



COUNTY OF SAN LUIS OBISPO Department of Agriculture/Measurement Standards

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Ag Tourism & Direct Marketing Work Group

February 28, 2006

Meeting Minutes

Submitted by Michael Isensee, March 10, 2006

Present:

-Alison Denlinger	-Debra Garrison	-Jamie Kirk	-Roy Parsons
-Angela Thompson	-Dick Rogers	-Joy Barlogio	-Steven Knudson
-Anne McMahan	-Doug Filippino	-Kim Pasciuto	-Steve Sinton
-Colleen Childers	-Duane Waddell	-Lora Pankey Eade	-Karen Nall
-Deanne Gonzales	-Elizabeth Rolph	-Mark Gaskell	-Michael Isensee
			-Brenda Ouwerkerk

Absent:

Charlie Whitney, Holly Sletteland, Karen Mansfield (Ag Task Force monitor), Mary Bianchi, MaryAnn Vasconcellos

Handouts:

1. Agenda
2. Draft minutes
3. First draft farmstay committee materials
4. Process materials – schedule & deadlines, committees & references, process, committee guidelines

Minutes Review

Approved with one change: stating in the minutes that Karen Mansfield is participating as a monitor on behalf of the Ag Task Force and is not authorized to make policy decisions on behalf of ATF.

Explanation of Committee process (Brenda)

Group was led through the committee process and how it is intended to work. These documents were emailed from Brenda Feb 3, 2006

Key points for committees

- o Assign chair
- o Bring in subject matter experts as necessary
- o Keep Michael informed of progress
- o Follow ground rules
- o Be open to the process beyond the committee and the work group (your efforts will also be reviewed, and likely modified, by Ag Liaison, Env Review, Planning Commission, and possibly the Board)
- o Follow committee guidelines. Guidelines include tests, workgroup common goals/values, and common questions to ask.
- o Staff (Brenda, Karen, Michael) will not be involved in each committee, but can schedule rooms or conference calls, be available for questions via phone and email.

Work group approved of process.

Discussion: Farmstay – (Anne M & Kim P)

First draft farmstay recommendations presented (were emailed to group Feb 18 by Kim)

Materials included

- definition, table relating # of rooms and parcel sizes, and general standards to apply
- outline of issues not agreed to and issues not yet addressed
- outline of other county's approach to lodging on ag land

Extensive discussion about specifics ~~ensured~~ [should be ensured], including definition of "farmstay" and "active farm or ranch" (clarification language, additional documents, allowing sale of ag products to be primary income for 3 of last 5 years), parcel size (increase min size for more rooms), existing versus new structures used for farm stays (treat development outside residence differently), numbers of guests (recommended no maximum based on site area, but a max of 10 for any site), and employees (no regulation was recommended).

Cumulative impacts, access, termination of use and other items were left for further discussion by committee.

Committee felt it needed more time to work out kinks in first draft. Recommended to other groups to meet at least twice prior to presenting draft to larger work group.

Issue of enforcement was discussed. Work group felt that without adequate enforcement creating rules was a waste of time.

Discussion: Sales – (Karen)

Presentation on existing ordinance (seasonal sales, sales from a vehicle, roadside stand, restaurant, and store).

It was noted that sale of products grown on-site should be considered separately from retail sales of ag or other products grown/produced elsewhere.

Enforcement was again noted as an issue

Committee sign-ups

See attached sheet for sign-ups to date. For those that missed the last meeting and need to sign up, contact Michael (781-5753, misensee@co.slo.ca.us)

Rural Character discussion

There was not time for a discussion regarding rural character. Work group members were encouraged to come prepared to share brief thoughts on the issue at the next meeting, which would be compiled by staff to see what were unifying themes

Meeting Schedule

A discussion about conflicts with our 4th Tuesday meeting time and Farm Bureau meetings was discussed. It was decided to move our 4th Tuesday meetings to the final Thursday of the month.

Next Meeting: Tuesday March 14 from 6:30 to 9:00

San Luis Obispo County Agriculture Department-Auditorium

Upcoming Schedule

- March 30, 6:30-9 PM at Sheriff substation in Templeton
- April 11, 6:30-9 PM at Sheriff substation in Templeton

Work Group Homework – for March 14

- Review emailed info from farmstay group and be prepared to offer input at March 14 work group meeting.
- Sales group to assign chair, meet and work on first draft for discussion at March 30 work group meeting.
- Come prepared to provide brief input on personal feelings/thoughts on what describes rural character.
- Review "activity & special event section of Land Use Ordinance. Bring questions & concerns for events committees.