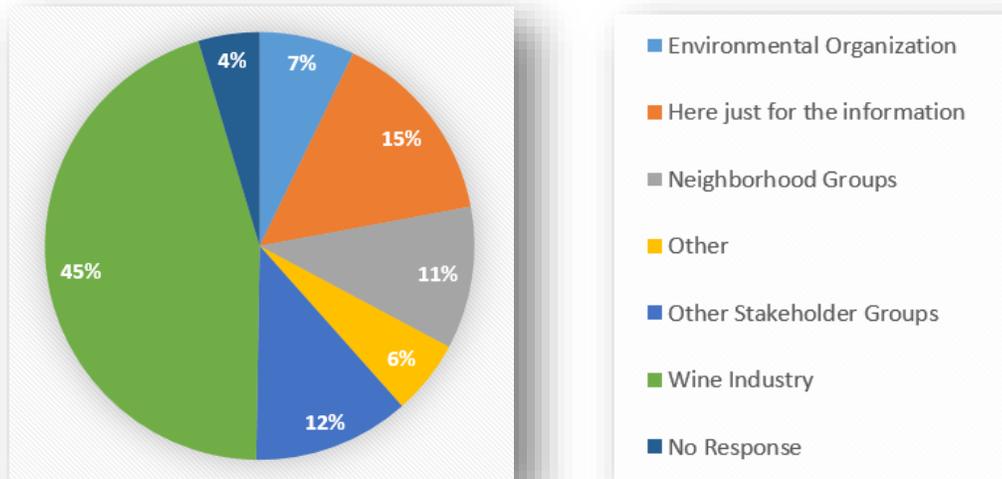


WINERY EVENTS POLICY

FEBRUARY 18, 2021 VIRTUAL PUBLIC WORKSHOP

Workshop Attendees by Identifying Groups



Total Workshop Attendance: 195 People

Summary of public comments made in breakout group discussions:

Amplified Sound

- Lots of discussion on music. Everyone thought that music played over a PA system to an outdoor tasting area would be fine at all times as part of normal operations, and that small live music groups could also be fine, as long as the resulting volume of each was still ambient background noise to enhance the tasting experience. But, for example, music played specifically for dancing, like at a wedding, whether live or over a PA, would not be background for the tasting experience and would therefore be associated with an event.
- Amplified music may be ok for normal operations depending on number of people and type of music venue.
- No amplified sound should be allowed at either normal operations or a winery event. It does not have a place at all
- Outdoor amplified sound - could be variable depending potentially based on time or level of sound (decibel levels), band size/live band
- Terminology around 'outdoor amplified music' needs to be defined/clarified carefully. If the guitarist plugs into an amp and plays background music for ambiance and is not heard by neighbors, why would that constitute an event?
- Need a better definition of amplified noise (levels, etc.)

Distinguishing Winery Events from Normal Operations

- The amount of people shouldn't be the distinguishing factor between events and tasting room activities. Size and scale of both events and tasting room activities should be on a site specific basis.
- In general, group thought that the number of attendees was more important than what the attendees were doing in distinguishing normal ops and events.
- Number of people attending seems to be a major factor
- Scale of events is a major determining factor, either events are small and part of normal operations or large and part of winery events
- Concern with table – anything other than tasting rooms is a winery event
- Winery Events:
 - Everything with event in the name is an event
 - If there are invites, they are events
 - If there is a full meal after business hours
 - Harvest parties
 - If a full meal is served at all
 - Any event is an event, parties are an event
- Normal operations vs. event:
 - Food is appropriate with wine. Meals may be ok for normal operations depending on number of people and overall scale of operation.
 - Meals served to a small group of high end clients is not really an event.
 - If an activity is advertised, it's likely an event.
 - Participation in Industry wide events is an event
 - Operations after 5pm are not necessarily an event.
- Normal Operations: With distributors visit with their Xanadu's, they may arrive at 10:00 a.m. and then serve them at lunch time, not open to the public, invite only. Having distributors come to have a luncheon should be considered a winery event. It is not part of the ag lands mission.
- Wineries are for production of wine. Marketing is a different activity which does not have to be done at the winery that do not impact the wine country. It is not either a normal or winery event.
- Events can be mitigated at wineries in ag zoned districts, e.g., not allowed to have a tasting room without a use permit. One way to allow more in the way of events to have them at other locations and not just the winery.
- Wine club member parties during typical business hours:
 - Scale and capacity of the site and the impacts of noise, traffic. Winery can have a dinner for 12 after hours that won't disturb the neighborhood more than a resident has a party of 12.
 - Activities that take place after hours it is considered a winery event.
 - Classify as events and not normal business.
 - Distinguishing factor such as the size of the site and the quantity of people attending.

- The county should provide specific criteria should be set forth of what classifies as an event. A known number of people, noise level, traffic mitigation and traffic control would be the deciding factors on what classifies something a normal business or an event.
- Industry-wide events:
 - It is an event.
 - Large event should be offsite and more conducive to large events.
 - Site by site location as it depends on where the event is being held.
 - It depends on how often they happen and the size of the groups.
- If you can't accommodate the amount of people, then it's an event.
- What's an event depends on the number of the people and the purpose
- Wine industry/staff seminars or harvest parties:
Harvest parties are something different and do not fit into either category of normal business or a winery event.
- Criteria for distinguishing events from standard tasting room activities:
 - group size, cumulative size
 - not making it more difficult
 - Business activities – where to draw the line
- Ticket purchase and food service required at afterhours club member parties make them events otherwise normal course
- Wedding, concert, industry wide coordinated events, are essential to sales but might be might be different category of event from above
- Sonoma county vintners came up with definitions of events vs tasting, did this inform this project?
- Majority of participants don't think distinguishing between activities is useful/logical
- One said the categories should be 1) activities that are standard part of running a wine business - including all of the wine selling activities listed above 2) everything else?
- Consensus that focus should be on impacts and not activities, since impacts depend more upon the scale / location and unique conditions of the business - not the different categories of sales related activities
- Tasting room activities are typical/normal while winery events have more impact.
- If the neighbors to the winery/tasting room are impacted by noise and traffic, the activity is probably an event. The net effect on neighbors is what matters.
- If the activity exceeds the normal septic capacity and water use, the activity is an event.
- Using 'after business hours' is a clean and simple way to distinguish events from standard tasting room activities.
- If the activity is advertised and a fee is charged, it is probably an event.
- One member in the group felt that activities involving anything beyond wine tasting should all be considered events.
- Metaphor used several times for defining events: If it walks like a duck and quacks like a duck it is probably a duck.

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- If the winery has to hire someone that is not usually part of daily operations to be part of the event then it should be considered something outside of daily operations. For example, typically a winery does not have a photographer on staff and that would be required for a wedding therefore the activity would be outside of daily operations.
- If a customer is coming to the winery just to go to the restaurant then the group would consider the restaurant to be outside of daily operations and would be considered an event or something outside of the typical daily operations of a winery.
- The lines are blurred on normal vs event. For smaller wineries, the club parties are small.
- An event that is industry wide may be very small, limited at some wineries.
- Neighbors felt that an event might be more than 10 people.
- What types of visitor-serving activities should be a part of standard tasting room operations and which should be considered an event? Depends on size and invitation of public
- 2016 Winery Event Study Session defined events (why are we doing this again?)
- Thoughts that events were things you advertise and publicize that are out of the ordinary wine tasting- perhaps over 100 in attendance. It would also be based on traffic and noise implications.
- Educational and trade events should not be considered “special events” but just doing business.
- That after normal business hours should be considered events
- People want activities with wine and food. One off time scheduled event. What makes it an event is the size and specific start and end and is marketed. Percentage of the tasting rooms capacity
- After hours all industry people that might crush collaboration. If it gets too big after hours is where you get the impact
- Outside of normal business hours networking is important
- Types of events: Tasting clubs, Pickup parties, Harvest parties, Private events: Weddings, Harvest association events
- Lives in Dry Creek... it depends if it doesn't have more people than it accommodates
- Parties -- Based on number of people
- After hours would be considered winery event
- Depends on number of people on the property

Food Service

- General plan – full meal is not allowed
- Full meal needs to be defined
- Full meal serve should be considered an event
- Meal pairing opportunities to bring wine into the forefront.
- Defining what a full meal involves. At Chalk Hill experience with a bucket of chicken during normal tasting hours.
- How much do full meals matter in an event?
- Question in response: What about impact on local restaurants? Answer by another: The food comes from local chefs and restaurants.

- Lunch and dinner are food and wine pairing. Whole point is to showcase food with wine so it can be with lunches and dinners. Showcasing wine and how it relates to food.
- Advocating for food service to be addressed and allowed at wineries, food service to be allowed on AG lands. More important to allow food service to guests a wineries
- Very difficult to establish food operations at an existing winery and the ability to add food to winery operations is beneficial to both the winery and they people that the winery serves.
- Concern of not allowing full blown restaurants on wineries in the AG area as there are plenty of restaurants in town and the surrounding areas which could be impacted negatively if full restaurants were allowed at wineries, but okay with food services such as catering at the wineries
- Most important: Ability to have food services implemented to permits on AG lands.
- Food should be paired with wine
- Define what constitutes a full meal.
- For food service, if there is an onsite chef, it would be part of normal business. The main distinction was catered.
- Food and wine go together. To sell wine you want to show the correlation between the two. Concern about DUI-by offering food not only are customers they able to appreciate the product more but we are protecting their physical being by having full meals served and should be normal operations. It is an entitlement (what is permitted) that is too limited for the wineries.
- Terminology around 'full-meal' served needs to be defined/clarified carefully. If you don't serve dessert, does that constitute a full meal?

Guidelines General

- Guidelines for siting criteria like parcel size, parking and design
 - Parcel size ties into to defining event
 - Concentration
 - Scalability
- Need to be careful of the guidelines, prefer hard and fast guidelines, glad that each one will be reviewed individually, standard is a rule.
- Guidelines first then become standards after the standards
- Need flexibility
- Guidelines not so wide that the individual site approvals are predictable
- Concerns about water consumption and pollution
- Water issues-environmental issues are missing in the guidelines. They might fall under the siting criteria and should be stated.
- Water issue-long term drought, overall use of water for the watershed and the productivity and protection is of paramount importance. No mention of wastewater treatment, management the toxic elements of herbicides, by-products, pesticides need to be kept out of the water for the planet and human health.
- Sustainable development should be considered as part of design
- Addressing greenhouse gas generation and traffic impacts were specific concerns

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- Group agreed that parcel size should be considered, but cautioned against just giving very large parcels carte blanche because they are large (i.e., sound still carries across large parcels, depending on site-specific topography, surrounding land uses, etc.)
- Draft framework is adequate.
- Environmental impacts and water use missing from framework
- Believes that there should be expanded and adopted definitions for things like events, number of events, gathering (to name a few) so that everyone is on the same page.
- Location specific
- Business is harder than ever, idea of implementing further restrictions is worrisome
- Concerns expressed for inclusion in draft guidelines:
 - Groundwater impacts
 - Handling Solid waste and wastewater impacts
 - Parking management, onstreet parking and spillover
 - Safety concerns regarding drinking and driving
 - Some say tasting rooms should be tied to onsite production
 - Others: Shouldn't have a constraint to produce wine onsite, a winery actually produces more traffic than a tasting room alone.
- The majority of the group feel that the criteria for limiting events should be based on the physical components of the property. For example if the property is 10 acres and has a large tasting room and plenty of parking they should be allowed to host as many people and events as that space can handle.
- There is a strong desire to have the criteria have a built in flexibility component related to the physical components of the parcel site (size, location, structures).
- The question came up regarding guidelines and criteria for site/ wineries located in areas of concentration vs. areas that are not concentrated. The group thinks that there should be a difference in guidelines between these two areas.
 - Small family winery side of concerns, there is a lack of clarity in small family wineries regulations vs the new wineries that come in.
- Want to make sure that they can stay in business by knowing what an older permit holder can and cannot do with their winery as it seems to be in more of a grey area with the older permits, and the newer permits seem a lot clearer cut to operation limitations.
- A need for clarity in Use Permit operation standards vs the guidelines, and which are needed to be followed.
- Clarity in Use Permit operations standards vs the Winery events guidelines, which will wineries need to abide by.
- Newer Use permits are now clearer to what they can and cannot do now VS older use permits which are more unclear to operation standards and in a grey area that permit holder are a little more unclear on
- Operational criteria: Need to look at the production capacity of winery (from own grapes) in proportion to the number of visitors and visitor services (could a winery be much larger than it's own production could provide and have significant visitor serving activities?)

- Operational criteria: Traffic analysis should be focused on access to public transportation arteries - distance from public transportation (not just vehicle traffic)
Include that in VMT
- This framework assumes a static group of wineries but the guidelines should also apply to other event type venues, not just static wineries
- We need to think about how 1) this framework could be expanded to other industries and also that 2) the wine industry has grown and there may be an assumed level of what's acceptable regarding events
- There is a need for community notification (residents specifically); participant had no notification of when an event center was approved. He recommends Next Door would be a great tool to notify residents so that they don't need to monitor PRMD website or BOS agendas.
- Regulate after hours impacts, not during business hours
- Should right size the ordinance to take varying sized into account
- What about cannabis?
- Needs guidelines to be flexible for a number of reasons – evolving industry, local economic impacts
- Conservation should be critical
- Disagreement on General Plan consistency using ag land
- Question is about what is ag vs commercial... more importantly, what is commercial?
- Missing component – number of people
- Missing component – monitoring alcoholic consumption
- Consensus of the group that no major components are missing from the proposed framework
- How will this effect existing use permits for winery's currently in operation?
- I would hate to see this go down policy road being driven by organizations within the sub-areas - everything should be site specific analysis
- Wineries are generally respectful of one another and still need the ability to thrive as a business with the adoption of this framework.
- We should be focusing on expanding the wine industry and being business friendly as the more restrictions we place on this industry we are going to begin to lose our Sonoma county tourism surrounding the wine industry.
- Wildfire risk must be considered. Roads, on-site mitigation, etc.
- Rural Character must be preserved. Relating to size of operation and some aesthetic concerns. SR overlays - winery operations must be in harmony with SR requirements
- Cumulative Impacts:
 - Air travel to area must be considered with Environmental review
 - Road impacts from traffic volume and large vehicles (buses, limo, etc.)
 - Limit the size of industry-wide events to reduce impacts
 - Events coordinator role to require scheduling of events to reduce impacts
 - Greater review of traffic related safety issues including a focus on site distance from driveways
- Sonoma County has allowed more wineries than contemplated by the General Plan.
- Guidelines seem complete; policy vs ordinance?

- Assessment of business model – reliance on tasting room to support the business model
Appointment only (brand, premium) vs party hub, large groups outdoor games, vs creating a brand
How much are wineries depending on tasting vs other revenues.
- Traffic mitigation: consider bicycles; passenger vehicles; farm equipment, all sharing small rural road; inherently unsafe
 - Pressure is on wineries for safety
 - Permits for bicyclists, specially during harvest and industry events
 - Support for this comment
- Quite a few thought with the advances in mitigation measures there should be greater flexibility and less hard and fast rules.
- General plan and 50 db
- Get away from event or ops, but focus on impact of the activity

Minimum Site Area

- The size of the property should be considered because they could be
- Number of people to be served is important in relation to site context and constraints
- Group agreed that parcel size should be considered, but cautioned against just giving very large parcels carte blanche because they are large (i.e., sound still carries across large parcels, depending on site-specific topography, surrounding land uses, etc.)
- Does not like large structures that over the ag land and cause flooding.
- Minimum parcel size for winery = GP/zoning minimum (i.e. LIA - 20 acre)

Monitoring and Enforcement

- Wants review with a view of cumulative impact. Wants standards rather than guidelines so that there is enforcement.
- Need for more law enforcement activity
- Ability to monitor and enforce is important
- Monitoring and enforcement. Events need to be registered in order for the county to monitor wineries, to ensure the wineries hold their activities/events in compliance with the permitted use permit. Lack of monitoring and enforcement results in direct negative impacts to neighbors and contributes to negative cumulative effects. Monitoring will help the county measure and understand the cumulative effects of winery events and tasting room activities.
- Why does PRMD ignore complaints of the surrounding citizens and the 'little guys' that are negatively affected by winery events?
- Enforcement aspect of events in the past was of great concern as it virtually wasn't there. How will enforcement will be handled in the future?
- Numerous events happening the same day with no oversight, wine clubs have picks on same. No over sights as to who is having events and when.
- How will enforcement be handled in the future, there has been a lack in enforcement in the past with multiple events happening on the same day as regular operations.

- Enforcement Criteria: What happens when people get permits - and those who don't get permits and aren't operating in compliance - what is the punitive damage - how does that factor into all of this?
- Enforcement Criteria? What happens to those who are not permitting - where does that factor into all of this
- If Permit Sonoma focused on those wineries not operating in compliance this alone might solve some of the cumulative issues surrounding wineries and events.

Normal Operations

- Group also placed special emphasis on timing of the visitor-serving activity as being at least equally important to what the activity is, i.e., the same activity could be considered an event if outside regular hours.
- We had some discussion on whether the final guidelines should identify so many types of activities or if activity categories should be more general, and although it took a while to get there, the consensus was to be lumpers rather than splitters (i.e., fewer, more inclusive general categories better than a long list of specific activities).
- Wine trade is not an event. It's usually outside of normal tasting room hours.
- If you can accommodate the amount of people, then it's normal operations
- During business hours it is normal ops
- Picking up is not an event
- Wine industry/staff seminars or harvest parties: Very different issues-wine industry and staff seminars can be various sizes, these are staff events and are necessary are part of normal operations.
- Standard selling activities include wine tasting room, food and wine educational experience, wine club pick up party, new release activity, educational seminars including wine pairing
- Wine industry seminars attended by wine industry members and harvest parties held for employees can be considered part of normal tasting room activities.
- If the activity is appropriately scaled in proper proportion with the site and preapproved uses, with no increase in typical water, septic, parking and traffic needs, the activity should not be considered an event.
- Wine tasting is just one of many wine selling activities - participants felt like County sees activities other than wine selling as optional while the participants view these as standard/essential practices and no optional or "extra"
- Biggest concern - normal winery operations are starting to be regulated. A lot of these activities are normal to survive.
- The majority of the group agreed that Visitor Serving Activities that are part of normal operations focus on the relationship with the consumer as they enjoy the product that is produced as part of the daily operations of the winery. As opposed to things not directly related to the daily operations/ wine relations. For example weddings or restaurant.
- Picnic for two – normal ops
- During business hours is normal ops
- Normal Operations:

- Sales/tours
- Visitors
- Sound OK on weekends
- Staff seminars
- Member parties during normal operation hours (possibly including harvest parties)
- Full meals during COVID
- Amplified sound if part of ambience is okay

Other

- Setbacks from residential and other uses pre-defined by code, not based on impacts/technical reports
- Question - Whether there is a density standard for tasting rooms
- After hours criteria?
- Concerned with cannabis increasing the number of events.
- 4 years trying to get a winery permit that will sell 400 cases. Use only for industry events need to grade and pave their dirt road access. Will have to overly commercialize/hurt ag character in order to accommodate the uses. Currently entitled to two events a year
- There are wineries with older/grandfathered use permits and we want to know about their eligibility for industry wide events.
- Old Use Permits not clear on what they can and cannot do.
- Winery existing in a residential zone, not a retail zone.

Parking

- Parking availability - site specific analysis rather than a general ratio/standard
- Participants confused by 2.5 visitor-per-vehicle standard and were not aware that is not codified
- Off-site parking requirements - Think about requiring shuttles (comment: contradictory to rural character, road impacts, etc.)

Promotional Activities General

- Concerns about noise and traffic levels
- Risks to cyclists from traffic and drunk driving
- Need for established quiet hours
- Some caterers have implemented soft shutdowns prior to quiet hours so that there is a hard shutdown by the start of quiet hours
- Concerned with safety since people are drinking.
- Reliance on tasting rooms for business – yes direct marketing is key. Direct vs going through distributor; more profit with direct sales.
- Pick up bar is dying. Many going appointment only. This year is bad. Tasting rooms are closing.
- Small wineries depend on tasting room customers.
- Discussion also on how the wine touring industry has changed over the years so that when early use permits were issued, tasting was really the only thing offered (and mostly free!), whereas now competition between so many wineries has required them to expand their visitor-

servicing/product promotion offerings to include all sorts of other activities, which almost all wineries do now as part of normal operations. Everyone agreed that this is occurring.

- There was an interesting split between the wine industry and non-industry, that all the new normal operations should be allowed by right for a permitted winery vs. are an unpermitted expansion and should all be permitted separately.
- Industry changes due to COVID
- There's wine making and wine selling
- Different clients include walk-in consumers, wine club members, trade / wine buyers, media/ reviewers
- For the most part - member recognition such as wine club member parties or pick up - are generally not for profit business models or cost centers - Wineries can only support so many events as they are not the primary function - primary function is to run wine production and tastings.
- The topic of events and visitor serving activities shouldn't be considered a permit issue rather a business operations issue.
- When there are a lot of people, traffic, noise at night, lights - greater impacts.
- Concern raised about drunken drivers with the thought that more people allowed, the bigger the problem.
- Limits on attendees – dependent on case by case basis site specific
- That there must be flexibility of designations based on winery space, parking , road capacity, septic capacity, noise
- Invitation v not invitation drop ins are not appropriate without large impact the invitation shouldn't be a problem
- Outside of normal business hours networking is important
- Majority of small group participants don't think distinguishing between activities is useful/logical

Table Surveys: Normal Operations vs Event

About half of the breakout groups (11 out of 21) completed table surveys during the 30-minute small group discussion. The other breakout groups focused their conversation on the Discussion Questions, Guideline Framework, and/or the Winery Events Policy in general rather than completing a table survey.

Type of Visitor serving activity	Normal Operations	Event
Full meal served	7	1
Outdoor amplified sound	7	1
Parties during business hours	8	0
Parties after business hours	7	1
Industry-wide events	2	5
Wine industry meetings/parties	8	0

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Type of Visitor serving activity	Normal Operations	Event	Notes
Full meal served		X	
Outdoor amplified sound		X	
Parties during business hours	X		
Parties after business hours			Depends on # of attendees
Industry-wide events			Depends on # of attendees
Wine industry meetings/parties			Depends on # of attendees

Type of Visitor-Serving Activity	Normal Operations	Winery Event
Full meal served	x	
Outdoor amplified sound	x	x
Wine club member parties during typical business hours	x	
Wine club member parties after typical business hours	x	x
Industry-wide (Association sponsored) events	x	x
Wine industry/staff seminars or harvest parties	x	x

Type of Visitor serving activity	Normal Operations	Event	Notes
Full meal served	x		Could be both normal and should be considered normal if that food service is secondary. Food highlighting agricultural which is good
Outdoor amplified sound			Depends, look at location, based on impact to neighbors
Parties during business hours	x		Normal if during normal business hours. Also a big gathering for a long time could be an event vs. normal.
Parties after business hours			
Industry-wide events			Winery event depending on size and impact on neighbors.
Wine industry meetings/parties		x	Winery event depending on size and impact on neighbors

Type of Visitor-Serving Activity*	Normal Operations	Winery Event
Full meal served		6
Outdoor amplified sound	5	1
Wine club member parties during typical business hours	6	1
Wine club member parties after typical business hours		7
Industry-wide (Association sponsored) events	6	1
Wine industry/staff seminars or harvest parties	6	1

Type of Visitor-Serving Activity*	Normal Operations	Winery Event
Full meal served	12	1121
Outdoor amplified sound		111111
Wine club member parties during typical business hours	11122	1221
Wine club member parties after typical business hours	1	11111
Industry-wide (Association sponsored) events	1	11111
Wine industry/staff seminars or harvest parties	12	11121

Discussion comments for Table above:

- “2” in the table represent counts of people who thought “it depends” on variables whether it is normal operations or an event.
- Number of attendees, time of day are more important criteria.
- Neighbors cannot distinguish who is attending events, industry/staff/club/ general public.
- Wine tasting, 20-30 people onsite is fine. Pickups are 100+, so it is an event.
- Club parties are events depending on size.
 - Some think that full meals depend on size. 20-30 ppl are normal operations
 - Others think that full meals cannot occur after regular business hours or it is an event.
- Staff/harvest parties depends on size, time of day, and day of week.
- Industry events after hours are necessary to maintain regular work hours.

Type of Visitor serving activity	Normal Operations	Event	Other
Full meal served	2	2	
Outdoor amplified sound	1	2	Either
Parties during business hours	4		
Parties after business hours	2	2	
Industry-wide	1	3	
Wine industry meetings/parties	3		?

Type of Visitor serving activity	Normal Operations	Winery event
Full Meal Served	1	5
Outdoor Amplified Sound	4	3
Wine Club member parties during typical business hours	3	3
Wine Club parties after typical business hours	0	6
Industry wide (Association sponsored) events	2	3
Wine industry/staff seminars or harvest parties * Important to note that these activities were thought of as only allowing staff and not members of the general public by the group.	4	1

Discussion comments for Table above:

- Group seemed to either tie in thought process or to lean way one way or the other in regards to normal operations to an event.
- Full meals served were essentially considered an event with only one person voting for normal operations.
- Outdoor amplified sound was more of a stalemate. The point of location was brought up for the thought of event vs normal operation, some wineries are located way out in AG lands where there are not as many neighbors such as those wineries in downtown Geyserville for example. So the presence of outdoor amplified sound like music through a speaker in wineries out in those AG lands wouldn't be as much of an impact.
- Wine club member parties during business hours was a dead even vote. Wine club parties after typical business hours were considered an event with all participants voting unanimously for this option.
- Industry wide events was again a close vote with an ultimate vote as being considered a winery event.
- The last question the point was raised that this should be clarified if this is staff exclusive or if members of the general public would be allowed to attend. For our purposes we looked at the

question as staff exclusive with no members of the general public in attendance. The group consensus was that in this sense this activity was considered more of normal operation standards, rather than an event.

Type of Visitor-Serving Activity*	Normal Operations	Winery Event	Notes
Full meal served	2	4/5	Depends on who you are serving? How many people? Why? If hosting associates or distributors, then normal operations. This is an activity that can fulfill both categories (wine and food pairings is doing business as usual but full catering at a wedding is an event). Depends on size of group and when (wedding is outside of normal business hours); small gathering of industry for lunch is different. Facilities meal is prepared in (boxed lunch is one thing but winery kitchen is a restaurant); Way to get around that is catering kitchen only. Commercial kitchen is sometimes required by the county which upsets the community. Need to define full meal.
Outdoor amplified sound		6	
Wine club member parties during typical business hours	4	2	Depends on number of people (intensifies impacts)
Wine club member parties after typical business hours			Did not have time to discuss.
Industry-wide (Association sponsored) events			Did not have time to discuss.
Wine industry/staff seminars or harvest parties			Did not have time to discuss.

Type of Visitor-Serving Activity*	Normal Operations	Winery Event	Notes
Full meal served	X		Representative from B.R Cohn – all considered normal operations Representative from Deletto vineyards – all considered normal operations Mitch – normal operations – qualified with the impacts of the area – winery in a residential area would pose different impacts than one in an area of other wineries or commercial uses. Question: How will an existing
Outdoor amplified sound	X		Limit on dB(s) is an appropriate approach – there is a difference between background noise and a live metal band, background music at a low dB should be considered a component of normal operations. Potential live music, events associated with music should be considered in analysis of project in regards to impacts of offsite noise. Reasonable outdoor noise.
Wine club member parties during typical business hours	X		Wine club member party’s usually consist of wine club pick up events which can be considered an essential part of doing business and winery function.
Wine club member parties after typical business hours	X		Hours of activity’s after ‘typical business hours’ need to be limited to reasonable hours to limit any potential off site impacts. Existing use permits – at various wineries – have
Industry-wide (Association sponsored) events	X		Industry wide event framework – should be much looser in the requirements than other winery activities – as it is expected that the whole area is participating in this event and should be considered a less of an impact to an area as people are rotating and not all at one winery at one time.
Wine industry/staff seminars or harvest parties	X		Harvest parties – generally only consist of growers and workers – rarely do they include invitations to the general public.

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Type of Visitor-Serving Activity*	Normal Operations	Winery Event	Notes
Full meal served		X	
Outdoor amplified sound		X	
Wine club member parties during typical business hours		X	1 participant did not agree that this constituted an event.
Wine club member parties after typical business hours		X	
Industry-wide (Association sponsored) events		X	*Fundraisers should be included in this category. * No 3 rd -party rentals
Wine industry/staff seminars or harvest parties		X	