

Public Comment #33

**From:** Michael Ranalli <Mike@ranallivineyard.com>  
**Sent:** Tuesday, September 24, 2024 9:33 AM  
**To:** Kim Dawson; Kyle Kuperus  
**Subject:** Tuesday September 24 - Agenda Item 33 (File #24-1534)  
**Attachments:** RMO-WO\_BOS\_Agenda Item 33 (File # 24-1534).pdf

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Madam clerk, please include this memo for Tuesday September 24 - Agenda Item 33 (File #24-1534)

September 24, 2024

**Attention:** EDC Board of Supervisors  
**RE:** Tuesday September 24 - Agenda Item 33 (File #24-1534)  
Ranch Marketing and Winery Ordinance

Dear Supervisors,

The Ranch Marketing Ordinance (RMO) has been evolving since its inception in the 1980's. Your Agricultural community has engaged with government thoughtfully and consistently throughout that period including the recent 3 year effort to understand some problems with special events, primarily amplified noise during weddings and consistently NO reported problems with Marketing Events.

You're Board, your Agricultural Commissioner, Agricultural Commission and Planning Commission has reviewed **data** on the stated problem. A small number of operators represent the vast majority of all the issues. Some serious and disturbing issues began to arise in 2019 and no long standing conflicts have been demonstrated prior to that year.

I am proud of your Planning Commissioners comments and remarks during the September 12 meeting, even though you did not seek any formal recommendations from them.

The 80-20 rule intends to focus on the critical 20% that drives the most significant outcomes. Until the county enforces the existing ordinance these efforts act to encourage misuse of the RMO. The pattern of hosting of public meetings and town hall sessions without enforcement acts to escalate conflicts. This approach does not move us toward progress and unity.

Before you today are more revisions as directed by your board. While I support 3A through F (File #24-1534), it represents an ongoing erosion of our "Right to Farm" and Ranch Marketing provisions of our adopted General Plan.

Moving forward and regarding G and #4 (File #24-1534); please direct your Planning Department staff to continue to engage the Agricultural Community on the newly created and unquantified issue of West Slope lodging. Please direct them to come back with a list of recommendations that do something to help agricultural businesses.

The lodging and events industry helps and supports the Agricultural economy. More significant that any increase in countywide TOT, the lodging and events increase the tourist spending multiplier.

Please also consider a specific agenda item to review the evolution of your Code Enforcement Unit to a Division. Much has changed since you removed the Board from the appeal process, increased escalating fines, and added significantly more staff. A public review is warranted.

Respectfully submitted,  
Michael Ranalli  
President, El Dorado County Farm Bureau

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