AM

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Hi,

Like many Sonoma County businesses, the wine community has faced the challenges of wildfires, smoke exposure, floods, power shutoffs, diminished tourism and many catastrophic pandemic impacts. With ingenuity, creativity, flexibility and amazing effort, our wine community has survived; however, we cannot survive more regulation that is neither warranted nor necessary. While any one regulation when viewed by itself may seem reasonable, the tremendous quantity of regulations that have been created to appease every single enthusiast group has created a burden that would be viewed as unreasonable by any reasonable person. Our wine community plays a crucial role by being engaged with and supporting significant philanthropic activity, including hundreds of non-profit charitable organizations throughout Sonoma County. Over the past five years, national representation for our wineries has greatly diminished because of wine wholesale and distribution consolidation, making it even more difficult for local wineries to gain wholesale distribution across the country. Wineries are required to market and fulfill wine sales directly to consumers to survive

**1. I support the current Sonoma County General Plan, which states:**

- **Policy AR-4a:** *The primary use of any parcel within the three agricultural land use categories shall be agricultural production and related processing, support services, and visitor serving uses.*
- *Residential uses in these areas shall recognize that the primary use of the land may create traffic and agricultural nuisance situations, such as flies, noise, odors, and spraying of chemicals.*
- **Policy AR-4d:** *Apply the provisions of the Right to Farm Ordinance to all lands designated within agricultural land use categories.*
- **Policy AR-8b:** *Encourage programs for promotion and marketing of agricultural products grown in the County*

**2. Planning and permitting should focus on compliance with planning documents and the mitigation of impacts.**

- Wineries are subject to the general plan and the zoning code, which clearly identify the facility capacity to address hours of operation, traffic, parking, sanitation, and noise. These parameters **ALREADY** guide wineries as it relates to events/business activities.

**3. The operation of a winery in any agricultural Land Use Designation requires a Use Permit.**

- Permit conditions are required to address the **impacts** of that operation. The conditions **are not** to direct how the applicant operates the business. For example, a church needs to provide parking, ADA compliant access and restrooms, however, limitations are not made on the number of weddings they may perform or the number of services offered.

**4. Sonoma County Code Enforcement reports extremely minimal complaints** related to winery events/business activities and those few have been easily resolved with communication.

Jake

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**From:** [Kathy Pons](#)  
**To:** [PRMD-WineryEvents](#); [Greg Carr](#); [Pat Gilardi](#); [Jacquelyne Ocana](#); [Shaun McCaffery](#); [Eric Koenigshofer](#)  
**Subject:** Winery Event Ordinance  
**Date:** Wednesday, May 18, 2022 5:13:47 PM

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Dear Planning Commissioners,

Please include within the definition of Agricultural Promotional Events clarification that private parties are not considered a promotional event just because you are pouring your winery's wine. If you are pouring wine for a private party, like a wedding or fundraiser, the focus is the party, not the wine. These events would not be related to public education, sales and promotion of the agricultural product.

Also will the Winery Event Ordinance have any siting criteria standards as to where these events can happen to reduce impacts? This would be helpful in determining the potential impacts of new winery applications.

I appreciate all your hard work in sorting this issue.

Thank you,  
Kathy Pons

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