

**Dry Creek Valley
Citizens Advisory Council
BLUE BOOK**

August 21, 2012

Revised 11-13-2012 (new appointee)

Revised 10-20-2015 (limiting terms to two consecutive terms)

Revised 10-16-2018 (Additions to advisory topics, and guidelines for permits with visitor serving agricultural uses)

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MISSION STATEMENT

The mission of the Dry Creek Valley Citizens Advisory Council (“the DCVCAC ”) is to act as a bridge for communication between the County and local residents and businesses, and the general public on local planning decisions affecting the Dry Creek Valley.

The DCVCAC provides a forum for public expression and for making advisory recommendations to the County of Sonoma and its Permit and Resource Management Department, Board of Zoning Adjustments, Planning Commission, and Board of Supervisors on applications for use permits, rezonings, and general plan amendments in the Dry Creek Valley.

RESOLUTION FORMING THE DRY CREEK CITIZENS ADVISORY COUNCIL

THE WITHIN INSTRUMENT IS A
CORRECT COPY OF THE ORIGINAL
ON FILE IN THIS OFFICE

13
Resolution No. 12-0410

ATTEST: AUG 21 2012

County of Sonoma
Santa Rosa, CA 95403

VERONICA A. FERGUSON, Clerk/Secretary
BY *Wooden*
DEPUTY CLERK/ASST SECRETARY

Date: August 21, 2012

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,
Establishing The Dry Creek Valley Citizens Advisory Council And Designating The Territory
Subject To The Jurisdiction Of The Council.**

Whereas, the Dry Creek Valley in unincorporated Sonoma County, with its abundant natural resources, beautiful landscapes, rich agricultural heritage, and fertile alluvial soils, is an ideal environment for world renowned wine grapes, local residents and businesses, and visitors alike; and

Whereas, the County is responsible for local planning in the Dry Creek Valley; and

Whereas, Government Code section 31010 authorizes the Board of Supervisors to establish an advisory council for any unincorporated area in the county to advise the Board on such matters which relate to that area as may be designated by the Board; and

Whereas, the Board of Supervisors desires to establish the Dry Creek Valley Citizens Advisory Council ("the DCVCAC") to advise the Board and other County decision makers on local planning decisions relating to the Dry Creek Valley, to provide a regular forum for citizen participation in the formation of advisory recommendations on those decisions, and to provide a bridge for communication between the County and local residents and businesses, and the general public on local planning decisions affecting the Dry Creek Valley.

Now, Therefore, Be it Resolved that the Board of Supervisors hereby establishes the DCVCAC, subject to the following operative provisions:

1. The boundaries of the territory subject to the jurisdiction of the DCVCAC are shown in Exhibit "A," attached hereto and incorporated herein by this reference ("the DCVCAC Referral Area").

2. The DCVCAC shall consist of five members appointed by the Board of Supervisors. Two members shall be from the Dry Creek Valley Association, two members shall be from the Winegrowers of Dry Creek Valley, and one member shall be from the general public designated by the Fourth District Supervisor. All members shall be registered voters residing within the DCVCAC Referral Area. All members shall hold office for a term of two-years or until their successor is appointed and qualified, with the exception of the initial members. All members shall serve at the pleasure of the Board of Supervisors and may be removed from office at any time by the Board, with or without cause. The Board of Supervisors shall classify the initial members into two classes, one class consisting of one member from the Dry Creek Valley Association, one member from the Winegrowers of Dry Creek Valley, and the public member, and one class consisting of one member from the Dry Creek Valley Association and one member from the Winegrowers of Dry Creek Valley. The class of three members shall hold office until December 31, 2014, and the class of two members shall hold office until December 31, 2013.

3. The designated powers of the DCVCAC shall be to review and make advisory recommendations on the following three categories of local planning decisions in the DCVCAC Referral Area:

- (a) Use permit applications;
- (b) Rezoning applications; and
- (c) General plan amendment applications.

4. The designated duties of members of the DCVCAC shall be to:

- (a) Attend and participate in meetings of the DCVCAC;
- (b) Study and analyze appropriate material submitted;
- (c) Keep the Fourth District Supervisor informed of any necessary planning-related issues;
- (d) Serve on such subcommittees as may be designated by the DCVCAC;
- (e) Advise applicants of project issues and concerns; and
- (f) Vote on advisory recommendations or motions made by members of the DCVCAC.

5. The rules and procedures for governance of the DCVCAC shall be as set forth in Exhibit "B," attached hereto and incorporated herein by this reference. The rules and procedures may be amended or modified only upon the consent of the Board of Supervisors.

6. The County shall cooperate with the DCVCAC through the Permit and Resource Management Department and the Fourth District Supervisor's Office.

7. The establishment of the DCVCAC shall not be submitted to the voters of the Dry Creek Valley watershed.

Be It Further Resolved that the Board of Supervisors hereby authorizes the DCVCAC to contract with an independent contractor for administrative services. The costs for such services shall be shared by the Dry Creek Valley Association and the Winegrowers of Dry Creek Valley.

Supervisors:

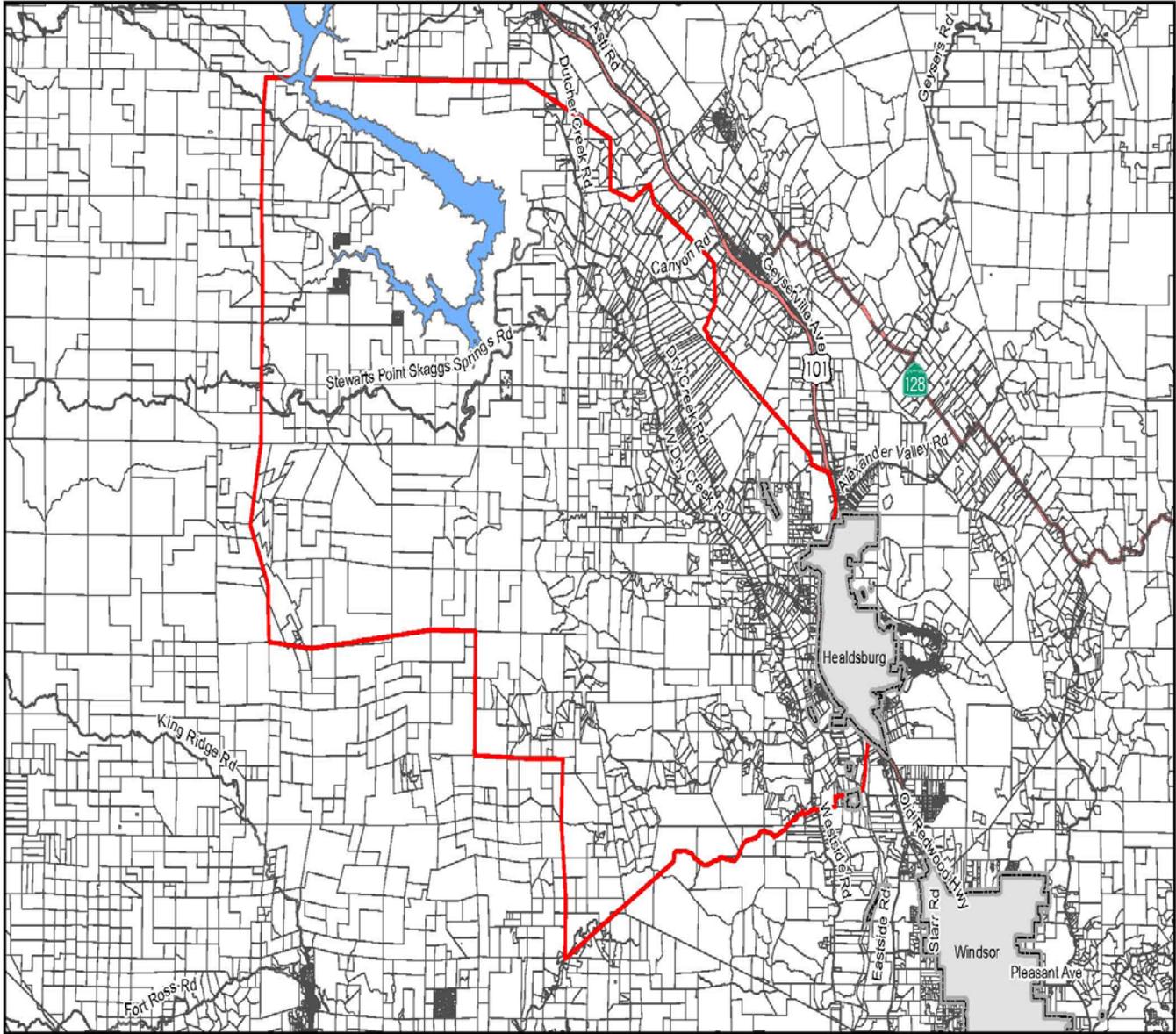
Brown: Aye Rabbitt: Aye McGuire: Aye Carrillo: Aye Zane: Aye

Eyes: 5 Noes: 0 Absent: 0 Abstain: 0

So Ordered.

EXHIBIT "A" - REFERRAL BOUNDARY

Dry Creek Valley Citizens Advisory Council



Note:
 1. Parcel boundaries derived from 1:50000 scale maps and revised using Assessor Parcel Maps. Alignment inconsistencies occur due to map projection.
 2. Data is for planning purposes.
 3. Questions regarding this map and the data herein should be directed to PRMD (707) 565-1900.

Legend

Dry Creek Appellation	Assessor Parcel	Highways
City	Lake Sonoma	Main Arterial Streets

0 1.25 2.5 Miles
 1 inch equals 2.5 miles

County of Sonoma
 Permit and Resource Management Department
 2550 Ventura Avenue, Santa Rosa, California 95403
 707-565-1900 FAX 707-565-1105

Author: PRMD Cartography; D. Reinier File: S:\GIS-DATA\PRMD_BASE\PRMD Department Projects\Project Review\Dry Creek Valley Citizens Advisory Council.mxd Date: 12/22/2011

EXHIBIT “B” - DRY CREEK VALLEY CITIZENS RULES AND PROCEDURES

I. MEMBERSHIP

A. **Appointment.** The DCVCAC shall consist of five members appointed by the Board of Supervisors. All members shall hold office for a term of two-years or until their successor is appointed and qualified, except that two of the initial members shall serve a one-year initial term. All members shall serve at the pleasure of the Board of Supervisors and shall serve no more than two consecutive terms.

B. **Quorum and Recommendations.** A majority of the members of the DCVCAC shall constitute a quorum for the transaction of business. No advisory recommendation of the DCVCAC shall be valid or binding unless four-fifths of all the members concur therein.

C. **Office.** The principal place of business of the DCVCAC shall be determined by the DCVCAC. At a minimum, there shall be a telephone number where information may be obtained by the public, and a place where the agenda may be publicly posted. This need not be the same place where the DCVCAC itself meets.

D. **Compensation.** Members of the DCVCAC shall serve without compensation.

E. **Vacancies.** In event of the death, resignation, or inability to serve of any member of the DCVCAC, such condition shall be brought to the attention of the Board of Supervisors for appointment of a replacement. “Inability to serve” shall be determined by a four-fifths (4/5) vote of the DCVCAC. If any member of the DCVCAC misses two consecutive regular meetings without a valid reason, the Board of Supervisors, through the office of the Fourth District Supervisor, shall be notified and requested to appoint a replacement.

II. MEETINGS

A. **Frequency and location of regular meetings.** There shall normally be one regular meeting of the DCVCAC each month, on a specific, consistent, day of the month, as determined by the chair or a majority of the members of the DCVCAC. The time of the meetings shall be scheduled to maximize assistance to the Permit and Resource Management Department, Board of Zoning Adjustments, Planning Commission, and Board of Supervisors. All meetings of the DCVCAC shall be held within the Dry Creek Valley area or at a City of Healdsburg facility. All meetings of the DCVCAC shall be in a building easily accessible to the public with facilities to accommodate interested members of the public.

B. **Brown Act.** All meetings and all deliberations of the DCVCAC shall be open to the public and shall be governed by the Brown Act.

C. **Rules of Procedure.** All meetings of the DCVCAC shall be conducted, insofar as practical, according to Roberts Rules of Order or other parliamentary authority adopted by the DCVCAC.

D. **Presiding Officer.** The chair, or the vice chair in the chair's absence, shall preside over all meetings of the DCVCAC. In the case of absence of both the chair and the vice chair, the chair pro tem shall preside.

E. **Agenda.** The chair and the secretary shall be responsible for setting the agenda of each meeting of the DCVCAC. The Fourth District Supervisor shall assign Fourth District staff to attend, as needed. The secretary shall post the agenda for each meeting of the DCVCAC at the Board of Supervisors office at least 72 hours in advance of the meeting.

F. **Voting.** Each member of the DCVCAC shall be entitled to one vote. A member may abstain from voting in cases of conflict of interest, in which case he or she shall state what the conflict is and recuse themselves from discussion of the item. If more than one member must recuse him/herself on the same item, a quorum will not be established and the item cannot be formally reviewed by the DCVCAC. No proxies shall be permitted. All votes shall be public and properly recorded.

G. **Minutes of Meeting.** The minutes of each meeting of the DCVCAC shall include a copy of the agenda, the official public record of the meeting, and shall indicate any actions taken by the DCVCAC. A copy of the minutes shall be sent to the Fourth District Supervisor and to the Permit and Resource Management Department for consideration by the appropriate decision-making body.

H. **Special Meetings.** Special meetings of the DCVCAC may be called at any time by the Chair or a majority of the members of the DCVCAC. All special meetings shall be conducted in compliance with the Brown Act.

I. **Quorum and Recommendations.** A majority of the members of the DCVCAC shall constitute a quorum for the transaction of business. No advisory recommendation of the DCVCAC shall be valid or binding unless four-fifths of all the members concur therein.

EXHIBIT “C” - THE BROWN ACT, AND E-MAIL COMMUNICATIONS

Background:

The Brown Act, enacted in 1953, is intended to ensure that public bodies engage in their deliberations in a public setting. In essence, the Act requires (1) that the public have some notice of issues to be discussed at a meeting, and (2) that issues pending before a body are not discussed in advance by a majority of the members. This requirement prevents members from reaching a decision prior to a publicly accessible meeting.

Both the California Attorney General and the California League of Cities have prepared booklets to assist local government officials in understanding and complying with the Brown Act. The Attorney General’s guide is available at the following website: <http://ag.ca.gov/publications/#openmeetings>. The Attorney General has created a helpful summary of key Brown Act provisions, which is attached to this explanation. The League of Cities booklet, entitled “Open & Public IV,” can be purchased from the League, and is also available online at www.ci.claremont.ca.us/download.cfm?ID=21498. This booklet includes a number of examples that are useful in determining how the provisions of the Brown Act should be interpreted and applied.

E-Mail Communications:

With the expansion of e-mail and its advantages of convenient, quick communications, many questions have arisen about how the Brown Act and the Public Records Act apply to this communication technology. E-mail should be used with caution: remember, your emails regarding public business are public records. Moreover, emails can result easily in inadvertent violations of the Brown Act.

E-Mail Can Be Used To:

- Distribute meeting minutes, agendas, and drafts of these documents
- Determine member availability for meetings
- To discuss similar administrative issues

E-Mail *May Not* Be Used To:

- Discuss pending issues before the body with a majority of its members.

Note: A member may discuss pending issues with other members outside of public meetings, as long as fewer than a majority engages in the discussion. The danger with email is that it can be forwarded easily; members are warned that they are responsible for limiting the dissemination of information to fewer than a majority of the body.

EXHIBIT “D” - ADMINISTRATIVE ROLES

CHAIR:

- Preside over all regular meetings. Call for and preside over special meetings when necessary.
- Appoint Chair and members of ad hoc committees
- Acts as a liaison between the DCVCAC and the Fourth District Supervisor

VICE-CHAIR:

- Conduct meetings in the absence of the Chair
- Research and report to the DCVCAC any problem areas concerning items on the upcoming agenda
- Keep a master list of contact persons in governmental and private agencies the DCVCAC may find useful

EXHIBIT “E” - SCOPE OF WORK AND PAYMENT TERMS FOR THE SECRETARY

The DCVCAC shall execute a contract and appoint a Secretary to the DCVCAC the first month of each year. The Secretary, who shall not be an official member of the DCVCAC but an independent contract professional, shall be compensated by the Winegrowers of Dry Creek Valley, at the rate of \$300 per month. The Dry Creek Valley Association and the Winegrowers of Dry Creek Valley each agree to contribute \$1,800 by December 15th of each year toward the compensation. The amount, totaling \$3,600, will be the total compensation for the DCVCAC Secretary.

Administrative Role of Secretary:

(non-member)

- Act as the contact for all potential applicants wanting to present at DCVCAC Meetings
- Prepare, distribute and post agendas for meetings at least 72 hours in advance of the meeting
- Keep minutes of all meetings, specifying the call to order, the attendees, the business conducted and the adjourning time
- Arrange sites for all meetings and confirm all necessary public posting requirements are completed in appropriate timelines
- Assist all DCVCAC members with compliance with the Brown Act
- Prepare and send communications as directed by the Chair
- Notify members of the DCVCAC of special meetings, giving the time, place and reason for meeting
- Keep an up-to-date roster of members of the DCVCAC, giving the name, mailing address, phone and fax numbers and email addressees
- Follow up on recommendations made by the DCVCAC
- Keep a list of items that the DCVCAC has acted upon and report back to the DCVCAC on their progress
- Send copies of the minutes to the Fourth District Supervisor’s Office, the Sonoma County Planning Commission and other appropriate bodies as indicated
- Prepare and store the DCVCAC member name plates

EXHIBIT “F” - SCOPE OF AUTHORITY

The DCVCAC is charged with examining, discussing, and making recommendations regarding Use Permits, Rezoning and General Plan amendment applications within the Dry Creek Valley watershed.

Site Review. All proposed use permits, rezoning applications, and General Plan amendments occurring in the Dry Creek Valley watershed may be visited on-site by any member of the DCVCAC or by an ad-hoc committee, appointed by the DCVCAC chair, consisting of at least two DCVCAC Members. DCVCAC Members will coordinate site visits directly with the applicant or owner.

Ad Hoc Committee Report. Any appointed ad-hoc committee will report to the full DCVCAC at its next regularly scheduled meeting, any recommendations on the proposed permit or General Plan amendments. The applicant or their representative will be expected to attend to make a presentation on their proposal and answer questions from DCVCAC Members and interested community attendees.

DCVCAC Review. The DCVCAC will recommend to the County’s PRMD its 4/5 consensus view after considering the ad-hoc committee’s report and any supplemental information supplied by the project applicant. Should the applicant or their representative not attend the DCVCAC’s review, the DCVCAC may make its recommendation based upon other information supplied by the ad-hoc committee and the County’s PRMD. As with any other project, any DCVCAC Member having a personal or professional relationship with the applicant that would bias the member’s judgment should refrain from participating in the review.

Advisory Recommendation. Minutes of the meeting detailing the DCVCAC’s recommendations will be forwarded by the DCVCAC’s Secretary to the County’s PRMD with a copy to the project applicant.

Advisory Support. The DCVCAC will provide additional advisory support to the District Supervisor as requested.

EXHIBIT “G” - SONOMA COUNTY PLANNING AGENCY

The Planning Agency (Planning Commission and the Board of Zoning Adjustments) serves primarily as the recommending body to the Planning Commission, Board of Zoning Adjustments and Sonoma County Board of Supervisors.

The Planning Agency consists of ten commissioners who are appointed by and serve at the pleasure of the Board of Supervisors. The commissioners rotate sequentially by district every ten months. The chairmanship of each body rotates yearly by district.

The Planning Commission holds public meetings and makes recommendations to the Board of Supervisors concerning updates and amendments to the County’s General Plan and Zoning regulations. The Planning Commission also holds hearings and makes decisions on major subdivisions and mining proposals. There are five members who sit on the Planning Commission with one alternate for each district.

The Board of Zoning Adjustments conducts public hearings and makes decisions on applications for Use Permits, Zoning Variances and Coastal development Permits. There are five members who sit on the Board of Zoning Adjustments with one alternate for each district.

Permit and Resource Management Department

POLICY AND PROCEDURE Number 8-1-10

PURPOSE

The purpose of this policy is to define the circumstances in which the County of Sonoma refers projects and applications to the Dry Creek Valley Citizens Advisory Council (DCVCAC) for comment.

GENERAL

All applications for General Plan Amendments, Rezoning, and Use Permits within the Dry Creek Valley watershed shall be referred to the DCVCAC for review and comment.

AUTHORITY

The Sonoma County Board of Supervisors created the DCVCAC by Resolution #12-0410 to serve as an advisory body on applications for use permits, rezoning and General Plan amendments within the Dry Creek Valley watershed.

PROCEDURE

- A. Following a determination that a proposal is subject to DCVCAC review, the County of Sonoma Planning staff shall deliver or have delivered a copy of the project application, and any available supporting materials to the Chairperson of the DCVCAC.
- B. The chairperson will determine, with the DCVCAC's Secretary, whether to place the project on the next available agenda of the DCVCAC for comment.
- C. If the item is brought to the DCVCAC for comment, it shall be the responsibility of the DCVCAC to prepare and deliver written minutes of the action to the County of Sonoma planning staff in a timely manner so that they may be forwarded to the hearing body at the time of project review.
- D. The hearing body shall consider the comments of the DCVCAC in the course of its review of the project, but the comments shall not be considered binding and the hearing body shall act on the project application as it deems fit.
- E. Project applicants must attend DCVCAC meetings when their project is being heard by the DCVCAC.
- F. Projects referred to the DCVCAC for comment shall be reviewed by the DCVCAC within 45 days after the referral. The failure of the DCVCAC to make an advisory recommendation within 45 days after the referral shall be deemed to mean that the DCVCAC has no recommendation on the project.

- G. This policy does not preclude the County of Sonoma or planning staff from referring issues to the DCVCAC for advice and comment that may not be subject to environmental review as defined by this policy.

RESPONSIBILITIES AND REVIEW

- A. The County of Sonoma is responsible for reviewing this policy no less than every ten years to determine whether it is still representative of the Dry Creek Valley and still an effective review board for the County. Changes may be made by a majority vote of the Board of Supervisors.
- B. The Sonoma County Board of Supervisors will review this policy from time to time, as it deems necessary.

EXHIBIT “H” - GUIDELINES FOR DCVCAC DISCUSSIONS: PERMITS WITH VISITOR SERVING AGRICULTURAL USES

Section 1. Scope

The purpose of this document is to provide a set of definitions and preferred guidelines for use by the Dry Creek Valley Citizens Advisory Council (DCVCAC) in investigating, discussing and considering applications for new use permits that include visitor serving agricultural uses in agricultural and resource zones in the Dry Creek Valley watershed (map attached). The DCVCAC will provide advisory recommendations to the County of Sonoma and its Permit and Resource Management Department, Board of Zoning Adjustments, Planning Commission and Board of Supervisors.

These guidelines will help to establish clear expectations, so applicants and neighbors have a basis for more open dialogue and common understanding. The guidelines are a pilot program to assess the value of setting standards locally and will also help to inform future actions by the Board of Supervisors on visitor serving agricultural uses.

Section 2. Goals

1. Support agriculture and related agricultural promotion on a scale that best fits the character of Dry Creek Valley.
2. Establish a set of clearly defined guidelines for use by the Dry Creek Valley Citizens Advisory Council in considering use permits that include new visitor serving agricultural uses.
3. Communicate the guidelines so applicants, neighbors and County representatives have clear expectations and a basis for open dialogue and understanding.
4. Favorably consider new applications where the overall project is substantially consistent with the guidelines.

Section 3. How to Use this Guidance Document

These guidelines are specifically intended to be used in evaluating new use permit applications that request visitor serving agricultural uses (e.g. tasting rooms, promotional activities or events) and for modifications to add visitor serving uses to existing permits that were approved for agricultural processing only.

We recognize that all projects are unique. As such, each will continue to be reviewed on a case-by-case basis considering the specific aspects of the project, property, location, and planned mitigations. The Guidelines provide consistent definitions and a framework for identifying and evaluating important aspects of each project.

There are several categories listed in this document, and for each category, there is associated guidance as to what could be considered appropriate and could contribute to a favorable decision by the DCVCAC. It is not expected that any application would meet each of the preferred guidelines. A less than favorable condition in any one category would not necessarily equate to an overall unfavorable decision. In general, the overall

combination of more and less favorable conditions will be used by CAC members to evaluate the use permit application.

Section 4. Guidelines

Access and Traffic

1. Access to the parcel on public roadways of at least 18 feet in width is preferred for use permits with visitor serving agricultural uses.
2. There is adequate ingress and egress to the property, including adequate site distances to the entrance and distance from crossroads and other driveways. The highest volume of expected visitors can enter and exit the property safely without traffic backup on public roadways.

Site

1. Parcels of at least 20 acres are preferred for use permits with visitor serving agricultural uses.
2. The majority of the usable land is in agriculture, some portion of which is pertinent to the visitor serving agricultural uses. However, it is not the intent to encourage the removal of woodlands or planting of crops on steep hillsides.
3. There is sufficient water on the parcel to support all new visitor serving agricultural uses without negatively impacting neighboring properties.
4. All parking is on-site. There is no parking along public roadways.
5. Parking plans that utilize road easements have the written agreement of all neighbors who share those easements.
6. Parking in vineyard rows and avenues may be inadequate in wet conditions.

Activities and Events

1. All activities and events will promote agricultural products grown or processed in the local area.
2. All activities and events will be hosted by the proprietor, with on-site management by the proprietor's staff. The facility will not be rented out for use by a 3rd party and no rental fees will be charged.
3. New use permits that support the guidelines below will be viewed as more favorable. See Section 6 for the Definitions of Activities and Events Definitions.

Activities and Events	Guidelines
Public and Direct Sales Activities During regular hours	<ul style="list-style-type: none"> • Limited to the Maximum Persons at One Time set in the use permit • Limited to the hours of 10am – 5pm
Direct Sales Activities Outside of regular hours	<ul style="list-style-type: none"> • 50 visitors at one time, or the Maximum Persons at One Time set in the use permit, whichever is less • Maximum of 12 times a year • Maximum of two per month • Limited to the hours of 8am – 10pm
Trade Marketing Activities	<ul style="list-style-type: none"> • Limited to the Maximum Persons at One Time set in the use permit • Limited to the hours of 8am – 10pm
Association Sponsored Events	<ul style="list-style-type: none"> • Up to 15 event days per year • Traffic and parking plans required if Maximum Persons at One Time is exceeded • Limited to the hours of 10am – 5pm
Agricultural Promotional Events	<ul style="list-style-type: none"> • Maximum of 2 days per quarter • Events outside of regular hours limited to 2 event days per year • Limited to the hours of 8am – 10pm

Noise Impact

Noise impact is one of the most complex categories in Use Permits with Visitor Serving Uses. We encourage applicants to pay close attention to the Sonoma County General Plan 2020 Noise Element, particularly Policy NE-1c, when crafting their use permit application. Requests for outdoor amplified music, especially after 5pm, will typically require noise studies and mitigation measures and may not be appropriate for some projects.

1. All noise impact conforms to the Sonoma County Noise Standards as set forth in the General Plan.
2. Applicant has noted the distances in each direction from the visitor serving areas to the neighboring residences and indicated noise mitigations, if necessary. Projects with greater than required distances from property lines and existing residences are more favorable.
3. All outdoor amplified music ends by 9pm.

Food Service

1. Food service is allowed for wine and food pairings and in conjunction with activities and events, however operating as a restaurant is prohibited. More specifically:
 - a. the predominate activity in the tasting room is wine tasting, wine sales and related wine marketing, not dining
 - b. meal service is not available to the general public on a regular basis

- c. no cooked-to-order food is served.
- 2. Catering and commercial kitchens are acceptable, including indoor or outdoor equipment such as stoves, wood-fired ovens and barbecues.
- 3. Wine and food pairing offered to the general public is allowed between the hours of 10am and 5pm. Showcasing site or locally grown foods is encouraged.
- 4. Sale of pre-packaged foods is allowed.
- 5. All food service requires appropriate health permits under existing County regulations.

Facilities

- 1. Visitor serving areas: The area under roof dedicated to public tasting facilities does not exceed 2500 square feet. This does not include outdoor areas or space dedicated to uses such as kitchens, bathrooms, barrel rooms, storage or seated tasting.
- 2. New projects with proposed case production that fits with the scale of existing wineries in the Dry Creek Valley will be viewed favorably. Permitted case production for existing wineries in the Dry Creek Valley ranges from 500 cases to 350,000 annually. Eighty percent of the wineries in Dry Creek Valley fall in the range of 3,600 to 30,000 permitted cases. Larger projects will be considered based on compensating factors such as parcel size, road access and proximity to major highways.
- 3. Facilities are sited to minimize visual impact. Projects with buildings and landscaping that are of an appropriate scale to the area will be considered favorably.
- 4. Nighttime lighting levels are at the minimum necessary to provide for security and safety of the use and users. Exterior lighting that minimizes glare and spillover onto neighboring parcels will be considered favorably.
- 5. Marketing accommodations for private guests are allowed, provided that the use promotes, or markets agricultural products grown or processed on the site, the scale of the use is appropriate to the production and/or processing use and no commercial use of private guest accommodations is allowed (i.e. rental fees are not charged).

Local Focus

The community of Dry Creek Valley is dedicated to promoting local agriculture and wine grape processing. Projects that acquire agricultural products grown locally, specifically from Dry Creek Valley and Sonoma County, are preferred.

- 1. New wineries that use at least 75% of grapes from Sonoma County will be viewed favorably.
- 2. Projects that use local foods from Dry Creek Valley and Sonoma County for visitor serving uses and projects that dedicate acreage for diversified agriculture will be viewed favorably.

Concentration

Different areas within the Dry Creek Valley are distinct in terms of concentration of residents, wineries and other developed uses, so it is difficult to establish specific limits. Requests for new use permits that take density into consideration and seek to reduce the impact on nearby existing wineries or residences will be viewed more favorably. Such factors as the proximity to other wineries, residences and intersections will be considered. In general, projects that are not clustered around existing developed uses or are closer to major highways will be viewed as more favorable.

Section 5. Suggested Best Practices

The applicant has met or offered to meet at least once with neighbors to describe and hear reactions to their plans.

1. This includes all neighbors who are likely to be impacted by the project.
2. Best practice suggests that multiple meetings over the course of the planning process are most effective, with one meeting very early in the project before plans are developed in detail.

Section 6. Definitions

Maximum Persons at One Time

The Maximum Persons at One Time is defined in each use permit as the total visitors on the site at one time. This number is set on a case-by-case basis in each use permit using a combination of the following factors:

1. Septic system capacity
2. On-site parking as follows:
 - a. 1 space for each employee
 - b. 1 space for every 2.5 visitors
3. Road access
4. Building occupancy levels as authorized by the Fire Department

Activities

1. **Public Sales Activities** are defined as wine tasting, tours, wine and food educational pairings, seminars and other hospitality related activities supporting the promotion of wine sales that are open to the public.
 - a. Will not exceed the Maximum Persons at One Time limit established in the use permit.
 - b. Do not require an invitation.
 - c. A fee may be charged.
 - d. May be advertised to consumers.
2. **Direct Sales Activities** are defined as by-invitation activities such as winemaker lunches or dinners, release days or pickup parties designed to promote the sale of agricultural products.
 - a. Will not exceed the Maximum Persons at One Time limit established in the use permit.
 - b. A fee may be charged.
 - c. Invitations may be issued using such methods as mail, email, websites or social media.
3. **Trade Marketing Activities** are defined as by-invitation activities for staff, trade or distribution partners.
 - a. Will not exceed the Maximum Persons at One Time limit established in the use permit.
 - b. Are not advertised to the consumers.

Events

1. **Association Sponsored Events** (often referred to as Industry Events) are defined as events sponsored by a recognized organization to promote wine sales and tourism, conducted across multiple sites within a specified geographic area.

- a. Events will meet the requirements and follow the best practices of the association sponsoring the event.
 - b. Have adequate mitigation plans for septic and parking if they exceed the Maximum Persons at One Time limit.
 - c. Parking along public roadways is not allowed.
 - d. Limited to tasting room hours only.
2. **Other Agricultural Promotional Events** are those events that are expected to exceed the Maximum Persons at One Time limit.
- a. Invitations may be issued (using such methods as mail, email, websites or social media).
 - b. Must be explicitly requested in the use permit specifying the number of events annually and the maximum size of each event.
 - c. Require adequate mitigation plans for septic and parking if the visitors expected exceed the Maximum Persons at One Time limit. Parking along public roadways is not allowed.

**EXHIBIT “T” - FREQUENTLY ASKED QUESTIONS
FOR PROJECT APPLICANTS APPEARING BEFORE THE DCVCAC**

Congratulations on appearance before the Dry Creek Valley Citizens Advisory Council (DCVCAC) to discuss your proposed use permit, rezoning application, or request for a General Plan amendment. Your participation can give you important insight into the reaction your project will generate from concerned neighbors and citizens in the Dry Creek Valley.

This guide is intended to help you prepare for your hearing by describing the process, and listing the types of questions you might expect to hear from the DCVCAC. If you have further questions or concerns, please contact the DCVCAC Chair.

What is the DCVCAC?

The DCVCAC is an advisory body formed by the Sonoma County Board of Supervisors. The group is chartered with the following mission statement:

The mission of the DCVCAC (“Council”) is to act as a bridge for communication between the County and local residents and businesses, and the general public on local planning decisions affecting the Dry Creek Valley.

The DCVCAC provides a forum for public expression and for making advisory recommendations to the County of Sonoma and its Permit and Resource Management Department, Board of Zoning Adjustments, Planning Commission, and Board of Supervisors on applications for use permits, rezonings, and general plan amendments in the Dry Creek Valley.

The three main functions of the DCVCAC are to discuss, review and make recommendations regarding development proposals located in the Dry Creek Valley specifically related to:

- Use permits
- Rezoning Applications
- General Plan Amendments

Who Sits on the DCVCAC?

The Sonoma County Board of Supervisors appoints five members to the DCVCAC: two representatives from the Dry Creek Valley Association (DCVA), two representatives from the Winegrowers of the Dry Creek Valley (WDCV), and one general member designated by the Fourth District Supervisor. The DCVA and the WDVA are the two oldest and largest groups representing residents and property owners in the valley, each have been in existence for over 25 years with more than 150 members each. All appointees are registered voters within the referral area boundary.

In addition, the Fourth District County Planning Commissioner may attend meetings as an ex-officio member. The Planning Commissioner is not eligible to vote at DCVCAC meetings.

The DCVCAC has two officers (Chair and Vice Chair) and one private position (Secretary). The Chair is responsible for conducting meetings and setting the DCVCAC agenda. The Vice Chair supports the Chair in business matters. The Secretary is an independent contract position and is hired and compensated by the DCVCAC. The Secretary is responsible for circulating referrals and correspondence to DCVCAC members, public posting of the meeting agendas, attending the DCVCAC meetings and preparing the minutes of each meeting, as well as maintaining files. Officers serve two year terms, with elections each January. Officers cannot serve more than two consecutive terms.

Why was my Project Selected for Review by the DCVCAC?

The Chair of the DCVCAC, with the assistance of the DCVCAC Secretary, selects projects and application proposals' for review based on his or her judgment of the potential impacts that the project may have on the Dry Creek Valley watershed.

My Plans are only Conceptual at This Point; Should I present them now?

The advantage to appearing before the DCVCAC is when your project is only in the conceptual stage is that you can get a sense of the community's response to your plans before spending a lot of time and money on a full-fledged design.

The disadvantage is that the DCVCAC is more likely to be unwilling to recommend approval of your plans/proposal without seeing more details, so they may ask you to reappear when you have completed your planning. The risk of appearing late in your project planning process is that the DCVCAC may recommend significant changes, or even recommend that your project be denied approval.

For projects that may generate community opposition of concerns, you might consider holding local community/neighborhood meetings before filing for a permit application. Most projects are handled in one hearing; however, it may be to your advantage to return to the DCVCAC for consideration of your revised plan.

What Are the Key Areas of Concern that the DCVAC Members are Likely to Raise?

Concerns will inherently vary, based on the type of project or proposal being reviewed. Often these topics come up during Commissions meetings:

- Traffic generation, particularly along windy and well worn County roads
- Parking
- Event Activity
- Scope of use permits
- Concentration
- Water use
- Sanitation and other matters of health and safety
- Well, septic, drainage and ground water questions
- Noise

- Visual impacts
- Appropriateness of project given zoning and other land use designations
- Preservation of trees and native habitats
- Other environmental impacts

How are DCVCAC Meetings Organized?

The DCVCAC generally meets at 6:00 pm on the third Thursday of each month at the City of Healdsburg Council Chambers, 401 Grove Street, Healdsburg, CA unless there are no items to review. Occasionally, the DCVCAC will re-schedule a meeting on another date or location, if there is a holiday, lack of quorum or meeting conflict. The agendas for the DCVCAC meetings are posted on the bulletin board at City Hall in Healdsburg and also at the bulletin board outside the Clerk of the Board of Supervisors office in Santa Rosa. You may also submit a written request to be sent the agendas to:

Secretary of the DCVCAC
c/o Board of Supervisors 4th District
575 Administration Drive, Room 100A,
Santa Rosa, CA 95403

A regular meeting begins with a roll call and the approval of the minutes, followed by an opportunity for members of the public to address the DCVCAC on matters not otherwise on the agenda.

Typically a series of proposed projects and applications are then reviewed. Finally, the DCVCAC considers administrative issues, and reports from ad hoc committees.

What Procedures Are Followed for the Project Review?

Applicants or the representatives make a brief presentation before the DCVCAC, followed by a period for DCVCAC members to ask questions. The public is then given an opportunity to ask questions and/or comment on the project. The public may also submit written comments on a project prior to the meeting to the Secretary of the DCVCAC at the address noted above or submit them at the DCVCAC meeting.

The Chair will then close the public comment portion of the review, and DCVCAC members will then discuss the project and pass a recommendation. Please note that once the public comment portion of the review is closed, any additional comments or answers to questions from the DCVCAC members should be addressed through the Chair.

Recommendations from the DCVCAC require a 4/5ths vote and are advisory to the Sonoma County land use decision-makers for the project, which is generally the Board of Zoning Adjustments for Use Permits or the Planning Commission and Board of Supervisors for Rezoning and General Plan Amendments.

How Should I Plan my Presentation?

The best presentations begin with a complete application package. DCVCAC members often receive abbreviated project applications from the County, and if there is additional information that you would like them to have, please work with the Council Secretary to get the materials to the DCVCAC members in advance of the meeting.

A concise presentation is often better than a comprehensive one. Assume that the DCVCAC members have reviewed the package of information that describes your project, so your description of the application can be brief. It is helpful to describe exactly what approval you are seeking (i.e. a zoning change or a use permit) and what level of project planning you have completed (is this a conceptual review, or are there well-developed plans?).

Focus on the impacts that your project will have and how you intend to mitigate them. What concerns are neighbors of the project likely to have? Have you notified them of your plans, or held a meeting with them yet?

DCVCAC members will focus on their concerns during the question and answer period, so it is not necessary to try and anticipate and answer every concern in your presentation. If you would like guidance regarding preparation for your appearance, don't hesitate to contact the Chair in advance of the meeting.

How Should I Handle Questions and Comments from the Audience?

During the open comment period, members of the audience will have the opportunity to ask questions and state their opinions about your proposal. We recommend that you answer questions forthrightly and concisely. You should not feel obligated to respond to statements of opinion.

The Chair will help moderate this portion of the hearing. If the project is likely to engender a level of controversy or extensive feedback from the community, the Chair will likely establish guidelines for the public comment period, potentially including time limits for each speaker.

What Happens to the Recommendations Made by the DCVCAC?

The DCVCAC Secretary will capture all aspects of the project review in the meeting minutes. Minutes are distributed to the Sonoma County Fourth District Supervisor and to the County's Planning department.

One of the DCVCAC members appointed by the County is also charged with meeting directly with planning staff to review specific projects. The Sonoma County Planning Commissioner from the Fourth District is usually in attendance to hear discussion of projects, but will not take part in the question period.

I Don't Like the Recommendation Passed by the Council ... Now What?

Please remember that DCVCAC reviews are advisory in nature, and that you can certainly continue seeking approval for your project at the County. However, the DCVCAC strives to reflect the concerns and sense of opinion of the Dry Creek Valley, and you could consider putting this information to good use.

Can you modify your proposal to address the significant concerns raised at the hearing? If you choose to do so, you might also consider asking to appear before the DCVCAC again to review your modified plans.