

ROSSI ENTERPRISES

750 PISMO STREET • SAN LUIS OBISPO, CA 93401
TELEPHONE: (805) 543-4333 • FACSIMILE: (805) 543-4220

October 12, 2016

Hon. Don Campbell, Chair
c/o Ramona Hedges
SLO County Planning Commission
976 Osos Street, 3rd Floor
San Luis Obispo, CA 93406

Re: Trilogy Monarch Dunes, Phase 2A / Hearing Date: October 13, 2016

Dear Chair Campbell:

I am writing on behalf of the Blacklake Golf Resort in support of the Trilogy Monarch Dunes Phase 2A Vineyard Plan and the County Planning Director's finding of Substantial Conformance and Equivalent Use.

From experience, owning two golf courses, I concur with the Planning Director's finding that the Vineyard Plan will result in substantially less water consumption than the approved Phase 2A Plan with an 18-hole golf course (2.6 AF golf vs. less than 1 AF vines).

Further, in my opinion, San Luis Obispo County and particularly Nipomo Mesa simply cannot sustain the existing amount of golf, let alone another golf course. Golf is unfortunately in decline, with thousands of golfers leaving the game every year, and the number of golf course rounds played in the County at all-time lows. You can see it with the County's own Dairy Creek struggles.

The Central Coast golf market is already overbuilt to the point where an additional new course would do more harm than good. Rather than attract new golfers to the area, it would just take another slice out of our thinning demand, making it tougher on all area golf courses, including Blacklake and the two existing Monarch Dunes courses.

To protect the financial health of local golf, and more broadly important, to allow for greater water conservation efforts, I urge you to support the Monarch Dunes Vineyard Plan.

Best Regards,



Rob Rossi

RLR/vf ✓

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Hon. Don Campbell, Chair
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976 Osos Street, 3rd Floor
San Luis Obispo, CA 93406

Re: Trilogy Monarch Dunes, Phase 2A / Hearing Date: October 13, 2016

Dear Chair Campbell:

I am writing on behalf of the Blacklake Golf Resort in support of the Trilogy Monarch Dunes Phase 2A Vineyard Plan and the County Planning Director's finding of Substantial Conformance and Equivalent Use.

From experience, owning two golf courses, I concur with the Planning Director's finding that the Vineyard Plan will result in substantially less water consumption than the approved Phase 2A Plan with an 18-hole golf course (2.6 AF golf vs. less than 1 AF vines).

Further, in my opinion, San Luis Obispo County and particularly Nipomo Mesa simply cannot sustain the existing amount of golf, let alone another golf course. Golf is unfortunately in decline, with thousands of golfers leaving the game every year, and the number of golf course rounds played in the County at all-time lows. You can see it with the County's own Dairy Creek struggles.

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To protect the financial health of local golf, and more broadly important, to allow for greater water conservation efforts, I urge you to support the Monarch Dunes Vineyard Plan.

Best Regards,



Rob Rossi

RLR/vf ✓

From: Art Herbon <afterbon@gmail.com>
Sent: Wednesday, October 12, 2016 2:17 PM
Cc: Lynn Compton; Jocelyn Brennan; Ramona Hedges;
ellen.juarez@sheahomes.com; James Bergman
Subject: Fwd: Trilogy Monarch Dunes, Phase 2A - Hearing Date: October 13,
2016

Dear Friends:

I've heard a rumor today that I have changed my stance regarding support for the Trilogy Phase 2 Vineyard. Therefore, I want to clarify my stance: I believe the vineyard plan is superior to the golf course plan for phase 2.

I'm forwarding this email that I originally sent to the Planning Commission to summarize my reasons for supporting the vineyard. I also want to emphasize that this issue has not come before the South County Advisory Council, and I am not writing this on behalf of the SCAC.

Best Regards,
Art Herbon
SCAC Chairman

Hon. Don Campbell, Chair

Attention: Ramona Hedges

SLO County Planning Commission

976 Osos Street, 3rd Floor

San Luis Obispo, CA 93406

RE: Trilogy Monarch Dunes, Phase 2A

Hearing Date: October 13, 2016

Dear Chair Campbell:

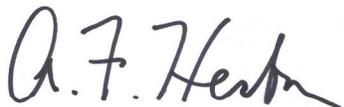
I am writing in support of Jim Bergman's decision to allow a vineyard in Monarch Dunes Phase 2A. As a member of South County Advisory Council, an avid golfer, and a resident of Trilogy, I personally believe this is an equivalent use and in substantial conformance to the original plan for a golf course. I ask that the Planning Commission uphold Jim's decision.

I personally want the vineyard because:

- Experts say the vineyard will use much less water than the golf course. I believe them.
- Other golf courses in the area are in financial (and water) trouble. Elimination of this course will benefit the business model for all other courses in the area. I want the county's other golf courses to be financially successful so they can be a benefit to the community in general.
- Opponents argue that the golf course will use tertiary water and the vineyard will use ground water. However, there already isn't enough tertiary water available for the existing two courses (in other words, we already use all of our tertiary water, plus some ground water on the existing courses).
- The vineyard concept is more serene for the community ... less traffic than another golf course, less noisy maintenance than a golf course, and as beautiful as a golf course.

Director Bergman is correct in his determination that vineyard crops instead of another golf course substantially conforms to the approved plan for Monarch Dunes Phase 2A. I therefore ask the Planning Commission to uphold this finding.

Respectfully Yours,

A handwritten signature in black ink that reads "A. F. Herbon". The signature is written in a cursive, slightly slanted style.

Art Herbon

941 Sophie Ct.

Nipomo, CA 93444