



Villa Florentina Planning Commission Meeting 3-23-2017

Presentation Goals:

- Address the violations of Villa Florentina's Special use permit.
- Outline what Villa Florentina is doing to modify policies and procedures to stay within the special use permit guidelines and to accommodate our neighbors.
- Why we feel Villa Florentina is important to the Community and El Dorado County.



Noise violations and 9:30pm shut down.

execution of a special event or wedding on the premises of Villa Florentina. Clients or vendors unable or unwilling to abide by these policies may cause forfeiture of and/or additions to client security/damage deposit.

b) **Outside Vendors:** We recommend that all caterers and other vendors are selected from our list of preferred providers. Should the client wish to contract with a vendor not on our preferred list, such a vendor must first be approved by Villa Florentina. ****Please NOTE: DJ's must be chosen from our Preferred Vendor List.** Villa Florentina must receive a final list of selected vendors along with their contact information no less than 90 days prior to the event date.

c) **Parking:** Villa Florentina provides convenient onsite parking for up to 63 vehicles. Villa Florentina will provide attendants responsible for the coordination of vehicles entering and exiting the property. Attendant(s) will be provided

We have identified DJ's that will comply with the S.U.P. are considerate to neighbors and knowledgeable about their equipment.

For all the time that I have known the other Adam Anderson, I have found him to be considerate and committed to our community. My name is Michael Anderson and I am the owner of Creative Memories Entertainment and Villa Florentina is a valuable business partner to me. I have worked onsite with Adam & Angela for several weddings and no matter how many times I work with them I have always received a call prior to the event informing me of the rules we must obey and reminding me that music must be off prior to 9:30 pm. We have also worked very hard to design the speaker configuration minimizing the volume at the events and has worked incredible well. The solution was to use more speakers in the design allowing us to decrease the volume by 70% the first time I worked with them.

The truth is that most sound infractions, are caused by DJs with inadequate equipment or lack of equipment. I feel that Villa Florentina has been brought into the spotlight not because of their actions or commitment to following the rules, but the actions and lack of commitment to follow the rules by some DJ companies that have no ties to the community and don't care about the impact their actions have on the facility because they won't be there for the next event. I assure you that Adam and Angela have made sure these companies will never return for another event. They have also taken steps to ensure the entertainment companies that are allowed to work at Villa Florentina, have the equipment, knowledge and dedication to the community to provide a service to their couples and stay well within the guidelines set forth by El Dorado

Knowledgeable and considerate DJ's like Creative Memories have made it to our approved list.



We have hired a professional acoustics engineering firm to help us reduce noise.

ceremony. Villa Florentina staff will be onsite to assist as needed. The Rehearsal event must conclude by 9pm

() 1) ***Amplified Music and Other Noise:** Amplified music for voice amplification or of the type needed for dancing must be provided by the client(s). **All client(s) provided amplified sound must be located in the "loggia" areas and must be approved by Villa Florentina.** This location allows for ample volume for announcements and music for dancing, while protecting the environment for our valued neighbors. **"Amplified sound design or use during ceremonies located in the plaza, terraces, or lawn area is prohibited.** All music must remain below the maximum decibel level determined by the venue and must terminate by 9:30pm to comply with government sound ordinances. Clients or vendors unwilling to abide by these provisions may be evicted from the property and any and all reservation fees forfeited.

m) ***Non-Amplified Music/e.g. Acoustic music and Other Noise:** Non-

The Villa Florentina contract has sound provisions highlighted in "BOLD" and has a place to initial to insure acknowledgement.

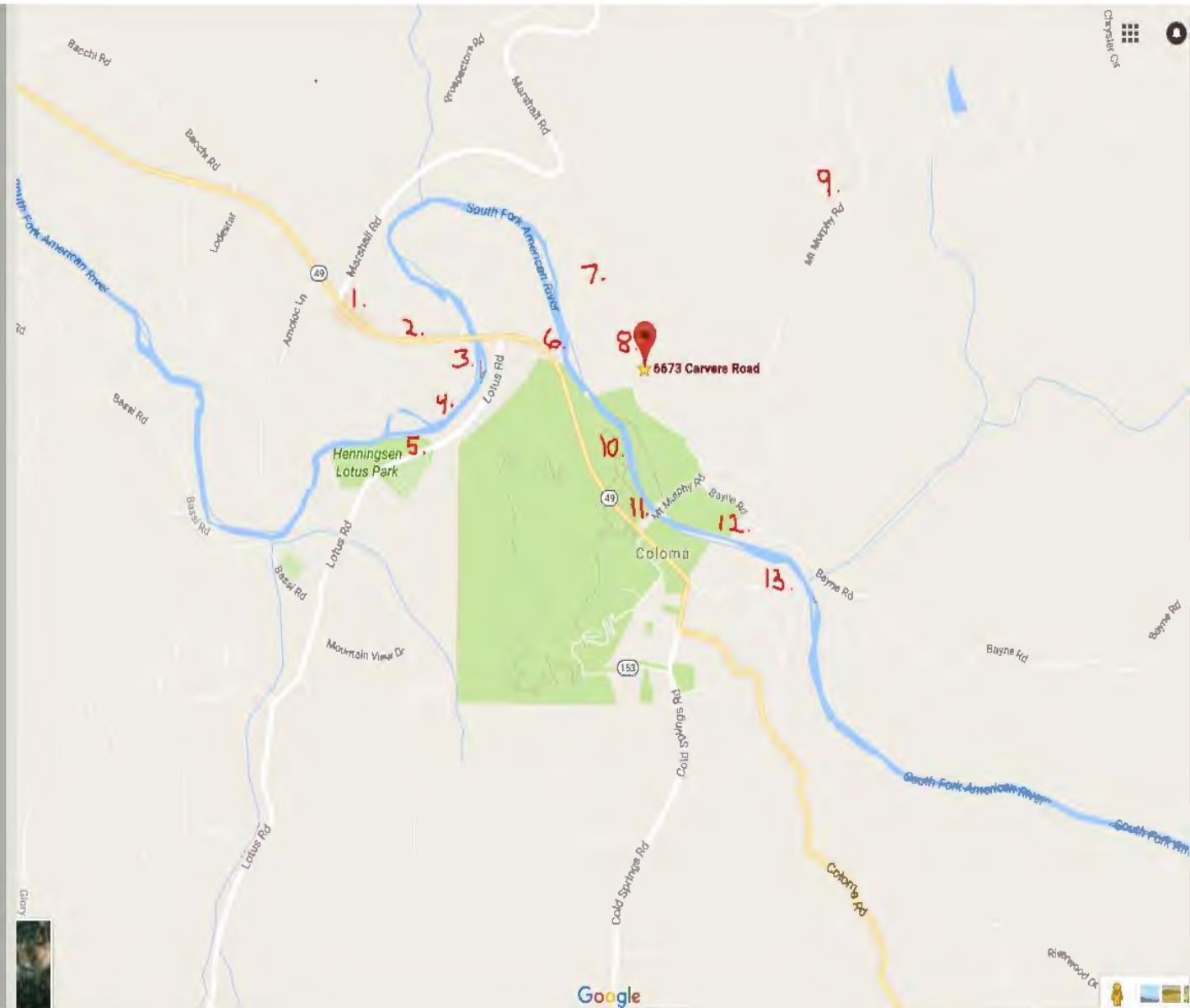


Originally we felt this was not part of the evening DJ set up but have since banned amplification on the ceremony lawn.

Competing Noise Sources

1. Coloma Club
2. Marco's
3. Squally's
4. Earth Trek Expeditions
5. Hensington Lotus Park
6. Whitewater Connections
7. Scott Rd Private residence. 2 events
8. Ligare Private Party
9. Mt. Murphy Private residence 2 events
10. Marshall Gold Discovery Park
11. The Grange
12. Coloma Resort
13. American River Resort

* I believe Villa Florentina is the only venue required to closes down by 9:30pm



better understanding of what we offer, and how beautiful the venue really is! Believe us when we tell you that the photos online do not do come close to capturing the beauty here. You're sure to find many who share this opinion if you look for online feedback from our past clients and guests on [Yelp](#) (don't miss the mystifyingly "filtered" reviews) and many other sites.

Fortunately for discerning couples, we have several dates still available in 2017 & 2018 We are booking faster than we expected, if you are able to tour the Villa relatively soon, we will likely have at least a few dates that should make you happy. **Please Note: Our Wedding Season runs April through October only.**

When you Book with Villa Florentina you receive an unheard value with our pricing structure for this level of elegance. You have exclusive access on your Rehearsal day starting at **2pm – 9pm (7hrs)** to meet with your design team for last minute touches and time to go through your rehearsal and enjoy the evening. On the day of your wedding the Bridal Party may arrive as early as **10:00am giving you exclusive use of the venue until 10pm.**

We focused on 20 weddings and overlooked the April to October limitation. We now have it bolded in our introductory letter.

Local businesses that directly benefit from Villa Florentina Weddings and Events

Wedding Planners
Caterers and staff
Photographers/Videographers
Florists
Wineries
Bartenders
Bakers
DJ's
Rental companies
Dress shops
Tuxedo rentals
Limousine and transportation companies
Photo booths
Printers

Indirect beneficiary's of Villa Florentina Events

Local lodging

Rafting companies

Restaurants

Wineries

Local shopping areas like:

Placerville Main St.

El Dorado Hills Town Center

Apple Hill

345 nights a year we are quiet and on the nights we do have events we are usually competing with other venues in the area.