

“K”

## Public Comments



Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services 1195 Third Street, Suite 210  
Napa, CA 94559

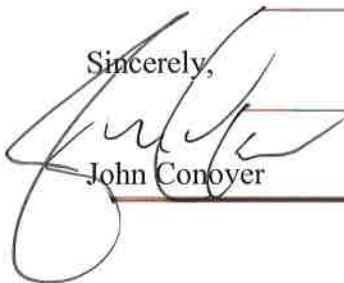
Dear Ms. Gallina,

I recently learned from Duffy Keys that B Cellars has asked for an increase in their visitations. My understanding after meeting with Duffy is their initial winery permit application sought 450 visitors per week based on the needs of their financial plan, but were granted lower limits with a suggestion from the Commissioners B Cellars could revisit the situation at a future date. As President of winery operations for a number of Napa Valley locations including Plumpjack; I am writing to express my support as a business neighbor of B Cellars.

Plumpjack is to the east of B Cellars on the north side of the Cross Road just down from Groth. Our group has operated Plumpjack for more than 20 years. Since the opening of B Cellars in 2014, I've had the chance to reflect on how things may have changed in the neighborhood. In doing so, my sense is B Cellars makes a positive contribution to the Oakville winery community. They are making excellent wines and have introduced their own brand of hospitality that helps differentiate them from other offerings in the area; and we hear good things about them.

I support their request for permission to increase visitors both in the regular weekly category to the levels initially asked for in their first application but also in their desire to attract smaller groups vs. the larger ones they thought made sense a few years ago. The increases they seek are likely already in the area visiting other Oakville wineries, as well as Plumpjack; so, I expect there is little incremental impact tied to allowing more visits at B Cellars.

Sincerely,



John Conoyer

PLUMPJACK WINERY

620 OAKVILLE CROSSROAD, NAPA VALLEY, CA 94558 TEL 707.945.1220 FAX 707.944.0744

[www.plumpjack.com](http://www.plumpjack.com)

**From:** [Patty Lewis](#)  
**To:** [Gallina, Charlene](#)  
**Subject:** Letter for Duffy Keys  
**Date:** Wednesday, December 13, 2017 2:37:09 PM  
**Attachments:** [0323\\_001.pdf](#)

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Hi Charlene,

On behalf of John Conover, please find attached letter.

Thank you,  
Patty

**PATTY LEWIS**  
**EXECUTIVE ASSISTANT**

PLUMPJACK ESTATE WINERY :: CADE ESTATE WINERY :: ODETTE ESTATE WINERY  
620 OAKVILLE CROSS ROAD, NAPA, CA 94558  
T: 707.224.7533 F: 707.944.0744

**[PLUMPJACKWINERY.COM](#)**

CONNECT WITH US ON [FACEBOOK](#), [TWITTER](#) AND [INSTAGRAM](#)

**[CADEWINERY.COM](#)**

CONNECT WITH US ON [FACEBOOK](#), [TWITTER](#) AND [INSTAGRAM](#)

**[ODETTEESTATE.COM](#)**

CONNECT WITH US ON [FACEBOOK](#) & [TWITTER](#) & [INSTAGRAM](#)

**From:** [Erin Lail](#)  
**To:** [Gallina, Charlene](#)  
**Subject:** B CELLARS PERMIT APPLICATION  
**Date:** Monday, September 11, 2017 8:24:12 AM

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Dear Charlene,

We've had the occasion to meet once several years ago; hopefully this note finds you well. By way of background, I am a fifth generation Napa Valley resident tied to a long family history in the winery business. Following an early-on career in financial services based in San Francisco, I returned to Napa Valley in 1998 to join my mother, who three years earlier launched Lail Vineyards following her own successful winery career co-founding Dominus and Merryvale. Over the years I have had the chance to watch B Cellars evolve and with the opening of their winery in Oakville, they have really come into their own.

I know Duffy Keys and his business partner, Jim Borsack and being from a wine family myself, it takes a tremendous commitment to be successful in what is a far more complicated and competitive business than when my Mom and I started Lail Vineyards over 20 years ago. I have respect for their wine maker, Kirk Venge and feel the three of them in combination are building a well regarded wine business. In speaking with Duffy earlier this month, he brought me up to date with the permit process he is working through with your help.

Duffy explained B Cellars wants to increase current visitors from 250 to 450 per week and to trade away some larger group events for smaller, more intimate gatherings — I think the marketing events amounted to another 25+/- visitors per week from what is already allowed. Duffy pointed out that several years ago during the first permit go around, the Commissioners agreed to allow B Cellars to build their facilities to the size of business that they envisioned to operate but held back approving the 450 visitors they wanted; noting they could come back after some operating history and apply for an increase. He also explained that they have undertaken extensive reviews of potential traffic concerns by outside specialist. He reported to me that the traffic study findings concluded the additional visitors to B Cellars are not going to create a significant impact to the existing volumes on the Cross Road or at the east and west intersections to highway 29 and the Trail. Assuming all this is accurate and based on my own knowledge about the diversity in size, type and style of wineries in Oakville, I am in support of their application.

Jim and Duffy may be new comers to Napa Valley and the wine business; however, they each have successful track records in their previous careers. I am familiar with their regular direct involvement at the winery and see this as a sign of their commitment to the wine industry. I am pleased to say that what they have created in Oakville is very special. They are a wonderful addition and they offer an experience that always leave guests happy which I can attest to through people I send there. I also see their published wine ratings and they are respected by all the top wine writers. I wish them well in their endeavors and hope you and the Commissioners will lend them your support.

Thank you for allowing me to come forward. Hope you had a nice weekend.

Sincerely,

Erin Lail  
Partner

Lail Vineyards

RECEIVED

AUG 23 2017

Napa County Planning, Building  
& Environmental Services

Dear Charlene,

We are Club Members at B Cellars and have spoken at length with Duffy Keyes on the background of his request, the 1<sup>st</sup> hearing and his current request to your office. We volunteered to write a letter to help move forward his request to increase his weekly wine tastings from 250 to 450 people per week. To us, this request does not seem egregious. And, this small daily increase (28 people) shouldn't affect anyone or anything.

But more importantly, from two entrepreneurs, we want to express our appreciation for the extraordinary winery that the owners of B Cellars have created. Not only are the wines delicious, more importantly, the trained staff and the customer service are exemplary. Every time we visit, we return saying we wish all wine tastings were like B Cellars. What a wonderful example they have created!

B Cellars has brought wine education to Napa Valley. Yes, there are many sommeliers in Napa, there are excellent wine makers and wonderful wineries in the area. However, in our opinion, B Cellars offers an education that no other winery can match. The food pairing with the wines, the relaxed atmosphere for tasting food and wine, and the comfortable ability to ask any question to the B Cellars staff, and to have an answer makes us appreciate the training that the staff goes through in order to host and educate its visitors. We learn something each time that we visit. It is hard to find all of this under one roof.

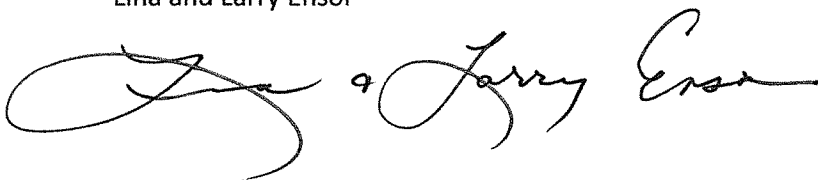
Napa Valley is known for food and wine. B Cellars pairing chefs share not only their reason for pairing certain foods and wines, but they offer to share recipes. Their enthusiasm has inspired us to constantly research and create new ideas for entertaining.

We send visitors to B Cellars as a "first" on the list. However, many are turned away because B Cellars is limited to 250 people. They can accommodate more. They should be able to have the ability to serve more clients.

Lastly, we want to point out what a great neighbor B Cellars has been. B Cellars has bent over backwards to not only accommodate, but to go beyond, in satisfying neighbors. Fences, views, and angles have all been changed and/or added to please neighbors. And, as we know, not all neighbors can be appeased. So, we need to look at the source and the facts and we need to look at the overall picture to understand what is really going on.

We believe that B Cellars deserves the opportunity to share their experience, knowledge and friendship by increasing the number of people they are able to seat weekly. They are a valuable asset to Napa Valley. Thank you for taking the time to read our thoughts.

Lina and Larry Ensor

A handwritten signature in cursive script, appearing to read "Lina & Larry Ensor". The signature is written in black ink and is positioned below the typed name.

## Gallina, Charlene

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**From:** Lina Lidow <lina.lidow@gmail.com>  
**Sent:** Monday, August 21, 2017 9:11 AM  
**To:** Gallina, Charlene  
**Subject:** B Cellars Request  
**Attachments:** charlene1.docx

Charlene

Please find the attached letter in support of allowing B Cellars to expand the number of people they have weekly for tastings.

Lina and Larry Ensor

From: **Duffy Keys** [duffykeys@bcellars.com](mailto:duffykeys@bcellars.com)  
Subject: Jennie and Joel Weiss Permit Modification Support for B Cellars  
Date: November 30, 2017 at 12:03 PM  
To: **Jeffrey Redding** [jreddingaicp@comcast.net](mailto:jreddingaicp@comcast.net)



Jeff,

# 3 of 3 letters missing from Charlene's list...

DK

Duffy Keys  
Co-Founder  
B CELLARS  
703 Oakville Cross Road  
PO Box 84  
Oakville, CA 94562  
707.709.8787 (winery)  
707.387.9322 (direct winery)  
858.756.5614 (san diego office)  
619.708.7520 (cell)  
[www.bcellars.com](http://www.bcellars.com)

Begin forwarded message:

**From:** [drdisk1@aol.com](mailto:drdisk1@aol.com)  
**Subject:** Permit Modification for B Cellars  
**Date:** August 2, 2017 at 5:05:42 AM PDT  
**To:** [charlene.gallina@countyofnapa.org](mailto:charlene.gallina@countyofnapa.org)

Dear Charlene,

My wife, Jennlea, and I are real fans of B Cellars Winery and their tasting experience. They are a wonderful addition to our valley and are a classy organization and facility! My only issue with them is it has become difficult to get tasting reservations due to their legal limitations! Several times we've had visitors to our home in Napa who we believe would appreciate the quality and the experience one would get from B Cellars only to find out they're 'booked'!

We believe B Cellars request to increase visitors by 200 per week sounds not only reasonable, but desirable, and in the overall scheme of things, increasing to 450 visitors per week feels right given the diversity of visitors permitted at other Oakville and Napa wineries.

Newcomers to our beautiful valley such as B Cellars need to be able to compete with wineries that have been 'grandfathered in' to



able to compete with wineries that have been grandfathered-in to many benefits not available to newcomers. A successful business needs some minimum number of visitors and B Cellars is no exception. They provide a valuable education and experience with their approach to tasting - pairing their wines with food. B Cellars' wines are excellent and highly rated. Their operation should be a point of pride for Oakville and the valley.

I believe their physical size is right for the area. The architecture and landscaping fits the neighborhood and their hospitality style is exceptional. They have a great facility and I am confident they will continue to produce excellent quality wines and service whether they host 250 or 450 guests per week!

We support B Cellars application to Napa County for an increase in visitors to 450 per week and the corresponding increases they seek in marketing events geared to smaller scale tastings.

Thank you and the Napa County Commissioners for your careful consideration and approval of their Permit Modification application.

We enjoy our relationship with B Cellars; they are a good winery neighbor!

Sincerely,  
Joel & Jennlea Weiss  
31 Vista Ranch Rd.  
Napa, CA 94558



# VENGE

VINEYARDS NV

Dear Charlene,

I am writing in support of B Cellars Winery Permit Modification. In the interest of full disclosure, I am the consulting winemaker to B Cellars directing the on-site winemaking team and have been doing so since their first vintage — this year marks B Cellars 14th harvest.

My Dad, Nils Venge operates Saddleback Cellars in Oakville (Money Road) and both of us know the B Cellars operation inside and out. We are also very familiar with the diversity of Oakville wineries. From what I understand, B Cellars is asking for an average of 28 more visitors per day or an increase of about 200 per week; this sounds justifiable to me. As a new comer to Oakville, B Cellars would still be well below the approved visitations for the other Oakville wineries as a whole. I have also been briefed about the trade-off in marketing events they are looking to earn approval for. I concur that giving up the larger 100-150 person events to allow for more frequent, smaller events is a better fit for the winery and their nearby neighbors.

To comment on the delicious wines that B Cellars is known for may seem self-serving; I say it only because the reputation of their wines and the setting they created to share them with guests has generated much good will for the winery and is a good fit with the high visibility and world class reputation that Oakville enjoys. In summary, as a fellow vintner and Napa Valley native, I wish B Cellars success in their discussions with you and the Commissioners. In my relationship with B Cellars, they have proven to be a trusted industry partner. Thanks for accepting my letter of recommendation.

Sincerely,

Kirk Venge

4708 Silverado Trail  
Calistoga, California 94515  
Napa Valley

(P) 707.942.9100

(F) 707.942.9121

(E) [info@vengevineyards.com](mailto:info@vengevineyards.com)

[www.vengevineyards.com](http://www.vengevineyards.com)

## Gallina, Charlene

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**From:** Kirk Venge <kirk@vengevineyards.com>  
**Sent:** Friday, July 28, 2017 3:50 PM  
**To:** Gallina, Charlene  
**Subject:** B Cellars Winery Support Letter  
**Attachments:** Scan\_0003.pdf

Dear Charlene Gallina,

Please see the attached letter of support for B Cellars. If I may be of further assistance, please let me know.

Thank you,  
Kirk Venge

Kirk P. Venge

4708 Silverado Trail, Calistoga, Ca 94515

ph. 707.942.9100, fx. 707.942.9121

[kirk@vengevineyards.com](mailto:kirk@vengevineyards.com)

[www.vengevineyards.com](http://www.vengevineyards.com)



VENGE  
VINEYARDS

From: **Duffy Keys** [duffykeys@bcellars.com](mailto:duffykeys@bcellars.com)  
Subject: **Cliff Ehrlich Letter: B Cellars Permit Modification Request**  
Date: November 30, 2017 at 12:01 PM  
To: **Jeffrey Redding** [jreddingaicp@comcast.net](mailto:jreddingaicp@comcast.net)



Jeff,

2 of 3 letter's missing from Charlene's list.

DK

Duffy Keys  
Co-Founder  
B CELLARS  
703 Oakville Cross Road  
PO Box 84  
Oakville, CA 94562  
707.709.8787 (winery)  
707.387.9322 (direct winery)  
858.756.5614 (san diego office)  
619.708.7520 (cell)  
[www.bcellars.com](http://www.bcellars.com)

Begin forwarded message:

**From:** Patorcliff <[patorcliff@aol.com](mailto:patorcliff@aol.com)>  
**Subject:** B Cellars Permit Modification Request  
**Date:** July 26, 2017 at 6:44:42 PM PDT  
**To:** [charlene\\_gallina@countyofnapa.org](mailto:charlene_gallina@countyofnapa.org)

Ms. Charlene Gallina, Supervising Planner  
Napa County Commissioners  
1195 Third Street, Suite 210  
Napa CA 94559

Dear Ms. Gallina

I am writing in support of B Cellars' application to increase the number of weekly visitors they are permitted from 250 to 450. I have resided at 7765 Money Road in Oakville, which is about two miles from B Cellars, since 1998. B Cellars has been a terrific addition to the neighborhood with their attractive facility that complements its surroundings. The quality of their architecture and landscaping is entirely consistent with the quality of the wines they produce and the wine experience they provide to customers. More importantly, their request for more visitors is well thought out.

It's difficult for me to imagine that the increase in visitors that is being requested would be detrimental in any meaningful way to the Oakville Cross Road area. The *Visit Napa Valley* report issued in May documents what we all know -- the popularity of the Napa Valley continues to grow, increasing the number of visitors on the road whether they visit B Cellars, Silver Oak, Groth or any of the many choices that are available to them. I don't know the exact arithmetic, but it would seem that the additional 200 visitors that B Cellars is requesting will come in 75 to 100 vehicles which amounts to 11 to 14 vehicles per day. At two trips per vehicle (in and out), that's 22 to 28 trips per day. Spread out over a six-hour schedule, that's about 4 vehicles per hour which is an amount that can be absorbed without burdening the road or inconveniencing the neighbors.

The economic model for wineries that pre-date B Cellars is based extensively on the use of distributors and the margins typical of that arrangement. That model is not viable for newcomers like B Cellars because of the much higher land and development costs they incurred. The B Cellars economic model depends much more on direct-to-consumer sales which makes visitors to the Valley a particularly attractive market for them. Those visitors are already here. B Cellars just wants to increase their ability to capture some of the potential business those visitors represent. If approved, the increase in permitted visitors will give them that opportunity with virtually no inconvenience to others.

I request that the Napa County Commissioners approve the request submitted by B Cellars.

Thank you for considering my opinion.

Respectfully,

Clifford J. Ehrlich

7765 Money Road  
Oakville CA 94562  
707-738-7438

July 25, 2017

Hello Charlene,

I wanted to first thank you for taking the time to work on the application for B-Cellars. I know that the Planning Department really busts it to get things done.

With that in mind (& I'll keep it short), I'd like to lend my support to the application for B-cellars to increase their permit for number of visitors and marketing events. While many wineries operate at a world class level, B-Cellars has that certain something that makes it extra special...you can feel it when you drive in and it makes you smile.

Simply put, B-Cellars are good people and operate the type of winery that enhances the character, charm and experience of Napa Valley visitors and locals alike. They are exceptional stewards of their property and have worked diligently to operate within their permitted parameters (in other words, they are people of integrity and play by the rules). Now is the time to consider a reasonable request and approve an increase in visitors and marketing events that is in keeping with the Oakville area.

In my opinion, supporting them to get their permit is the right thing to do.

Thank you for taking the time to read my letter of support & helping B-Cellars in their pursuit of excellence.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Feeney", written in a cursive style.

Jeff Feeney  
Coldwell Banker Commercial Real Estate  
Cell (707) 580-5678

## Gallina, Charlene

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**From:** Jeff Feeney <jfeeney@cbnapavalley.com>  
**Sent:** Tuesday, July 25, 2017 4:17 PM  
**To:** Gallina, Charlene  
**Cc:** Jeff Feeney; duffykeys@bcellars.com  
**Subject:** Hello Charlene\_B-Cellars  
**Attachments:** B-Cellars\_Letter of Support\_July 2017\_signed.pdf

Hello Charlene,

Happy Tuesday.

Attached is my letter of support for B-Cellars permit.

Thank you for taking a moment to read it.

Enjoy the day,

Jeff Feeney  
Cell (707) 580-5678  
Fax (707) 963-8836  
Cal BRE # 01329335  
Coldwell Banker Commercial, BOV  
1289 Main Street  
St. Helena, CA 94574  
[www.napacommercialproperties.com](http://www.napacommercialproperties.com)

## Gallina, Charlene

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**From:** Natalie <ndwymer@aol.com>  
**Sent:** Sunday, July 23, 2017 6:17 PM  
**To:** Gallina, Charlene  
**Cc:** kaduffey@aol.com  
**Subject:** B Cellars Permit Modification

July 23, 2017

*Via Email: [Charlene.gallina@countyofnapa.org](mailto:Charlene.gallina@countyofnapa.org)*

Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services  
1195 Third Street, Suite 210  
Napa, CA 94559

Re: B Cellars, Oakville Permit Modification

Dear Ms. Gallina:

As Napa Valley residents, we take great pride in all the area offers - especially its incredible wine.

We've come to call B Cellars, with its incredible customer-oriented approach, a favorite. B Cellars is a premium experience with exceptionally crafted, highly-rated wines and unique nibbles, largely nurtured from the very land it sits on. The team makes each visitor feel special and attended to – quite simply, each visit makes for a memorable tasting at a top-notch winery. It is an incredible reflection on Oakville and what it offers.

As members of B Cellars for some time now, not only do we enjoy visiting ourselves, we like to send friends and family to the winery. For this reason, we would like to weigh in on B Cellars request to increase their number of guests. Given their individualized approach, we're confident that B Cellars would not grow beyond what they believe they could appropriately handle as they wouldn't want to diminish the attention to their customers. We believe their request to increase visitors by 200 per week sounds reasonable, especially because they wouldn't need to build out their facilities any further. Bringing the total number of visitors to 450 visitors per week also seems consistent with those of other area wineries.

We also feel strongly that B Cellars should be given the tools they need to succeed and be competitive. For many well-established Napa Valley wineries who came before them, their business model is geared towards working with distributors and have a direct-to-consumer approach. This can only really be accommodated by increasing visitors. To put a finer point on conveying this approach: we have friends from Pittsburgh coming in to visit us during the amazing, upcoming fall season. When we suggested a stop at B Cellars, they were quick to say "we get B Cellars here and love it – it would be great to visit the winery in person".

We appreciate the work that the Napa County Commissioners do to keep the area's growth in check. We believe that B Cellars application to you to increase its weekly visitors is reasonable and that the winery will continue to be the exceptional neighbor that it is today, and bring pride to the area.

Thank you,  
Natalie Wymer and Kevin Duffey  
2974 Silverado Trail North



**Chris and Louise Lischewski  
Lischewski Family Vineyards**

7760 Silverado Trail

Oakville, CA 94558

Ph. 858-715-4092

Email: [chris.lischewski@bumblebee.com](mailto:chris.lischewski@bumblebee.com)

July 21, 2017

Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services  
1195 Third Street, Suite 210  
Napa, CA 94559  
[charlene.gallina@countyofnapa.org](mailto:charlene.gallina@countyofnapa.org)

Dear Ms Gallina,

My wife Louise and I own a five acre property with a small vineyard off of Oakville trail and just below Dalla Valle. While we live (and work) full time in San Diego (where I am the President and CEO of Bumble Bee Seafoods), we spend considerable time at our Napa home and love the area. One of my greatest joys of being up in Napa is running the Oakville Cross Road to burn off the wine calories I consume!

I am writing a short note in support of B Cellars and their application to increase their visitor account at their facility on Oakville Cross Road. We have been fortunate to get to know Duffy Keys, one of the owners of B Cellars, since he and his wife Judy also have a home in San Diego. We have been fans of B Cellars for quite some time and have been amazed at the tremendous facility they have constructed on Oakville Cross Road. We believe B Cellars supports the great reputation that Oakville and Napa have with great wines and an amazing visitor experience – one that will keep people coming back for more.

I want to make a few comments as relates to Duffy, B Cellars, and the entire B Cellars organization.

- For one, we really enjoy our working relationship with B Cellars. We visit them often and have even entered discussions to sell them some of our grapes. We feel they are a good, responsible neighbor who continues to raise the statue and reputation of Oakville and Napa Valley.
- We have reviewed the B Cellars request to increase visitors by 200 per week. We know the facility can easily handle this volume and believe the request is reasonable. In the overall scheme of things, a total of 450 visitor per week feels right given the activity levels at other Oakville wineries.

## Gallina, Charlene

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**From:** Lischewski, Chris <Chris.Lischewski@bumblebee.com>  
**Sent:** Friday, July 21, 2017 11:04 AM  
**To:** Gallina, Charlene  
**Subject:** Letter of Support for B Cellars  
**Attachments:** B Cellars Letter of Support.pdf

Dear Ms Gallina,

Please accept this letter of support for the B Cellars petition to increase their weekly visitor account from 250 to 450. Thank you for your consideration

*Christopher Lischewski*  
*President and Chief Executive Officer*  
*Bumble Bee Seafoods*  
*(858) 715-4092 (Office)*  
***Bumble Bee Seafoods - Leading With Integrity***

July 21, 2017

Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services  
1195 Third Street, Suite 210  
Napa, CA 94559

Dear Ms. Gallina and Napa County Commissioners:

We are writing this letter to support B Cellars application to increase their maximum production capacity and number of visitations allowed at their Oakville Cross Road facility. As Napa property owners we are very cognizant of the importance that the agritainment industry plays into the socio-economic component of the Valley. We ourselves own 33 acres that we are grooming into a farm of oaks, meadows and a lavender field with honeybees. As a result of our practices, we appreciate that B Cellars has been very conscientious in their business practices of sustainability while enhancing the image of their industry. Their concept of wine tasting with food pairings makes the experience more enjoyable and a safer venue for the neighborhood than those just pouring wine. Additionally, they believe in and promote the treasured life style of Napa Valley which is reflected in their architecture, grape vines, chicken coop, vegetable garden, fruit trees and olive trees.

B Cellars has been recognized by many sources as a "premier" wine producer (e.g., Robert Parker's Wine Advocate, Wine Spectator, Wine Enthusiast), and an "outstanding" tasting venue as noted by Travel & Leisure Magazine, Trip Advisor and Yelp, to name a few. These reviews are reserved for the very elite operators. We have met their management team and we are convinced that they operate their business with high ethics and integrity. It is their goal to provide their guests with the best hospitality experience possible while minimizing any impact to the surrounding neighborhood and environment.

Every guest that we have taken on a wine tour throughout Napa Valley find that their experience at B Cellars to be the most representative of the image they believe and expect that Napa Valley is intending to portray and provide.

As knowledgeable wine consumers from the area, we know that other Napa Valley and neighboring Oakville wineries have higher production allotments and visitation quotas than B Cellars. It seems unfair not to allow them to compete on an even-ground basis with those other wineries. B Cellars has demonstrated to the community that they are a valued and trusted asset worthy of growing. We encourage you to favorably consider B Cellars request to increase their visitor count to 450 per week and the corresponding increase they seek in marketing events geared to smaller scale tastings.

Thank you for the opportunity to express our opinion in this matter.

Sincerely

Mary Lou & Jerry Fiala  
3800 Monticello Road  
Napa, CA 94558

## Gallina, Charlene

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**From:** Jerry Fiala <fialajerry@hotmail.com>  
**Sent:** Friday, July 21, 2017 6:03 AM  
**To:** Gallina, Charlene  
**Subject:** B Cellars Permit Modification  
**Attachments:** B Cellars Permit Mod Endorsement.docx

Ms Gallina - We respectfully submit the attached endorsement on behalf of B Cellars permit modification request. Thank you and the other commissioners for your consideration on this matter. /jerry fiala

## Gallina, Charlene

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**From:** rrdoering@comcast.net  
**Sent:** Thursday, July 20, 2017 12:04 PM  
**To:** Gallina, Charlene  
**Subject:** B Cellars permit modification

Ms. Gallina:

I am writing in support of B Cellars Winery Permit Modification. Their request for a modest increase in the number of visitors allowed per week is justified. As a relatively new winery they would still be well below the approved capacity for other wineries in the area. They have a beautiful new facility and it is important to support smaller, privately owned wineries that do not have the resources or infrastructure for broad distribution channels. The opportunity to visit, taste, enjoy the vistas, spend time directly with the winery staff and take home few bottles from which to later relive that time is exactly what the Napa Valley winery experience should be. Let's allow a few more people to enjoy that experience as it benefits the entire Valley and wine industry.

Rick Doering  
405 Bear Creek Circle  
Napa

## Gallina, Charlene

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**From:** Oscar Renteria <Oscar@RenteriaVineyards.com>  
**Sent:** Thursday, July 20, 2017 11:30 AM  
**To:** Gallina, Charlene  
**Subject:** Letter to Charlene Gallina, Supervising Planner, Napa County Planning, Building and Environmental Services: B Cellars



Dear Ms. Gallina,

I understand B Cellars is in discussions with you about improving their permit conditions. We have a very good grower relationship with B Cellars over the years and look forward to it continuing. They mentioned they are working to increase the number of guests that can visit the winery by around 28 per day; plus the need to add 4 full-time and 2.5 part-time employees above their current level which I am told is 13.

My sense of other Oakville wineries vs. B Cellars is they are pretty small by comparison. If they host 200 people per week now and are looking to add another 28 per day average, this sounds like a reasonable request; especially given the high quality and high price of their wines. I know B Cellars wines and they are well regarded and expensive. I doubt few people buy Napa Valley red wines ranging in price from \$100-\$275 per bottle without trying them first. As a grower in the Valley, I have seen grape costs rise and land prices go well beyond what I ever thought they might. I can see why B Cellars puts so much focus on selling direct vs. selling to wholesalers — distributor margins are tough to make work for new brands like B Cellars unless they can double their production numbers which is a whole other conversation. For their brand, I don't think the distribution route is in their financial interest when the consumer direct alternative is proven. I think B Cellars is on the right path and in the long run, will be a healthier company financially for it.

My wife and I enjoy their wines immensely and believe their operation is well run. The wine and food pairing tastings they offer are unique and certainly go beyond the expected. We wish B Cellars continued success and hope they prevail in their discussions with you and the County Commissioners. Thank you for reading my note, the Renteria's support B Cellars in their application process and hope you will too.

Sincerely,

A handwritten signature in cursive script that reads "Oscar Renteria".

Oscar Renteria

## Gallina, Charlene

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**From:** Julien Fayard <fayardjulien@gmail.com>  
**Sent:** Wednesday, July 19, 2017 9:37 PM  
**To:** Gallina, Charlene

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Charlene,

I am writing to you on behalf of B Cellars Winery whom I have know and work with since the opening of their facility on Oakville crossroad. As for me, I earned my Master in Agriculture from ESA France and in 2011 received my MBA from UC Davis. Since coming to Napa Valley, more than a decade ago, I have had the pleasure of working around the great vintners who contributed the world-renown reputation that Napa Valley enjoys today. Like B Cellars, I am a relative newcomer to the Valley but committed to excellence in wine making and preservation of what makes Napa Valley special.

Both Jim and Duffy spoke to me about their upcoming hearing in August concerning their permit application to see more guests and have more employees to help them continue down the road they are on. I would like to be there to show support but will not be in town on August 2nd; hopefully, you will consider my input. For me the B cellar team is working hard every day to make sure things are first class. The place is beautifully built and maintained. In my opinion, rich from their previous professional lives, they have developed one of the best customer experience in Napa, caring for all, from the novice traveler to the the expert collector. What B Cellars does to showcase their wines is remarkable and they have become a reference for the rest of the wineries who are trying to be in front of the discerning wine buyer. Along with the hospitality, I think their wines are up there with the best and have an appreciation for what Kirk Venge has done over the years in terms of helping position B Cellars as one of the top new generation wine producers.

I support what they have accomplished and look forward to their continued success. I see them as smart, forward thinking vintners focused on quality and a desire to succeed doing things the right way. My hope is they can earn your support and that of the Commissioners.

Thank you for sharing my thoughts; please feel free to reach out if you have any questions. respectfully,

Julien Fayard  
Founder  
Fayard Wines

--

Julien Fayard  
Winemaker  
[Fayardwines.com](http://Fayardwines.com)

Ph. 707.812.4202

## Gallina, Charlene

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**From:** jennystreehouse@aol.com  
**Sent:** Wednesday, July 19, 2017 6:48 PM  
**To:** Gallina, Charlene  
**Subject:** B Cellars Permit Modification

Dear Ms. Gallina,

My husband and I have been residents of Napa Valley for over 20 years and have seen many changes.

That said, We do support B Cellars on Oakville Cross Road request to increase the visitors to 450 a week from 250 a week.

B Cellars has created a sensitive feeling of place, and a classic wine and food tasting. They respect the environment they are in and would

continue to do so in the future.

Their hospitality is exceptional !

Warm Regards,

Jenny and Tom Obermeier



## Gallina, Charlene

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**From:** Eileen Pereira <eileen@aston.com>  
**Sent:** Wednesday, July 19, 2017 3:58 PM  
**To:** Gallina, Charlene  
**Subject:** B Cellars Winery Permit Modifications

### MEMORANDUM

July 17, 2017

**FROM:** Aston & Eileen Pereira  
**TO:** Charlene Gallina, Supervising Planner  
**RE:** B Cellars Winery Permit Modifications

Dear Ms. Gallina:

My husband, Aston and I have been huge fans of B Cellars for several years. We have been visiting the Valley for the last 30 years and have within the last four years invested in a home for ourselves in the Napa Valley. A significant reason for this decision is that we find that the warmth and hospitality extended to us by friends like those at B Cellars is unparalleled and quintessential Napa Valley.

We are most impressed with how B Cellars are true caretakers of the land. Their organic farming, their landscaping and architecture (designed with tremendous respect for the land and the neighborhood), their bee hives(which are a true indicator that they care for the environment), their vinicultural practices, and the program they have developed with their state of the art kitchen are all geared toward giving visitors one of the best experiences that the valley has to offer.

In a day and age when in order to succeed and be profitable, wineries have to produce a commodity wine and whole sale it in order to survive, B Cellars is focused instead on the product...producing wines that are truly exceptional and they are putting and keeping Napa on the map. They deserve to be allowed to make their direct to consumer model work. Given this fact and that they need to increase their visitor count in order for their model to succeed, we strongly believe that they need to be allowed to do this. Their management practices are so well planned and executed, that we have every confidence that they will stay on top of every detail and the neighborhood will not be negatively impacted by the increase of visitors from 250 to 450 guests.

Based on these factors, we believe B Cellars request to increase visitors by 200 per week sounds reasonable and in the overall scheme of things, a total of 450 visitors per week feels right given the diversity of visitors permitted at other Oakville wineries.

As residents who love, care about and enjoy Napa County, we support B Cellars application to Napa County for an increase in visitors to 450 per week and the corresponding increases they seek in marketing events geared to smaller scale tastings. Oakville should be proud to have such a good neighbor!

Thank you and the Napa County Commissioners for your careful consideration and approval of their Permit Modification application.

Our best regards,

Aston and Eileen Pereira  
2145 First Avenue  
Napa, California 94558

Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services  
1195 Third Street, Suite 210  
Napa, CA 94559

July 19, 2017

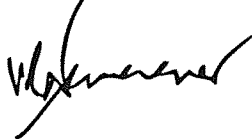
Dear Ms. Gallina,

I recently learned that B Cellars has asked for an increase in their visitation limits. My understanding is that they applied for the requested total visitor visits in their initial winery permit application, but were granted lower limits with a recommendation to visit the issue at some future date. I believe B Cellars was allowed to construct a winery to accommodate the larger number of visitors. I am writing to share my views as a neighbor of B Cellars.

My property abuts theirs on the western side. I have lived, on a part time basis, at 711 Oakville Cross Road since 1998. I believe this has given me a sense of the state of the neighborhood both before, during and after the construction of B Cellars' facility. Also, beginning last year, I have been selling grapes to B Cellars.

Once the winery opened for business I noticed a very moderate increase in traffic, but this didn't change the character of the neighborhood. I think that allowing them to increase their visitor limits to the levels initially contemplated in their original application is reasonable and will have a small incremental impact.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Nemerever", written in a cursive style.

Bill Nemerever

## Gallina, Charlene

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**From:** Bill Nemerever <bnemerev@mac.com>  
**Sent:** Wednesday, July 19, 2017 2:07 PM  
**To:** Gallina, Charlene  
**Subject:** B Cellars  
**Attachments:** B Cellars permit modification.pdf

Dear Ms. Gallina, please see the attached letter.

Thank you,

Bill Nemerever

## Gallina, Charlene

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**From:** Robin Baggett <robin@aowinery.com>  
**Sent:** Wednesday, July 19, 2017 10:50 AM  
**To:** Gallina, Charlene  
**Cc:** tkscottco@aol.com; Duffy Keys  
**Subject:** B Cellars

I am the owner of Alpha Omega winery located in Rutherford. I am writing to convey my full support of B Cellars' request to the Napa County Planning Commission to increase visitation and employees at its winery in Oakville. In 2006, Alpha Omega was one of the first boutique wineries in Napa to open with a business model which is now referred to as Direct-to-Consumer (DtC). We currently sell over 90% of our wine DtC. This business model was a result of the US Supreme Court's decision in Granholm (2005) which paved the way for California wineries to ship direct to out-of-state wine consumers. At Alpha Omega in 2006 we did not know much about DtC. Over the last almost 12 years it has been a "learn by doing" approach. And, over these years we have learned a lot. In this regard we have learned that the three most indispensable components of DtC are: (1) having a great place for people to visit (i.e. a Tasting Room), (2) having a great staff who will provide a memorable experience (i.e. Four Seasons-style hospitality) and (3) having great wine, of course. With this approach we have found that from one visit to our winery we can have a customer for life. B Cellars has figured all of this out and they have all three of these indispensable components. B Cellars has a great place. They have great staff. And, they make great wine. I personally visit B Cellars once or twice a year with guests and our Alpha Omega staff constantly refers Alpha Omega customers to B Cellars. We consider B Cellar to be a wonderful DtC business model. Now, one thing I think it is important for the County of Napa to understand is that over the last 12 years two separate industries have evolved separately in the wine industry. The traditional 3-tier system which has seen a lot of consolidation recently and the DtC system which is still evolving. These two systems are totally separate and distinct. What it takes to run a 3-tier operation versus what it takes to run a DtC operation is totally different, including a totally different organizational chart and totally different capital requirements. In the 3-tier system, the winery sells its wine to a distributor who then sells it to a retailer who then sells it to a consumer. The 3-tier winery does not know who its ultimate consumer of its wine is. Whereas, in the DtC system, the winery has a personal relationship with its customer. This is a vastly different approach to selling wine. And, the selling of wine is the most difficult and most important aspect of our business. In conclusion, the County needs to understand the fundamental aspects and differences of these two wine business models when it considers matters that come before it such as the current B Cellars' request. I have talked with B Cellars about its request and given my knowledge and experience with DtC, I consider B Cellars request to be very reasonable and necessary for B Cellars to remain economically viable. With your support B Cellars will continue to be one of the best DtC wineries in Napa Valley. This will be one small thing of which we can all be proud of providing a little help to B Cellars along its way to becoming a hugely successful winery. Thank you for your consideration.

## Gallina, Charlene

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**From:** Tom Koch <tkoch@kingsleygate.com>  
**Sent:** Tuesday, July 18, 2017 8:57 PM  
**To:** Gallina, Charlene  
**Subject:** B Cellars Request for Permit modification

Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services  
1195 Third Street, Suite 210  
Napa, CA 94559

Dear Charlene,

As a homeowner in Napa and lover of the wonder of the Napa Valley, we are supporters of Napa's commitment to retaining the County's agriculture culture and milieu. We have dearly enjoyed being a part of Napa Valley and look forward to many years of further enjoyment. We enjoy so many of the great historical wineries in the valley, like Chateau Montelena, Spring Mountain, El Molino, Inglenook, FarNiente and others. In addition, we have been enjoying B Cellars almost since their inception back on Silverado Trail at the Silver Rose property. We were so delighted when the winery built and moved into their wonderful facility on Oakville Cross Road. We felt like they did it right. The style is such a great fit with Napa and I believe connects to the history of the prior horse property. We also appreciate the uniqueness of the B Cellars "service model" or tasting experience. Their commitment to pairing food with wines at tastings and connecting visitors to the caves and the life of wines is unique, or at least rare in the valley.

With these things in mind, we feel like B Cellars has been the kind of "good neighbor" that has demonstrated good citizenship and can be trusted with the requests that they have made for their permit modifications. We believe that their request to increase visitors by 200 per week is reasonable and will be managed respecting the surrounding community. I have found them to very thoughtful and sensitive in their approach in the past.

Given our many positive experiences at B Cellars, we want them to be around for many years to come. With that in mind, I believe their request is important from a financial success standpoint. As you may know, as a relatively new winery, they are heavily dependent on the direct to consumer channel to market. The increase in numbers will provide "lifblood" to an operation that is already a winery of which Oakville and Napa can be proud.

In closing, we appreciate your evaluation of requests such as this. We respectfully ask and encourage you to support B Cellars application to Napa County for an increase in visitors to 450 per week, as well as, the corresponding increases they seek in marketing events geared to smaller scale tastings. Thank you and the Napa County Commissioners for your careful consideration and approval of their Permit Modification application.

All the best and cheers to the future of B Cellars and Napa Valley.

Tom

**Tom Koch**  
Senior Partner



949-331-8770 Mobile

[www.KingsleyGate.com](http://www.KingsleyGate.com)

<https://www.linkedin.com/pub/tom-koch/0/8a8/a49>

July 17, 2017

Charlene Gallina, Supervising Planner  
Napa County Commissioners  
Napa County Planning, Building and Environmental Services  
1195 Third Street, Suite 210  
Napa, CA 94559

Dear Ms. Gallina,

It has come to my attention that B Cellars is in the process of applying for a permit modification with Napa County. Specifically, they are asking for an increase of 28 visitors per day and an addition of 4 full-time and 2.5 part-time employees. Knowing that this is substantially lower than most Oakville winery permits, I believe this to be a reasonable request and one that makes sense to continue developing the health of one of the newer wineries in the Valley. Unlike many well-established Napa Valley wineries whose business model is geared towards working with distributors, newcomers such as B Cellars can't compete in that arena on the same level. Therefore in order to be profitable, B Cellars must build their business with a higher direct-to-consumer approach, thus requiring a stronger platform for guests to visit the winery.

I have been continually impressed with the wines which are both delicious and highly rated. B Cellars' operation is a point of pride for Oakville and the events the Principals engage in are not just highly worthy causes but also the Principals have actively engaged in philanthropic work throughout the Napa Valley immediately upon their arrival. We want our Valley filled with such members with integrity and a pride of community who will continue to help our special Valley prosper.

Again, I wholeheartedly support B Cellars' application to Napa County for an increase in visitors to 450 per week and the corresponding increases they seek in marketing events geared to smaller scale tastings. Thank you and the Napa County Commissioners for your careful consideration and approval of their Permit Modification application.

Sincerely,

Pavi Micheli Lawson  
Pavi Wines, Owner  
Pacific Union International, Realtor

## Gallina, Charlene

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**From:** Lawson, Pavi <PLawson@pacunion.com>  
**Sent:** Monday, July 17, 2017 2:02 PM  
**To:** Gallina, Charlene; Lawson, Pavi  
**Subject:** Letter for B Cellars' Permit Application  
**Attachments:** Charlene Gallina Permit.docx

Dear Ms. Gallina,  
Please find the attached letter on behalf of B Cellars' Permit Application. Feel free to call me with any questions.

All the best, Pavi

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**Pavi Micheli Lawson**  
Realtor

---

**Pacific Union International**  
1508 Main Street  
Saint Helena, CA 94574

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707-738-2219  
[plawson@pacunion.com](mailto:plawson@pacunion.com)  
[pacificunion.com](http://pacificunion.com)  
License # 01157852

[LinkedIn](#) | [Twitter](#) | [Facebook](#)

NAPA VALLEY TOURS



& TRANSPORTATION

Dear Ms. Gallina,

It is my pleasure to write to you and recommend B Cellars.

We have always found B Cellars to provide our guests with an extraordinary experience, offering distinctive food and wine pairings, cordial hospitality and a lovely environment.

B Cellars has partnered with Napa Valley Tours and Transportation on many occasions and we have always found their commitment to our guests to be exceptional. We have been fortunate to call B Cellars one of our partners and look forward to working with them for many years to come.

Thank you,

A handwritten signature in black ink, appearing to read "Michael Graham", is written over the typed name and title. The signature is fluid and somewhat abstract, with a long horizontal stroke extending to the right.

Michael Graham  
President, Napa Valley Tours and Transportation



## Gallina, Charlene

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**From:** JoAnne Griffin <jgriffin@nvtt.net>  
**Sent:** Friday, July 07, 2017 5:57 PM  
**To:** Gallina, Charlene  
**Subject:** Letter of recommendation for B Cellars  
**Attachments:** CaliMFC\_20170707\_175204.pdf


Hello Charlene,

Please see attachment from Mike Graham with Napa Valley Tours and Transportation. This is regarding letter of recommendation for B Cellars.

Regards,

Jo Anne

**From:** [calimfc@nvtt.net](mailto:calimfc@nvtt.net) [<mailto:calimfc@nvtt.net>]  
**Sent:** Friday, July 07, 2017 5:52 PM  
**To:** [jgriffin@nvtt.net](mailto:jgriffin@nvtt.net)  
**Subject:** Scanned image from MX-3050N

From: **Duffy Keys** [duffykeys@bcellars.com](mailto:duffykeys@bcellars.com)   
Subject: Chris White Letter: B Cellars / Auberge Resorts  
Date: November 30, 2017 at 11:59 AM  
To: Jeffrey Redding [jreddingaop@comcast.net](mailto:jreddingaop@comcast.net)



Jeff

1 of three email letters missing from Charlene's list.

DK  
Duffy Keys  
Co-Founder  
B CELLARS  
703 Oakville Cross Road  
PO Box 84  
Oakville, CA 94562  
707.709.8787 (winery)  
707.387.9322 (direct winery)  
858.756.5614 (san diego office)  
619.708.7520 (cell)  
[www.bcellars.com](http://www.bcellars.com)

Begin forwarded message:

**From:** Kerry Andrews <[kerry@bcellars.com](mailto:kerry@bcellars.com)>  
**Subject:** FW: B Cellars / Auberge Resorts  
**Date:** June 26, 2017 at 12:48:39 PM PDT  
**To:** Duffy Keys <[duffykeys@bcellars.com](mailto:duffykeys@bcellars.com)>

Duffy,

Please see Chris White's email to Charlene below.

Kerry

**From:** Chris White [<mailto:chris.white@aubegeresorts.com>]  
**Sent:** Monday, June 26, 2017 12:00 PM  
**To:** [Charlene.gallina@countyofnapa.org](mailto:Charlene.gallina@countyofnapa.org)  
**Subject:** B Cellars / Auberge Resorts

Dear Charlene Gallina,

It is with pleasure that I write you in recommendation and support of B Cellars.

We have the good fortune to work with incredible partners in the Napa Valley. I am happy to say that B Cellars is one of these partners.

I have been impressed with B Cellars ability to provide an excellent experience to our guests that visit their winery. There are many options for our guests to explore while visiting Napa Valley and B Cellars delivers a balance between excellent wine, lovely establishment, gracious hospitality and a unique approach to food and wine pairing. We feel confident that our guests will have a wonderful time when they visit B Cellars.

Thank you,

**CHRIS WHITE** | REGIONAL DIRECTOR OF SALES AND MARKETING  
CALISTOGA RANCH, NAPA VALLEY

SOLAGE, NAPA VALLEY

33 Reed Blvd, Mill Valley, CA 94941

P 415.384.1421

chris.white@aubergeresorts.com

https://aubergeresorts.com



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AUBERGE RESORTS COLLECTION | Malliouhana, Anguilla •

Hotel Jerome, Aspen •

Hacienda AltaGracia, Costa Rica •

Nanuku, Fiji •

Esperanza, Los Cabos •

Chileno Bay Resort, Los Cabos •

Auberge du Soleil, Napa Valley •

Calistoga Ranch, Napa Valley •

Solage, Napa Valley •

Element 52, Telluride

## Gallina, Charlene

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**From:** Jim Dolen <magnumtours@msn.com>  
**Sent:** Wednesday, June 07, 2017 7:20 AM  
**To:** Gallina, Charlene  
**Subject:** Fw: B Cellars

Dear Charlene Gallina, My name is Jim Dolen and the reason I write you today is to express my enthusiastic support for B Cellars in their attempt to increase the amount of guests that they can see on a weekly basis. I am the founder and owner of Magnum Tours and I am an expert tour planner and have been at this for almost thirty years. I rely on places like B Cellars to provide educational and entertaining visits for my guests and they, quite frankly are doing an amazing job of it!

B Cellars is more than just an incredibly beautiful place to bring my high end visitors, The food and wine pairing options that B Cellars provides are important to me as they provide an experience that keep my guests enthralled in what it is that Napa Valley has to offer. That is incredible wine, incredible people, an amazing property and FUN experiences! I quite frankly wish that more wineries would learn from B Cellars and create more enriching experiences for their guests. It is of utmost importance that people consume food while they taste wines and therefore it is my belief we really need to take a look at the law and how it affects the ability of wineries to allow people to consume food along with wine as part of their obligation and responsibility. As a business and home owner in Napa Valley I strongly urge you to allow an increase in the amount of visitors that B Cellars is allowed.

Please feel free to contact me with any questions on why I am such a strong supporter of B Cellars!  
Thank you, Jim Dolen

Magnum Tours  
101 Pine Place  
St. Helena CA 94574  
707-753-0088

RECEIVED

APR 25 2017

Napa County Planning, Building  
& Environmental Services

Groth

April 19, 2017

Mr. David Morrison  
Director, Planning, Building & Environmental Services  
NAPA COUNTY  
1195 Third Street, Suite 210  
NAPA, CA 94559

Dear Mr. Morrison:

I am in receipt of your "New Project Submittal Courtesy Notice" regarding P16-00423; B Cellar Major Modification to Use Permit, which I received in January 2017. I have been notified of this New Project because Groth Vineyards & Winery is a close neighbor of the B Cellar facility. Because we own and operate a winery nearby, and have done so for 35 years, I believe that our input is relevant.

I would like to register my objection to the request by B Cellars for a major modification to their Use Permit. I have a number of specific objections to four requests made by B Cellars in their request for a Major Modification:

1. Increase in the number of employees from 8 to 12 full time (50% increase).
2. Increase in the number of employees from 7 to 13 part-time employees (86% increase).

I did not approve of this project when it was first approved a few years ago. My objection to Duffy Keys, the general manager when he showed me the plans, was that B Cellars looked like an Event and tourism business that operates in the Agricultural Preserve because it also makes some wine. I told Duffy that he would end up having as many employees running his business permitted at 45,000 gallons as we have running our business at Groth Vineyards & Winery permitted at 200,000 gallons. This requested increase proves my original point.

3. Increase in the average daily visitors from 60 to 64 (7% increase) and an increase in the maximum number of guests per week from 250 to 450 (80% increase).

These increases in requested visitor levels demonstrate to me that this project is clearly not operating tours, tastings and food service as "clearly incidental, related and subordinate to the primary operation of the winery as a production facility" as is required by our County Code. We have operated for all of our thirty-five years as a by-appointment only winery and we think these requested visitation levels are

Mr. David Morrison  
April 18, 2017  
Page 2

excessive. Note that the average daily visitation rate of 64 visitors (per page 9 of the B Cellars use permit application) equals the maximum number of visitors per week. It seems that B Cellars wants to operate at maximum level all the time.

4. The use permit application requests a significant increase in the number of attendees that are allowed for marketing events. The previous permit allowed 16 events at certain levels of maximum attendees. Page 10 of the application enumerates the existing approved event plan, which allowed a maximum of 860 attendees per year. The proposed increases per this application will allow an additional 1,870 attendees per year (117% increase).

I also have a general comment about ornamental lighting. I don't know whether there are county rules regarding ornamental lighting. In my view B Cellars uses ornamental lighting at night with a gross disregard to its neighbors. Ornamental lighting is on at B Cellars from dusk to dawn all over the property, all the way up the hill and around the owner's residence. It looks like a Four Seasons Hotel and Resort. It is extremely disturbing and visible from our bedroom across the street.

I offer these objections and observations because we live and operate our winery business in the neighborhood. I also am very concerned about the aggregate effect on Napa Valley of the numerous event and tourism dependent wineries being approved to operate on minimum parcel sizes (ten acres). We are approving too many wineries like this where production is incidental to tours, tastings and marketing events rather than the other way around as required by our County Code.

Please keep me informed about when you plan to hold a public hearing.

Sincerely,



Dennis Groth  
Chairman

Cc: Mr. Duffy Keys, B. Cellars