COUNTY OF SAN LUIS OBISPO
Department of Agriculture/Measurement Standards

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Ag Tourism & Direct Marketing Work Group

March 30, 2006
Meeting Minutes
Submitted by Michael Isensee, April 7, 2006

Present:

-Alison Denlinger (alt)	-Dick Rogers	-Jamie Kirk	-Sandra Wallace (alt)
-Angela Thompson	-Doug Filipponi	-Joy Barlogio	-Michael Isensee (staff)
-Anne McMahon	-Elizabeth Rolph	-Kim Pasciuto	-Brenda Ouwerkerk (staff)
-Charlie Whitney	-Eric Michielssen (alt)	-MaryAnn Vasconcellos	
-Colleen Childers	-Holly Setteland	-Roy Parsons	

Absent:
Deanne Gonzales, Debra Garrison, Duane Waddell, Karen Mansfield (ATF monitor), Lora Pankey Eade, Mary Bianchi, Steve Sinton, Karen Nall (staff)

Handouts:

1. Revised Agenda
2. Draft minutes/rural character statement
3. Template for Documents
4. Final farmstay draft from farmstay committee
5. Draft B&B standard overview, rural recreation & camping overview
6. Draft Environmental Health Process for Lodging and Sales/Processing

Process Overview (Brenda)

Provided an overview of the process beyond the committee and work group effort.
After the Work Group approves a final draft, the Planning & Ag Departments will review for fatal flaws, possibly recommending modifications prior to release to and review by the Ag Liaison Board. At this time the individual topic drafts will be public. The Ag Dept will also take individual topics to various industry groups for comment during the process.
Once the entire set of topics are completed, the materials will be packaged into an ordinance.
The draft ordinance will be reviewed by Ag Liaison, industry groups, other agencies, cities, community advisory groups, and citizens and undergo environmental review.
Only then will the draft ordinance come before the Planning Commission for review.
Finally, the recommendations of the Planning Commission will be brought before the Board of Supervisors for a final decision.
At points in this process, the Work Group or committees may be reconvened to consider the alternatives or to provide comment. The Work Group will be kept apprised of the process.
It was requested that individuals who represent organizations keep those organizations apprised of our effort, and ask for direction to ensure the general interests of your group or organization are represented.
Finally, it was requested to have committee members attend Ag Liaison meetings when their topic is presented.

Minutes Review (Michael)

Approved as written with correction to the location of the next meeting (SLO, not Templeton) and a spelling correction

Introduction of Standardized Format for Drafts (Michael)

The (pink) handout relating to a uniform format for documents from work group committees was reviewed. The intent is to enable work group members and others to track the logical progression of work by committees,

ensure distribution of most recent drafts, and to provide a context for people who were not directly involved in the committee process

Introduction to new Committee Topic: Lodging (B&B, Inns, Dude Ranches) (Michael) Committees 6 & 7

- Handouts were provided on the existing standards. All work group members received the B&B handout on January 20.
- Some concern was expressed about taking something away, as the farmstay committee (#5) had made the recommendation to committee 6 to restrict B&Bs, replacing them with farmstays in most circumstances, but consider the possibility of a new standard for inns.
- Questions about what constitutes a dude ranch were asked. Is it only a cattle ranch? Does it need to be of a certain size? What is associated with a dude ranch?

Presentation & Discussion: Farmstay Final Draft – (#5 Farmstay Committee)

Presentation of final draft. Discussion included:

1) What constitutes intensified. UN FAO definition relates intensified to a ag site of higher productivity. The committee's intent to mean permanent crops (eg vines, orchard) or land that is planted on an annual basis with a harvested crop (irrigated or dry-farmed).
2) The amount of grazing land required (100 acres). What about people who raise animals requiring less land (eg goats, sheep, alpaca) for the commercial production of food or fiber? The third option of producing >$25K annually was placed for such situations, or for intensified ag operations that produce such high value products on less than 10 acres. The committee sought to address the issue of secondary and incidental and offering the broadest # of farmers the ability to have accessory uses with minimal permitting.
3) Requiring detached farmstay rooms to be within 50 feet of the compound of other structures including the primary residence. The committee stated it would evaluate an alternative.

Presentation Draft #1: Sales - (#4 Sales Committee)

Started work from existing roadside stand standards and Farm & Ranch Marketing proposal from AgTourism group.

Basic terms:

By right: lowest permit level (zoning clearance)

Stand: a structure that people including owner/employees do not enter

Agreement from the committee that:

All should be allowed to sell what they grow

Selling what you grow, what your neighbor grows, and other ag products from the county should be allowed with lowest permit level in a stand or store of up to 500 sq. ft. or larger with a MUP

Not agreement on selling other ag products from CA or elsewhere

Questions remain about value-added products and the committee discussion was still underway on this and other topics, including the sale of nonagricultural products, prepared food sales, and standards on items like parcel sizes, setbacks, etc.

There were Work Group questions about:

1) allowing anyone to sell what they grow (need for minimum site sizes to avoid neighbor impacts),
2) how ranchers fit into sales picture
3) RR zoned property (eg greenhouses)

Rural Character discussion

The compilation of rural character statements was presented. There was no discussion on this item.

Meeting Schedule Discussion

It was agreed that the Work Group would continue to meet every other week with the goal of finalizing drafts on each topic by early July.

Next Meeting: April 11, 6:30-9 PM at UC Cooperative Extension, San Luis Obispo

Work Group Homework – for April 11

Questions for Steve Carnes, Env Health and for Bob Lilley, Ag Commissioner

Review of Sales (#5) Committee 2nd Draft and Activities/Events (#2 and #3) Committees 1st drafts