
TIME SENSITIVE - Fwd: [rvva] Urgent letter to Dianne Jacob re Winery Ordinance

3 messages

Martha Luce, REALTOR <martha@marthaluce.com>

Thu, Apr 14, 2016 at 7:41 PM

To: Turko Files KUSI <turko@kusi.com>

Cc: lyttleton@sv-mail.com, Teri Kerns & Michole Moore <ramonaranch@yahoo.com>, Ramona Chamber <rccstaff@ramonachamber.com>, "Tammy M. Tinsley Wine Fest" <tmtinsley15@gmail.com>, Alice Re Asst Dianne Jacob <alice.re@sdcounty.ca.gov>, Taylor Dupont Fld Rep Dianne Jacob <taylor.dupont@sdcounty.ca.gov>

TIME SENSITIVE - April 27 DEADLINE

- **Re: APRIL 27 County Board of Supervisors will Meet to VOTE.**

Michael Turko...

The County Board of Supervisors plans a disastrous vote.

- **April 27 they will cut the budding Ramona Wine industry off at the knees.**
- **See Elaine Lyttleton's letter below.**

KUSI COVERED THE 2016 3rd Annual RAMONA ART & WINE FEST.

- **At that fest we gave Supervisor Dianne Jacob a plague of appreciation.**
- **Supervisor Jacob lauded the "partnership" between County and Ramona.**

A DISASTEROUS COUNTY STAFF PLAN IS UP FOR VOTE APRIL 27.

- **COUNTY STAFF COMPLETELY IGNORES THE HOURS OF "PARTNERSHIP" as Supervisor Jacob describes the hours of work!!!!**

Your help to enlighten the world before the County April 27 vote will forever be appreciated.

How soon can you meet with these key hard-workers in Ramona?

Thank you.

**Martha Luce, Ramona TV Media Coordinator
REALTOR®**Direct: **760-532-7196**martha@marthaluce.com<http://www.RamonaGoodLife.com>

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----- Forwarded message -----

From: **S Elaine Lyttleton** <lyttleton@sv-mail.com>



Winery Ordinance Amendment- Board of Supervisors meeting on April 27, 2016

1 message

Lingelser, Heather <Heather.Lingelser@sdcountry.ca.gov>
To: "Lingelser, Heather" <Heather.Lingelser@sdcountry.ca.gov>
Cc: "Farace, Joseph" <Joseph.Farace@sdcountry.ca.gov>

Mon, Apr 18, 2016 at 9:23 AM

NOTICE OF PUBLIC HEARING

COUNTY OF SAN DIEGO

(Including Summary of Ordinance)

NOTICE IS HEREBY GIVEN that the Board of Supervisors of the County of San Diego will hold a public hearing on the Tiered Winery Ordinance which includes the following proposed ordinance:

"AN ORDINANCE AMENDING THE SAN DIEGO COUNTY ZONING ORDINANCE TO AMEND THE WHOLESALE LIMITED, BOUTIQUE AND SMALL WINERIES REGULATIONS"

HEARING INFORMATION:

BOARD OF SUPERVISORS

- Date: April 27, 2016
- Time: 9:00 A.M. (at or after)
- Location: County Administration Center, Room 310, 1600 Pacific Highway, San Diego, CA

PROJECT DESCRIPTION AND LOCATION: The project proposes amendments to the existing Tiered Winery Ordinance within the A70 Limited Agricultural and A72 General Agricultural zones in unincorporated San Diego County.

On February 5, 2016, the Planning Commission voted to recommend that the Board of Supervisors approve staff's proposed amendments to the Winery Ordinance with the modification to the Boutique Winery tier to permit wine to be imported as part of the 25% percent out-of-County allowance, and that the Ordinance be modified to specify that sourced wine from within San Diego consist of wine made with San Diego County grapes.

SUMMARY OF ORDINANCE: The project is an amendment to Section 6910 the Zoning Ordinance related to Limited Wholesale, Boutique and Small Wineries which is intended to make clarifications to existing regulations.



Martha Luce, Realtor <martha1luce@gmail.com>

[rvva] County of San Diego

1 message

micole moore <ramonaranch@gmail.com>
To: "RVVA@googlegroups.com" <rvva@googlegroups.com>

Sun, Apr 17, 2016 at 12:23 PM

RVVA Members,

I share your concerns regarding proposed changes to the Winery Ordinance and the conflicting information provided by the County to our membership. As you may know, over the holidays I worked with the Ramona Community Planning Group and other interested parties to develop suggestions to improve the proposed Ordinance. Together we submitted our recommendations to the County which were passed by the County Planning Commission. Unfortunately, a small fraction of Ramona continues to sabotage the industry; I don't understand this but assure you we are working diligently to represent the best needs of our emerging industry.

I, and other stakeholders will be meeting with Supervisor Jacob this week and will share your concerns and our recommendations. Additionally, the RVVA has asked the ABC to come and speak to our membership and will also be reaching out for speakers on grading, land-use, and other topics of interest.

Together, we will be successful. If you are not involved, please consider joining one of the various RVVA committees or projects and let's make this region shine.

—
Micole Moore
President of the RVVA and
Wine maker at Ramona Ranch and Winery
541-840-5343

—
You received this message because you are subscribed to the Google Groups "Ramona Valley Vineyard Association" group.

To unsubscribe from this group and stop receiving emails from it, send an email to RVVA+unsubscribe@googlegroups.com.

To post to this group, send email to RVVA@googlegroups.com.

For more options, visit <https://groups.google.com/d/optout>.

[rvva] Letter from Tammy Rimes to Board of Supervisors

1 message

S Elaine Lyttleton <lyttleton@sv-mail.com>

Fri, Apr 15, 2016 at 2:58 PM

To: rvva@googlegroups.com

On Apr 15, 2016, at 10:52 AM, Tammy Rimes <tammy@tammyrimes.com> wrote:

Teri and Elaine; Could you please post this on the RVVA list...it states that I don't have permission to post items, but I would like to share the following...thanks. Tammy

Here is the letter that I sent to the Board of Supervisors regarding the alternative proposal by the County's Planning team. I will not attend any hearing or Board meetings...my husband William and I put in hundreds of hours in helping the initial ordinance to be drafted, and I just don't want to waste any more of my limited time on a process that seems to be tainted. However, I felt the need to put my concerns in writing, and hope that it helps the cause.

Tammy – Hacienda de las Rosas Winery

Dear Dianne Jacob and Board of Supervisors;

I served as a former government employee...as a 24 year employee for the City of San Diego with my final years as the Director of Purchasing & Contracting. As such, I'm proud of my service as a government employee and strived to make a difference, as many of your own County employees. However, I'm appalled at the lack of customer service and ethical displays by your own Planning team in regards to the upcoming Winery Ordinance update.

After much time spent by many community members, Planning hearing and testimony, an updated Ordinance was crafted to represent both the need for regulation as well as the flexibility to be open to economic development and small business support. It seemed like a good balance with all parties compromising and working together. However, your own Planning team has taken it upon themselves to draft their own alternative proposal, which is much more regulatory oppressive, and hinders the smallest wineries from being able to make a profitable business enterprise. This completely goes against the good faith efforts by your local winery owners, farmers and supporting business owners who participated in hours of meetings and hearings. It also goes against the County's own HEART program which is based on customer service initiatives which encourages County employees to provide a better customer experience through their Helpfulness, Expertise, Attentiveness, Respect and Timeliness.

My husband and I started our small family winery from scratch almost 16 years ago. We have been subject to the rules and regulations of the County of San Diego to open and operate our family business and spent thousands of dollars and numerous meetings with the County to bring our small operation into full compliance. But it came with a price. My husband suffered and passed away after a four year battle with cancer, and unfortunately, he had to fight the County and its regulations, while he was fighting cancer, for a good part of that

time to finally get our winery open. To be honest, in hindsight, I would never wish that on anyone...it was a horrendous process and extremely stressful time for our family.

In my "other" role as a government consultant, I now give keynote presentations across the nation at government conferences. My most sought after presentation is entitled "IF Your Customers had a Choice, Would they Choose YOU? The goal is to motivate government employees to be flexible and provide an outstanding customer service for their clients. There are many parts of your County operations that do just that. However, I believe that now I may add a new slide to this presentation, and use your own Planning section as the nationwide example of how NOT to provide customer service. Their behavior and actions are what give us government employees the awful image that it sometimes can have. Thousands of folks will be hearing this presentation, and unfortunately it is a true representation of what is going on within your own operation.

I will not be attending the upcoming Board meeting, because frankly, I just can't take the drama and negativity regarding this whole process and the County team's lack of respect for our local winery and vineyard community. My hopes are that the Board and your County Executive will take your own constituents into consideration and that your planning and code compliance team will not retaliate against me or our family winery for putting these concerns into writing. I must admit that any further restrictions, regulations or expensive requirements will most likely move me toward the decision of possibly closing our family business.

Thanks for your time and consideration,

Tammy Rimes

Owner of Hacienda de las Rosas Winery

Keynote Speaker, Author & Government Consultant

18011 Bluegrass Road, Ramona, CA 92065

(760) 789-3689 www.tammyrimes.com

<image002.png> *The whole world may tell you no...just tell yourself 'yes' and go for it!*

Elaine

S. Elaine Lyttleton

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[rvva] Urgent letter to Dianne Jacob re Winery Ordinance

5 messages

S Elaine Lyttleton <lyttleton@sv-mail.com>

Thu, Apr 14, 2016 at 6:19 PM

To: rvva@googlegroups.com

Dear Dianne,

I have never heard of such a thing. Your staff appears to be in charge at the County and your appointed and elected representatives are expected to heel to their whims. The whims of a staff of a major North American County who has no clue whatsoever about Economic Development – what it means, how it works and how to make it happen here to create jobs and economic prosperity for everyone in the County including government employees, entrepreneurs, and their employees.

We have just received this from Staff - [The Winery Ordinance project is scheduled for the Board of Supervisors meeting of April 27. We will be providing the Board of Supervisors with 2 versions of the Ordinance.](#)

The first will be the Planning Commission recommended version which proposes to allow a Boutique Winery to import wine (in addition to fruit and juice) from outside the county, within the production limitations (no more than 25% from outside the county). The second is the PDS staff recommended version which proposes to allow a Boutique Winery to import fruit and juice from outside the county, but not wine, within the production limitations.

Seriously? Staff is telling the Planning Commission “Screw you”? A simple note in the report to the Board of Supervisors that the Staff recommendation was “A” and after elaborate and well thought out testimony by hard working, heavily invested boutique winery owners, the Planning Commission determined a slight modification was appropriate, “B”.

The PDS staff version is identical to the draft that was provided to the Planning Commission on February 5. It is still available on our webpage at the following link:

<http://www.sandiegocounty.gov/content/dam/sdc/pds/PC/160205-Supporting-Documents/Zoning%20Ordinance%20Amendment%20Wineries%20Limited%20Wholesale/Attachment%20A%20-%20Jan%2012%202016%20Draft%20Winery%20Ordinance%20STRIKEOUT.pdf>

The ordinances and the Board Letter will be available to the public a week before the hearing (Wednesday, April 20) on the Clerk of the Board website.

<http://www.sandiegocounty.gov/content/sdc/cob/bosa.html>

I will tell you, those of us who have had it up to HERE with the County will NOT be at this hearing – where staff has absolutely NO intention of heeding anything we tell them. We need to stay at our small farm wineries, keep our heads down and continue working our asses off so we don't go bankrupt because of County demands of a so-called “by right” winery ordinance.

Staff is telling us to close our tasting rooms, install ADA & commercially compliant toilets (portables will not suffice) and until compliant with this and a myriad of other onerous requirements which NONE of us can afford – we are not allowed a building permit for a winery production building (formerly known as the shed or garage). What a crock. The County has totally misrepresented from the outset what the Boutique Winery Ordinance was supposed to be. “By Right”, and in the words of our pioneer turned Benedict Arnold, Carolyn Harris, a “farm stand winery ordinance”. WE ARE NOT NAPA BILLIONAIRES INTENDING TO PLAY AROUND TO MAKE A MILLION IN THE WINE INDUSTRY as I have said time and again to deaf ears.

We already know several grape farmers who have abandoned their dreams of having a Boutique Winery because of Staff’s unending demands. Your grand experiment to create jobs and a vibrant wine industry to attract tourists and their sales tax dollars to our County coffers, is being poisoned by County Staff who have never run a business and have no clue what this entails.

If we had been told of the myriad rules, the codes and unbending, unhelpful County and its Staff we would never have embarked on this road. From the time we bought our farm property in 2006 to the time we opened a tasting room in 2014 we had NO income and major out-go. Last fiscal year we GROSSED \$43,000. This is nowhere near what we need to maintain the roof over our head and we are just 2 old people, not a couple trying to support a family.

Our customers wonder why most of the wineries aren’t open during the week. BECAUSE WE ALL HAVE TO WORK DAY JOBS TO BUILD OUR DREAM. Which means we’re working 7 days a week with no benefits, no holiday pay, no vacations, no overtime pay, or even MINIMUM WAGE. County Staff needs to come down out of their ivory tower and see how the peasants live.

We think this is clearly a case of the tail wagging the dog – our Planning Commissioners and Supervisors say one thing about how they think this whole wine industry boom is wonderful and let’s do this thing – and the STAFF cut it off at the knees. For what? Little tiny wineries who are producing less than 1,000 (usually less than 500) cases of medal winning wines a year. Your priorities are wrong. Your policies are wrong. Your attitudes about Economic Development are wrong.

Elaine

S. Elaine Lyttleton

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To post to this group, send email to RVVA@googlegroups.com.

For more options, visit <https://groups.google.com/d/optout>.

Tom Stephan <tom@air-superiority.com>

Thu, Apr 14, 2016 at 9:21 PM

To: S Elaine Lyttleton <lyttleton@sv-mail.com>

Cc: "RVVA@googlegroups.com" <rvva@googlegroups.com>

Liberty must be fought for at every generation. Never in all our history since the American Revolution do we need to stand our ground against our own government.

The founding fathers set up the nation with "We the People" at the controls.

Next the colonies (county government).

Then the state and lowest of the low was the federal government. This to keep us safe from a usurped army. All that has been reversed since the birth of federalism during the Lincoln administration and especially the Federal Reserve Act.

"All that is required for evil to prevail is for good men to do nothing." Edmund Burke.

Yes I said it.

Tom Stephan.

[Quoted text hidden]

-
Tom Stephan | Owner

Air Superiority

Web: <http://www.bamowlboxes.com/>

Tel: (760) 445-2023

Author: Beneficial Bam Owl Boxes

[Quoted text hidden]

'Eric Metz' via Ramona Valley Vineyard Association <RVVA@googlegroups.com> Sat, Apr 16, 2016 at 11:56 AM

Reply-To: Eric Metz <winegrower@gmail.com>

To: S Elaine Lyttleton <lyttleton@sv-mail.com>, "rvva@googlegroups.com" <rvva@googlegroups.com>

Hi, Elaine.

Your letter is filled with much passion. I am sad to hear that you and Norm, like I, have not found this industry profitable. I agree that all of us in it have been led down a road of false promise by the County in that they touted the Boutique Winery Ordinance as a "By-Right" ability to do business as a winery. But, the Planning and Development Services Department was against it from the very beginning. Now, their actions are out in the open for all to see.

The County let us think that our By Right entitlement to conduct business as a winery was like that for any other place within the state of California. Never once did the County state what they meant by their By Right claim. As such, the County purposely and intentionally misled County residents in order to achieve their hidden agenda of having residents invest financially into this emerging industry. You have every right to be upset with the County.

Why wouldn't San Diego County residents who chose to enter the winemaking industry as an exercise of Their By Right entitlement under the Boutique Winery Ordinance proceed to act in manners like those of other wineries throughout the state of California? We all were new at this business and looking to those who had found success elsewhere. We, too, wanted to be successful, especially after sinking hundreds of thousands of dollars (considering property values invested) into this industry. Besides, the original Boutique Winery Ordinance said nothing about us not being able to do the things which the Planning and Development Services now is attempting to prevent us from doing.

Their claim of intent as one of clarification of wording is a lie. Also, those who support the Planning and Development Services Department's attempt to change the rights under this Ordinance are making statements to support more restrictive wording which are unsupportable from wording of the original Ordinance claiming that they have privileged information about what was originally intended (because they had never openly discussed with others what they and only a handful of people developed in secret meetings). Now, the Planning and Development Services Department is re-writing the original Ordinance to remove the Rights which had been originally granted us by the County of San Diego.

I would hope that this industry might come together to discuss openly possible avenues to change the course the County has been following. The RVVA and the SDCVA have for many years refused to recognize what is needed to create, support and grow this industry, as well as to act to help its business members survive financially. Specifically, I am referring to my past attempts to have these two organizations discuss financial sustainability of its member wineries and conducting association activities to promote member profitability. Each time I stood up and attempted to bring such a discussion to the floor of meetings, the President at the time would state that that was not the purpose or mission of the association and that it was up to individual members to be successful. In short, I was made to feel like an idiot for even suggesting that winery members should try to work together to be profitable. The short-sightedness of past Presidents and other association members have put us where we are today with no real hope of resurrection.

Regards,

Eric Metz
Lenora Winery

From: S Elaine Lyttleton <lyttleton@sv-mail.com>
To: rvva@googlegroups.com
Sent: Thursday, April 14, 2016 6:19 PM
Subject: [rvva] Urgent letter to Dianne Jacob re Winery Ordinance

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[Quoted text hidden]