

**Dry Creek Valley Citizens Advisory Council
Regular Meeting Minutes
February 16, 2017
Healdsburg Fire Station Training Room
601 Healdsburg Avenue, Healdsburg CA**

Call to Order

Acting chairperson Ruth Wilson called to order the regular meeting of the Dry Creek Valley Citizens Advisory Council at 6:00 pm.

Introduction of New Councilmembers

Councilmembers gave a brief introduction of themselves.

Roll Call

Present Councilmembers: Ruth Wilson, Bill Smith, Vicky Farrow, Mike Tierney, and Jenny Gomez.

Special Training of Councilmembers

County of Sonoma staff members Marianne Green and Diana Gomez gave a special training presentation on the Brown Act.

Scheduled presentations from the departments of Transportation and Public Works were postponed until April, due to workload from ongoing storms.

Approval of Minutes

On a motion by Councilmember Vicky Farrow, seconded by Councilmember Jenny Gomez, the minutes of the regular Dry Creek Valley Citizens Advisory Council meeting from December 15, 2016, were approved, with corrections. The motion carried on a voice vote. (5-0).

Public Comments on Non-Agenda Items

Willie Lamberson—549 Carriage Court, Santa Rosa, CA—Planning Commissioner—addressed the detrement of local character protests based on the Fieri Winery referral. The neighbors had used the argument of agriculture encroaching on rural residential. He mentioned the Willowside Road area which is made up of small acreages and small subdivisions, plus various lanes. Noise was an issue and prior to the hearing, it was thought that noise was measured from residence to residence. The county subsequently decided that noise measurements should be taken from the property line, and to a height of 28 feet, for impacts. It was also mentioned that the winery would be producing only 10% of the necessary grapes, and the road was substandard. Neighbors were concerned about the frequent use of the road by cyclists on the weekends and a school that was 800 feet away. 206 signatures from neighbors were collected opposing the winery. He warned against using the “incompatible with rural character” as a broad paint brush and reminded the council that each referral is to be considered individually.

Correspondence - none

Councilmember Announcements and Disclosures – Information Only

Councilmember Smith stated that he had an onsite meeting with the Guadagni's.

Councilmember Wilson also had an onsite meeting with the applicants.

Councilmember Farrow met with applicants to discuss the location of buildings.

Councilmember Tierney made an onsite visit.

Councilmember Gomez did not make an onsite visit, but is familiar with the property.

There were no further announcements or disclosures.

Referrals from Sonoma County PRMD –

File Number: PLP16-0050

Applicant Name: John Rebich

Owner Name: Don Guadagni

Site Address: 2050 and 2060 Yoakim Bridge Road, Healdsburg

APN: 139-130-022

Project Description: Request for a Use Permit and Administrative Design Review for a 30,000 case winery with a public tasting room with food and wine pairing, and 24 total annual events (16 agricultural promotional events and 8 industry wide event days). Phase one consists of a new 2,500 square foot building with the public tasting room, offices, conference room, and commercial kitchen. Phase two consists of a new 6,000 square foot winery building.

Bill Guadagni gave a brief family history and mentioned they have been on the current property for 75 years. He graduated from Fresno State with a degree in enology and a minor in chemistry. He and his sister decided to start a winery. Bill will be the winemaker.

Cort Munselle, from Munselle Civil Engineering. Gave a presentation on the changes to their 40+ acre site. Their permit is requesting a 30,000 case winery, with 16 Ag Promotional events, 4 of which are winemaker dinners. They will have a wine club and would like to prepare food as well as wine, thus the request for a commercial kitchen. They are requesting amplified music. PRMD has provided preliminary conditions of approval: they will require sound dampening, among other provisions. The process will allow for noise mitigation measures if there are complaints. Their access is off Yoakim Bridge Road, as they are trying to mitigate the impact to their vineyard. Yoakim Bridge Road is 21 ft. wide. There are no other wineries off of Yoakim. Their proximity to Canyon Road provides an alternative to access up Dry Creek Road. They have plenty of parking. Maximum capacity events would require 120 spaces and their plans allow for 144 spaces. They have spent time discussing with neighbors and wish to minimize the impacts to neighbors. Their closest neighbor is 550 feet to the southwest and southeast. Cort provided examples of other approved wineries in the area: Shepherds Hook; Zialena has approval for 20,000 cases; Hammel; Truett Hurst with 30 events for 200 people; Comstock, 35,000 case; Timbercrest has 65,000 case approval; Rafanelli; Cline; Trentadue.

Council Discussion:

Councilmember Bill Smith asked how many square feet would be required for a 30,000 case winery. He questioned the size and their ability to make this much wine. Bill Guadagni responded with examples of wineries who had done this.

Councilmember Jenny Gomez mentioned that the area of the Yoakim Bridge Road and Canyon Road stop signs are treacherous, and stated that there are large numbers of bike riders and bike tours who use this area. She asked them to address these concerns. Cort

Munselle stated that the vineyard currently produces 250 tons of grapes and they are all currently trucked off the property. He also mentioned that the county is working on a traffic assessment.

Councilmember Bill Smith asked about the request for amplified music in this permit. He stated that the copy he received stated there would be only non-amplified music. The Guadagnis explained that it was a county error and they have since filed a modified permit. That was the only change to the application.

Councilmember Mike Tierney questioned the capacity—not 30,000 cases right out of the gate? Bill Guadagni agreed that they will have to build up to that.

Councilmember Vicky Farrow wanted to clarify they are proposing amplified music in the evenings outside of winery hours. They agreed this was the case.

Councilmember Bill Smith asked about the commercial kitchen. They agreed that they are asking for a complete commercial kitchen.

Councilmember Ruth Wilson questioned the size and timing of events, especially those in the evening. The Guadagnis clarified they are proposing two large industry-wide events of about 300 people, otherwise they would have to do more events to come out financially. Their thought was that two 300 person events would minimize impact. Ruth asked about them having the events in the afternoon and evening. They clarified that Winemaker dinners would also be in the evening, but held indoors. They responded that they are planning only two of the events would have amplified music until 9 or 10pm.

Councilmember Bill Smith asked if they would be willing to add to the permit. He also asked for clarification. Would there be music inside? Would outdoor events be in the summer?

Councilmember Mike Tierney asked what the current position on amplified music was. The other councilmembers assured them there is no current policy.

Public Comments

Charlee Schanzer—West Dry Creek Road, Healdsburg—addressed the council on their responsibility to the General Plan provisions. She quoted the General Plan stating that there may be grounds for denial if there is a concentration of wineries in the area. She believes this is detrimental to the rural character of the area. She passed out a map to the council members that shows existing wineries and tasting rooms within two miles of the proposed Guadagni Winery. She also mentioned the Dry Creek Peach and Produce fruit stand on Yoakim Bridge Road. She stated that there are 19 tasting rooms and wineries, which mean more noise and traffic. She believes this is the antithesis of rural character. She referred to the Fieri project on Willowside Road that Commissioner Lamberson had referred to earlier. She stated that the project had been denied on incompatibility of the surrounding area. They did not want to set a precedent. She believes the council has a responsibility to deny this referral.

Judith Olney—Santa Rosa—encouraged the DCVCAC to find there is a detrimental concentration of wineries in the area of the Guadagni property—meaning no more than two within a ½ mile. She stated that the County staff and the Winery Working Group had defined rural character. She asked council to take this issue seriously. She mentioned a Resolution of Intent to provide areas of concentration and that Dry Creek is one of those areas. She stated that this ordinance will be available in mid-2017 to the Planning Commission. She also believes that whether this project is compatible or incompatible, it adversely affects neighbors.

Fred Corson—3211 West Dry Creek Road—former DCVCAC councilmember and on the Winery Working Group—he asked the council to take the issues of detrimental concentration and rural character seriously. This project has not even considered this issue nor have guidelines been issued on how detrimental concentration should be defined. He asked the council to put pressure on the county to ask for adequate policy to aid in making these decisions. He asked the council to return this referral county and explain that the council has not been given the adequate tools and policies to determine detrimental concentration or damage to rural character, and therefore cannot make a recommendation.

Lou Preston—West Dry Creek Road, Healdsburg—Winery Owner—mentioned that he has known four generations of Guadagni's. He learned from the family about curing olives and farming the old way. They have the ability to express the character of the valley in a way few others would. He is torn as the valley has become commercial and people need to live here, too. He is looking for balance. He believes there is a growing imbalance between the size of a winery and the size of the property. He believes the winery application for the Guadagni's is, in his estimation, 3 times the capability of the property. He mentioned the overwhelming number of tourists, plus the import of raw materials that are disruptive to the quality of living in the valley. He endorses the quality of their wines but disputes the size of the events they believe are needed to support that. He does not want to see another large winery.

Discussion

Councilmember Jenny Gomez commented that we have not been given the proper tools to decide rural character or decide proper balance. She feels she needs more information to make decisions.

Councilmember Mike Tierney stated that he is also in the wine business. After seeing the property and listening to comments from Lou Preston, he does not want to close the door on this project or be NIMBY (not in my back yard), but does not like the size of the project. If it was scaled down, he would be in favor.

Councilmember Vicky Farrow stated that she is looking at impacts. Regarding compatibility, she stated that the General Plan set aside ag zones to preserve agriculture. Processing, production, and promotion of agriculture needs to happen in those ag zones. She believes residential is a secondary use. She believes the project is compatible. She sees that this is preserving agriculture. She sees that driving through the valley and seeing more vineyards than buildings, wineries, homes, gated driveways, etc., means that there does not seem to be an "area of concentration" that concerns some of the neighbors. She likes that the property is large—almost double the 20 acre requirement. She likes the minimal loss of vineyard to buildings and proper siting on the road. She views these all as positives. She addressed impacts of traffic noise and safety, stating that it appears reasonably safe to her and that the winery will sit in the middle of the property, which should minimize noise, but that it will not be quite far enough to mitigate amplified noise. She understands that this is one of the biggest concerns. Traffic is an issue, though maybe not for the tasting room. Her issue with the project and concerns would be around events. She thinks that events are confusing. She wants to see more clarity on the events that will be at night. She believes this is the bigger issue because everyone arrives at once and leaves at once. She believes a 300 person event at night is not as compatible with Dry Creek as she would like to see. She mentioned that most events are for 100 people or less. She mentioned that only two wineries in Dry Creek are permitted for events of 300 persons, and a few that are permitted for events of 200—

most permitted events are for fewer people. She also believes that winemaker dinners of 125 also seem large, as most are in the 50 to 60 range.

Councilmember Bill Smith agreed with Vicky. He is in favor of the winery. He mentioned that the General Plan addresses overconcentration. He mentioned he believes this should be addressed in a zoning ordinance, which of course could not happen in time to help them in making this decision. He is not prepared to deny the referral on this basis. He would like to see this council propose compromises on the size of the winery and production (8 tons per acre). He would like to suggest that 75% of grapes should be from Sonoma County (and he would propose this for a guideline going forward). He mentioned that Gallo was required to use 80% Sonoma County grapes. As for the events, he would like to compromise on two seasonal events reduced from 300 to 200 people, with the additional condition that amplified music be limited to those two seasonal events and four dinners. He would like the music to end at 8:00pm and the dinners to end at 9:00pm. He understood that the commercial kitchen would be replaced by catered meals, and he would approve a catering kitchen to avoid a defacto restaurant. He is in favor, but believes it all needs to be scaled back a bit.

Councilmember Jenny Gomez asked about how much food they would make. She also mentioned that an additional 125 tons of grapes would be needed if they reach peak production.

Councilmember Ruth Wilson stated that concerns have been addressed. Everyone she spoke with respects the Guadagni family. She stated that this is the type of project that the council wants to encourage. She is still concerned about events—the scale of events and the hours are potentially detrimental to the area.

Councilmember Bill Smith stated that if events and hours were scaled back, and there were no problems, they could come back and modify the Use Permit to bring numbers back up.

Councilmember Vicky Farrow disagreed with Bill. She believes it may get harder to get these things approved in the future. She also addressed the commercial kitchen. She believes that whether the kitchen has a stove or not does not have an impact. She emphasized they cannot have a restaurant.

Councilmember Bill Smith agreed with Vicky about the kitchen. He expressed concern about situations where commercial kitchens are rented to third party users, and used to promote the winery. He asked that this should be stipulated in the permit.

Councilmember Vicky Farrow agreed that she would like to see a prohibition on the rental of the kitchen to third parties. She believes a charge for events is fine. She disagrees with Bill that dinner events should end at 8:00 pm. She believes music might need to have a definite end time, but that asking everyone to leave by 9:00 pm is unrealistic. She believes that having music end at 9:00 pm would be fine.

Councilmember Jenny Gomez asked for clarification on the kitchen. She agrees that changing the size of events from 300 to 200 people sounds reasonable. She understands the need for the commercial kitchen. She clarified that winemaker dinners (4) would stop at 9:00 pm (these are indoor events) and that these are indoor events; that pickup parties would happen 4 times a year.

Councilmember Bill Smith mentioned again the provision prohibiting 3rd party rentals and a provision requiring 75% of grapes be from Sonoma County. Cort Munselle mentioned that some of the grapes would have to be processed offsite.

Councilmember Mike Tierney stated that small wineries usually do not do all the processing on site and often rent bottling facilities. Cort stated that this parcel is much larger than other small wineries.

Councilmember Vicky Farrow stated that she does not want to limit them to estate grown grapes. She is okay with the 30,000 case limit on their 40 acre property.

Councilmember Ruth Wilson asked the applicants what they thought about modifying their request on events.

Applicant Bill Guadagni responded that they would consider mitigating their requests. His uncle stated that he did not want them to be limited in the future. Another family member did not like the idea of reducing events from 300 to 200 people.

Councilmember Vicky Farrow mentioned that Ridge and Mounts both have permits for events of 300 people. Rafanelli, Truett Hurst and Pech Merle have permits that allow 200 person events.

Applicant Cort Munselle stated that they would agree to limit the hour for ending music. He did not want to be limited to the 75% Sonoma County grapes. He compromised that they would reduce the number of people for the seasonal events (2) if they could increase the number of seasonal events to four.

Councilmember Ruth Wilson—asked the council to consider their options.

Councilmember Jenny Gomez—asked if the council sees 200 as a hard number or would 250 work for Ag events.

Councilmember Ruth Wilson—stated that four large events would increase impact.

Councilmember Jenny Gomez—stated that she understands the intent, but likes 200 for 2 events.

Councilmember Bill Smith—reminded the council that what we approve will become a precedent. He would personally like the winery and tasting room and some events. He mentioned that the council could recommend approval with conditions. He would like to see two seasonal events of 200 people, have music cease at 9:00 pm, would recommend that 75% of grapes be from Sonoma County--Napa has done this since 1990-- no third party rentals, and all promotional events.

Councilmember Vicky Farrow—mentioned that she is not comfortable with allowing four events of 300 people. She does not agree with the 75% requirement on grapes.

Councilmember Jenny Gomez—shared her thought that it seems a bit arbitrary to recommend a 75% requirement for Sonoma County grapes, as it will set a precedent.

Councilmember Bill Smith—mentioned that they will need to bring in a lot of grapes, which is why he likes the 75% from Sonoma County requirement.

Councilmember Mike Tierney—stated that it is smart marketing to use local grapes rather than importing them, say from Yolo County.

Councilmember Jenny Gomez—expressed concern with setting standards separately.

Councilmember Bill Smith—asked the council if they were comfortable with the 30,000 case winery.

Councilmember Jenny Gomez—responded that she was okay with 30,000 cases. She likes the family business, the business model, etc.

Councilmember Ruth Wilson—told the council that Williamson Winery has a 15,000 case winery, and they are very successful. She believes 30,000 would be a lot to sell direct to consumer.

Councilmember Mike Tierney—stated that he is not comfortable with 30,000 cases.

Councilmember Jenny Gomez—asked if the applicants can ask for permit modifications.

Councilmember Mike Tierney—mentioned his concern that they may not be able to increase the case quantity in the future.

Statement of motion:

On a motion from Councilmember Ruth Wilson and a second from Councilmember Mike Tierney, the Dry Creek Citizens Advisory Council moved to recommend to approve PLP16-0050 at 2050 and 2060 Yoakim Bridge Road, Healdsburg, with conditions. Conditions are as follows:

- 1) No third party rentals of facility
- 2) Two seasonal events be limited to 200 people
- 3) Outdoor amplified music ending at 9:00 pm and events ending at 10:00 pm.

The motion carried on a roll call vote (5-0).

Councilmember Bill Smith-aye
Councilmember Ruth Wilson-aye
Councilmember Vicky Farrow-aye
Councilmember Mike Tierney-aye
Councilmember Jenny Gomez-aye

Discussion Items: None

Election of Chair and Vice Chair:

ACTION ITEM

On a motion from Councilmember Jenny Gomez and a second from Councilmember Mike Tierney, the Dry Creek Citizens Advisory Council moved to elect Ruth Wilson the DCVCAC Chair, and Councilmember Vicky Farrow the DCVCAC Vice Chair for 2017.

The motion carried on a voice vote (5-0).

Agenda Items for future meetings

Creation of Ad Hoc committee to come up with policies and guidelines. (The DCVA has worked on this). Recommendation for two committees: one to work on winery events and guidelines, and another to consider the Planning and Zoning, Draft Overlay, Bike events, vacation rentals, etc. Scope to be defined a next meeting.

Adjournment

There being no other Council business to discuss, the meeting was adjourned at 8:03 pm, on a motion by Councilmember Ruth Wilson, seconded by Councilmember Bill Smith. The motion carried on a voice vote. (5-0).

Approved Date: _____

Ruth Wilson, Chair: