

Winery Ordinance Meeting Agenda

Meeting #1 – Key Topic Area: Tasting Rooms

Tuesday, November 27, 2012 4:00 – 6:00 pm

Purpose of meeting: To gather information regarding tasting rooms and identify pros and cons for various approaches.

Location: Board Conference Room, 105 E. Anapamu Street, 4th floor, Santa Barbara

Agenda Item	Discussion Topics	Estimated Time	Lead
	Welcome and Introductions <ul style="list-style-type: none"> Discuss meeting purpose and process Introduce Planning and Development staff Review ground rules for meeting 	5 min	Susan Klein-Rothschild Facilitator
1	Background information on Tasting Rooms <ul style="list-style-type: none"> Current ordinance definition 	5 min	Stephanie Stark
2	Purpose of Tasting Rooms <ul style="list-style-type: none"> Relationship with agriculture Educational components Public vs. private 	20 min	Stephanie Stark Susan Klein-Rothschild
3	Location of Tasting Rooms <ul style="list-style-type: none"> Urban vs. rural areas Acreage considerations Density issues 	20 min	Stephanie Stark Susan Klein-Rothschild
4	Frequency/Occupancy of Tasting Rooms <ul style="list-style-type: none"> Appointment vs. public hours Visitors by location, per day, maximum occupancy 	20 min	Stephanie Stark Susan Klein-Rothschild
5	Product Sales Within Tasting Rooms <ul style="list-style-type: none"> Wine and grape related products Winery related products 	20 min	Stephanie Stark Susan Klein-Rothschild
6	Tasting Room Structure <ul style="list-style-type: none"> Size of Tasting room Scale (link to acreage) 	15 min	Stephanie Stark Susan Klein-Rothschild
7	Social Responsibility and Tasting Rooms <ul style="list-style-type: none"> Monitoring and regulating Incentives for designated/alternative driver 	10 min	Stephanie Stark Susan Klein-Rothschild
8	Next steps <ul style="list-style-type: none"> Summary of meeting Next meeting on Food Service, December 13 	5 min	Susan Klein-Rothschild

Dr. Glenn Russell	Director				
Dianne Black	Assistant Director	568-2086	David Lackie	Supervising Planner	568-2023
Jeff Hunt	Deputy Director	568-2072	Stephanie Stark	Agricultural Planner	568-2048

Webpage: http://longrange.sbcountyplanning.org/programs/winery_ord/wineryordinance.php