

Public
Comments

Received
February 17, 2022
to
May 12, 2022

From: [Nick Frey](#)
To: [PlanningAgency](#)
Subject: RE: Comments on noise attenuation setbacks
Date: Thursday, February 17, 2022 3:56:10 PM

EXTERNAL


I want to add feedback on the Commissioners' discussions:

- How do you regulate food truck activities if they are permitted. We have food trucks selling lunch to construction workers in our neighborhood. Does the construction company need a use permit. Why would it be different for a winery?
- You are getting into too many what ifs that may not relate at all to the wine business, regardless of size
- If you produce 1000 or more cases of wine, selling it DTC is very challenging compared to large wineries with 500,000 cases pl



From: Nick Frey
Sent: Thursday, February 17, 2022 10:11 AM
To: PlanningAgency@sonoma-county.org
Subject: Comments on noise attenuation setbacks


The proposed setbacks seem arbitrary. What data were used to arrive at the proposed setbacks. Depending on the topography, the amount of vegetation, etc, noise levels will vary by site. Rather than an arbitrary setback, you merely need to set a noise level at the lot line in decibels. They can be easily measured with a cell phone app.

Also amplified music should not matter if the noise level at the lot line is below the decibel limit. Use some science and common sense when setting standards rather than some arbitrary distance.



NICK FREY
PR & Brand Ambassador
Nick@ballettovineyards.com
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5700 Occidental Rd. | Santa Rosa, CA 95401
ballettovineyards.com





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From: frick winery <frick@frickwinery.com>

Sent: Wednesday, March 9, 2022 3:01 PM

To: William Frick

Subject: Sonoma County is Wonderful Wine Country. Don't damage this.

EXTERNAL

Dear Commissioner, Please no more regulations on winery events/business activities.

After hearing about the February 17, 2022 Sonoma County Planning Commission's meeting on winery events/business activities, I am worried. The wine community cannot survive more regulation that is not warranted and that handicaps our freedom to be hospitable to our consumers. Wineries are already highly regulated on all fronts. Now with fires, floods, pandemic, consolidation of distributors and drought wineries are having a tough enough time surviving without more unneeded regulations to deal with. This is particularly true of small family owned wineries in the county who don't have resources beyond the County of Sonoma.

Sonoma County is Wine Country. Please! Let's keep it that way.

Sonoma County wineries are a major employer and a big contributor to the Sonoma County economy. Wineries are an asset to Sonoma County, preserving rural land and the rural experience that make it a desirable place to be.

Legal restrictions on capacity, hours, accessibility, traffic, parking, noise, sanitation and more are ALREADY in place. We do not need more!

There is no need for change. Except, maybe I suppose, to appease a radical extreme group.

Wineries make our county a great place to visit, live and work. I and they deserve your support.

Thank you.

Bill Frick

7.77 acres and a man

Frick Winery

Since 1976

frickwinery.com

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From: Damy Tamburrino <damy@foppiano.com>

Sent: Wednesday, March 9, 2022 11:22 AM

To: Greg Carr; Caitlin Cornwall; Larry Reed; Pat Gilardi; Gina Belforte; Jacquelynne Ocana; Kevin Deas; Shaun McCaffery; Eric Koenigshofer; Belén Grady; Susan Gorin; David Rabbitt; Chris Coursey; district4; Lynda Hopkins

Cc: Beth Costa

Subject: Winery Events

EXTERNAL

Greetings Supervisor/Commissioner:

In response to the February 17, 2022 Sonoma County Planning Commission's meeting on winery events/business activities, I wanted to reach out to you directly to express my concerns for the Planning

Commission's actions and support for my outlined positions related to winery events/business activities.

Our 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

not warranted and cripples our ability to engage with consumers.

Our Sonoma County wine community is a major employer and crucial contributor to the Sonoma County

economy. Wineries also support significant philanthropic activities, including hundreds of local nonprofit charitable organizations throughout the 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 in order to survive. It is critical to our wine community's future that business activities like

wine pickup days, winemaker lunches/dinners, trade business visits, and similar activities, be allowed and not arbitrarily limited. Also, 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 legal parameters ALREADY guide wineries as it relates to events/business activities.

I strongly support the following positions:

1. Support of the Current Sonoma County General Plan that 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.

Use 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.

While our winery community is resilient and has worked hard to manage the challenges of the past few

years, it has also worked hard to be an excellent neighbor, steward of our lands and ambassador for our

beautiful county. I appreciate you taking a moment to consider my thoughts and assist our vital winery

community and multigenerational wine families as they work to make our county a wonderful place to

live, work and thrive.

Thank you,

Damy

Damy Tamburrino

DTC/Hospitality Manager

707.433.7272 x240 O | 707.481.6439 M | 707.433.0565 F

damy@foppiano.com



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From: Tessa Gorsuch <tessa@martinelliwinery.com>

Sent: Thursday, March 17, 2022 9:26 AM

To: Tessa Gorsuch

Subject: Please Consider

EXTERNAL

Good Morning,

In response to the February 17, 2022 Sonoma County Planning Commission's meeting on winery events/business activities, I wanted to reach out to you directly to express my concerns for the Planning Commission's actions and support for my outlined positions related to winery events/business activities. Our 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 not warranted and cripples our ability to engage with consumers. Our Sonoma County wine community is a major employer and crucial contributor to the Sonoma County economy. Wineries also support significant philanthropic activities, including hundreds of local nonprofit charitable organizations throughout the 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 in order to survive. It is critical to our wine community's future that business activities like wine pickup days, winemaker lunches/dinners, trade business visits, and similar activities, be allowed and not arbitrarily limited. Also, 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 legal parameters ALREADY guide wineries as it relates to events/business activities. I strongly support the following positions:

1. Support of the Current Sonoma County General Plan that 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. Use 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. While our winery community is resilient and has worked hard to manage the challenges of the past few years, it has also worked hard to be an excellent neighbor, steward of our lands and ambassador for our beautiful county. I appreciate you taking a moment to consider my thoughts and assist our vital winery community and multigenerational wine families as they work to make our county a wonderful place to live, work and thrive.

Thank you for your time,

Tessa Gorsuch
Marketing Manager
Martinelli Winery and Vineyards
707-525-1017 Ext. 306
www.martinelliwinery.com



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From: [Chelsea Holup](#)
To: [Georgia McDaniel](#); [Hannah Spencer](#)
Subject: FW: February 17 Planning Commission Meeting (Public comment winery events)
Date: Tuesday, April 12, 2022 3:39:46 PM

EXTERNAL

April 6, 2022

Good Afternoon Commissioner Ocana:

First thank you for your time and support for Sonoma County.

We send this letter in response to the February 17, 2022 Sonoma County Planning Commission's meeting on winery events/business activities. We wish to express our observations and concerns regarding the Planning Commission's comments and actions during the meeting. These include the following:

1. Sonoma County General Plan

We believe that during the meeting Commissioner Carr misrepresented the policies of the Sonoma County General Plan.

The policy is outlined below and it is clear that visitor-serving uses **are** included in the General Plan and are not excluded as Commissioner Carr led the Commission and the public to believe.

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. Draft Definitions and Guidelines

We are concerned that County staff chose to supply the Commission with only three documents that describe winery events/activities definitions and guidelines. There is only one set of guidelines that have been vetted and hold standing in the permitting process and that is the Dry Creek Guidelines created by the Dry Creek Valley Citizens Advisory Council. The other two documents supplied by County staff include those prepared by the Sonoma Valley Citizens Advisory Council Ad Hoc and the one prepared by County staff. Staff however, continue to ignore, nor do they explain the omission of the draft from the Sonoma Valley Stakeholders, or the one from Sonoma County Vintners, which have been presented to staff numerous times. There also may be more drafts from the public, but they are not being considered.

3. Planning Tools

During the February 17 meeting the Commission discussed the nuance between a “Commercial Kitchen” versus a “Catering Kitchen”. This discussion is actually the micro-management of an allowable business. When considering a Use Permit, The Commission, has the ability to set hours of operation, noise levels and maximum persons allowed based on floor area, parking, septic and access. As long as a “visitor serving use” is supported by General Plan policy, the particular activity is irrelevant.

4. Identifying Problem Scope

We have requested that County staff report the extent of any problems with the operations of winery use permits related to winery events/activities. According to the County’s Code Enforcement office, there are **very few** complaints received and those that have occurred are usually resolved with communications and good neighbor policies.

Our Sonoma County Wine Community

The Sonoma County wine community is a major employer and crucial contributor to the Sonoma

County economy, while also supporting significant philanthropic activities that include hundreds of the county's non-profit charitable organizations.

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. It is critical to our wine community's future that business activities like wine pickup days, winemaker lunches/dinners, trade business visits, and similar activities, be allowed and not arbitrarily limited.

Our wine community is resilient and has worked hard to manage the challenges of the past few years. It has also worked hard to be an excellent neighbor, steward of our lands and county ambassador. With ingenuity, creativity, flexibility and amazing effort, Sonoma County's wine community has survived wildfires, smoke exposure, floods, power shutoffs, diminished tourism as well as many catastrophic pandemic impacts; however, it cannot survive more unwarranted regulation that cripples our ability to engage with consumers.

Thank you for your time and consideration.

Sincerely

Sincerely,

Mike Martini
Taft Street Winery
Chair, SCV Government Relations Committee

Michael Haney
Executive Director
Sonoma County Vintners
Sonoma County Vintners Foundation

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From: [Peter Warner](#)
To: [PRMD-WineryEvents](#)
Subject: your worldview isn't mine!
Date: Friday, April 29, 2022 1:14:14 PM

EXTERNAL

PRMD and the political powers in Sonoma County claim that the wine industry is important to business and tourism.

That encapsulates precisely why many of us will forever be opposed to the status quo defenders of capitalism perspective on business, ecological exploitation, and the idiotic denial of physics and chemistry. You are all damned fools and charlatans for disregarding basic laws of universal function.

Your stance of capitulating to the fundamentally destructive nature of capitalism is exactly why global climate and ecosystems are failing, and why humanity continues its march to extinction -- unfortunately taking the myriad miracles of life along with us. How long do you think we can keep this up, morons???

Yet you apologists for business as usual keep up with your justifying drivel, as species disappear, as life-sustaining water is polluted and stolen for profit, and as corporations, politicians, and their lackeys in government continue us all in the spiral towards ultimate destruction. The lack of ecological consciousness is consistent with your profiteering insanity.

You are responsible, and we shall not forget or forgive your collaboration with death and destruction.

Peter Warner

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From: [Brian Ball](#)
To: [PRMD-WineryEvents](#)
Subject: Winery Events Request
Date: Tuesday, May 03, 2022 12:23:04 PM
Attachments: [Skipstone-logo-Art-optimized-1.4.png](#)

EXTERNAL

Hello,

I am writing to express my concerns for the Planning Commission's indication of their intentions to proceed with harmful restrictions on winery activities, in light of the February 17th, 2022 Sonoma County Planning Commission's meeting.

Skipstone is a small, family owned winery here in Alexander Valley. Over the past decade, the wine industry has seen unprecedented consolidation in the wholesale market, making market penetration and promotion all but impossible outside of the growing Direct to Consumer channel. We, like so many of our fellow vintners in Sonoma County, must rely on the DtC channel for almost 100% of our business, and the proposed restrictions by the Planning Commission would be crippling, at a time of immense challenges already heaped onto our industry by challenging market conditions, wildfires, a worldwide pandemic, and competition from other wine regions. The evolution of consumer's preferences towards direct engagement with the businesses they choose to support necessitates a regulatory environment that supports a modern business engaging with their customers in person. Sonoma County's existing process of issuing Use Permits that outline permitted and non-permitted activities is already sufficient for covering what the county has deemed appropriate for winery business, and the proposed structure of the Winery Events Ordinance feels like an arbitrary limitation of activities that support local business, fulfills consumers' desires, and falls within existing permitted activities through the Use Permit process and other existing regulations.

I strongly support the following positions:

1. Support of the Current Sonoma County General Plan that 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. Use 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, ADAcompliant 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. While our winery community is resilient and has worked hard to manage the challenges of the past few years, it has also worked hard to be an excellent neighbor, steward of our lands and ambassador for our beautiful county. I appreciate you taking a moment to consider my thoughts and assist our vital winery community and multigenerational wine families as they work to make our county a wonderful place to live, work and thrive.

I hope you please take our industry's plea for consideration of the significant impacts the proposed restrictions will have on the flourishing local community, and actively work with the Sonoma County wine community to incorporate our requests into the proposed regulations. What we are requesting is not carte blanche to "do whatever we want with our business." We simply ask that the Planning Commission engage with our business and others to have a real discussion to address potential concerns of others that might be driving this push for regulation while providing the flexibility to act responsibly to cater towards a changing set of demands of the modern consumer.

I would sincerely welcome an opportunity to connect, discuss our viewpoint, and provide an inside view into the realities of a small winery business and how devastating moving forward with these regulations would be to the small business community, our employees, and customers.

Sincerely,

Brian Ball

General Manager - Skipstone

Cell: 703.505.7722 | Direct: 707.857.2558 | Skipstone Office: 707.433.9124

2505 Geysers Rd. Geyserville, CA 95441

www.skipstonewines.com

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From: [Laura Jones](#)
To: [PRMD-WineryEvents](#)
Subject: Support for winery events and business activities
Date: Tuesday, May 03, 2022 3:30:28 PM
Attachments: [clip_image001.png](#)

EXTERNAL

Good afternoon,

In response to the February 17, 2022, Sonoma County Planning Commission's meeting on winery events and business activities, I wanted to reach out to you directly to express my concerns for the Planning Commission's actions and support for my outlined positions related to winery events and business activities.

Our 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 not warranted and cripples our ability to engage with consumers.

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I appreciate you taking a moment to consider my thoughts and assist our vital winery community and multigenerational wine families as they work to make our county a wonderful place to live, work and thrive.

Thank you,

Laura Jones

Winemaker - Skipstone

Cell: 310.985.4406 | Direct: 707.584.6654

2505 Geysers Rd. Geyserville, CA 95441

www.skipstonewines.com

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From: [Hilary Cline](#)
To: [PRMD-WineryEvents](#)
Subject: Support for Winery Events
Date: Thursday, May 05, 2022 12:04:49 PM

EXTERNAL

Greetings,

In response to the February 17, 2022 Sonoma County Planning Commission's meeting on winery events/business activities, I wanted to reach out to you directly to express my concerns for the Planning Commission's actions and support for my outlined positions related to winery events/business activities. Our 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 not warranted and cripples our ability to engage with consumers.

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I strongly support the following positions:

1. **Support of the Current Sonoma County General Plan that states:**
 - a. **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.
 - b. **Policy AR-4d:** Apply the provisions of the Right to Farm Ordinance to all lands designated within agricultural land use categories.
 - c. **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.

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Thank you.

Hilary Cline

Operations | [Cline Cellars](#), [Jacuzzi Family Vineyards](#), & [Gust Wines](#)

24737 Arnold Drive, Sonoma, CA 95476

Phone 707.721.8681 | email: hcline@clinecellars.com

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From: Marc Bommersbach <mbommersbach@att.net>
Sent: Sunday, May 8, 2022 5:43 PM
To: Brian Oh <Brian.Oh@sonoma-county.org>
Subject: Winery Event Definitions

EXTERNAL

Biran,

I would like to offer the following suggestions regarding the Staff's assignment from the Planning Commission regarding the Event definitions.

I feel this might simplify the ordinance based on the comments of the Commissioners.

I realize the Commissioners took a straw vote on the general definition of a winery event, but I think it does make sense to add the other criteria the County uses such as after tasting room hours and serving a meal. I added entertainment as a suggestion.

I will be traveling, but available to talk or e-mail. I realize this is a tough assignment, so hope this helps.

Regards,

Marc
415-860-2116

General Plan Standard: Winery visitor serving uses in agricultural categories are limited to promotion of agricultural production in the County, including tasting rooms, sales and promotion of products grown or processed in the County, educational activities and tours, incidental sales of items related to local area agricultural products, and promotional events that support and are secondary and incidental to local agricultural production. **Policy AR-6a**

These uses can be broken into two categories – **Winery Events** and **Other Winery Visitor Serving Uses**

Winery Event - A gathering of people 1) at a pre-scheduled date and time, **or** 2) held outside tasting room hours, **or** 3) where food is served, excluding small bites in connection with wine pairing, **or** 4) where entertainment is provided, whether or not a fee is required to attend.

Some events last for two or three days. In these cases, each day is counted as a separate event. There are two types of **Winery Events** – **Agricultural Promotion** and **Industry Wide Events**

Agricultural Promotional Event – A Winery Event directly related to the education and development of consumers where the primary focus of the event and the reason for attendance is the sampling and direct marketing of wine produced on the premises.

Industry Wide Event – (**Same as Staff**) Promotional activities sponsored by a recognized wine industry association that may involve multiple wineries and/or tasting rooms. Industry-wide events are held within a specified geographic area, during regular tasting room hours, and may last up to 3 consecutive days.

Other Winery Visitor Serving Uses - Wine tasting, tours, seminars and other similar hospitality related activities that support the promotion of wine sales produced at the winery, excluding Winery Events.

Consistent with the County's practice, events such as private parties, charitable and political events that do not meet the requirements of an Agricultural Promotional Event are handled as "cultural" or "special" events through a zoning or cultural event permit process and not defined as a subset of Winery Events. Such events would not be included in use permits that create entitlements that run with the land.

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From: ray.johnson@sonoma.edu
To: [David Rabbitt](#); [PRMD-WineryEvents](#)
Subject: Upcoming Planning Commission Meeting
Date: Saturday, May 07, 2022 8:10:27 PM

EXTERNAL

Greetings Supervisor Rabbitt and the Team at Permit Sonoma,

I'm addressing my concerns to the team in general and to Supervisor Rabbitt specifically as we live in Hessel and are represented by David. I also have a view based on the many alumni of our programs who work and thrive in wine and viticultural careers.

In response to the February 17, 2022 Sonoma County Planning Commission's meeting on winery events/business activities, I wanted to reach out to you directly to express my concerns for the Planning Commission's actions and support for my outlined positions related to winery events/business activities. Our 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 not warranted and cripples our ability to engage with consumers.

Our Sonoma County wine community is a major employer and crucial contributor to the Sonoma County economy. Wineries also support significant philanthropic activities, including hundreds of local nonprofit charitable organizations throughout the 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 in order to survive. It is critical to our wine community's future that business activities like wine pickup days, winemaker lunches/dinners, trade business visits, and similar activities, be allowed and not arbitrarily limited. Also, 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 legal parameters ALREADY guide wineries as it relates to events/business activities.

I strongly support the following positions:

1. Support of the Current Sonoma County General Plan that 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. Use 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, ADAcompliant 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.

While our winery community is resilient and has worked hard to manage the challenges of the past few years, it has also worked hard to be an excellent neighbor, steward of our lands and ambassador for our beautiful county. I appreciate you taking a moment to consider my thoughts and assist our vital winery community and multigenerational wine families as they work to make our county a wonderful place to live, work and thrive.

Thank you most sincerely,

Ray

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