

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: APPEAL OF A PUBLIC CONVENIENCE OR NECESSITY
DETERMINATION FOR AN OFF-SALE ALCOHOL LICENSE
FOR WILIBEES AT 700 3RD STREET
STAFF PRESENTER: LORI MACNAB, CITY PLANNER
COMMUNITY DEVELOPMENT
AGENDA ACTION: RESOLUTION

ISSUE(S)

Should the City Council deny the appeal and uphold the Community Development Director's determination that Public Convenience or Necessity (PCN) would not be served by the issuance of an off-sale alcohol general liquor license for Wilibeas located at 700 3rd Street?



COUNCIL GOALS AND STRATEGIES

Goal 6: Commit to Making Santa Rosa a Healthy Community Where People Feel Safe to Live, Work, and Play

BACKGROUND

1. On May 20, 2013, a Public Convenience and Necessity (PCN) application was filed by Vikram Badhan on behalf of Wilibeas in order to apply for an off-sale alcohol license for beer, wine and distilled spirits (Type 21 license) for a future store at 700 3rd Street in downtown Santa Rosa. The PCN is a required component of a major conditional use application for a liquor store. The applicant was seeking a PCN prior to the conditional use permit submittal.
2. On July 18, 2013, based on statistical information reported by the California Department of Alcoholic Beverage Control (ABC) and information provided by the Santa Rosa Police Department regarding crime issues in the area, the Community Development Director determined that public convenience or necessity would not be served by the issuance of a license for the sale of beer, wine and distilled spirits. The PCN denial means the applicant cannot apply for a conditional use permit for the liquor store.
3. On July 29, 2013, the applicant filed an appeal of the Director's PCN determination.

ANALYSIS

1. The California Business and Professions Code, Section 23958, states that the Department of Alcoholic Beverage Control (ABC) “shall deny an application for a license if issuance of that license would tend to create a law enforcement problem, or if issuance would result in or add to an undue concentration of licenses, except as provided in Section 23958.4.”
2. Section 23958.4 of the Business and Professions Code states that, if the local governing body of the area in which the premises is located determines that the Public Convenience or Necessity (PCN) would be served by the issuance of the requested license, then the ABC may issue the license.
3. In April 2006 the Council delegated the authority to make PCN determinations to the Director of Community Development on the basis that these determinations often involve land use issues.
4. The applicant submitted a B & P Application Work Sheet prepared by ABC with the initial application. The Work Sheet lists the number of crimes and licenses in the applicable report district or census tract, and notes whether or not a location is in a high crime reporting district or has an undue concentration of alcohol licenses. In preparing this appeal City Staff verified the B & P Work Sheet with ABC. Through the verification process, the numbers on the initial Work Sheet changed, but the conclusion is still the same as noted in #5 and #6 below.
5. Pursuant to ABC’s 23958.4 B & P Application Work Sheet, there are 5 (five) existing off-sale license establishments within the subject census tract. It is considered an “undue concentration” if there are more than 3 (three) licenses in a census tract.
6. Pursuant to ABC’s 23958.4 B & P Application Work Sheet, the subject area is within a high crime reporting district. A “high crime reporting district” is defined by State law as 120% of the average number of offenses per City reporting district. The average number of offenses was 143.97; 120% of the average is 173 total offenses. The subject reporting district has a total of 963 offenses.
7. The Santa Rosa Police Department conducted further crime analysis and looked into the type of crime incidents in the area. The top two crime incident categories in this reporting district are alcohol related. The two offenses are: driving under the influence (DUI) and public intoxication. The department observed that the criminal and nuisance behavior in crime reporting district is directly related to the consumption of alcoholic beverages, and thus could not support a Public Convenience or Necessity finding for an additional off-sale alcohol establishment.
8. Based on the information provided by ABC and the Police Department, it was determined, by the Director of Community Development, that the Public

Convenience or Necessity would not be served by the issuance of a Type 21 ABC license for Wilibeas.

9. If the Council chooses to uphold the Director's decision, the Wilibeas file will be closed. If, on the other hand, the Council overturns the Director's decision and grants Wilibeas a PCN, the applicant will be able to submit a major conditional use permit application for a liquor store which will be heard and decided by the Planning Commission. It is important to note that the Council does not have the authority to condition a PCN, it is a yes or no decision as to whether the public convenience is served. The City will have the opportunity to limit and condition the business through the conditional use permit process, however would not be able to limit the type or strengths of alcohol sold.

APPEAL

On July 29, 2013, the applicant filed an appeal in opposition to the determination, and provided grounds for the appeal. The following identifies the applicant's grounds for appeal, along with staff's response to each:

- The proposed business will remedy a long-standing vacancy in the downtown, adding to the vitality of Santa Rosa's Downtown.

Staff Response:

A vacant storefront becoming occupied will add activity to downtown, however, the grounds do not address the concerns raised by the Santa Rosa Police Department that another off-sale alcohol outlet will perpetuate criminal and nuisance behavior in downtown.

- The proposed business will contribute to the economic development of Santa Rosa's downtown with the addition of tax revenues and jobs.

Staff Response:

Although it may be true that additional sales will add a few jobs and revenue to the tax base, it does not address the City's reason for denial which is that the Public Convenience and Necessity is not found due to the high alcohol related crime rate and an over concentration of off-sale alcohol licenses.

- The business will fill the void left by Traverso's in downtown.

Staff Response:

Traverso's hours were aligned with downtown business hours 10:00am-6:00pm, as opposed to the proposed late night hours of Wilibeas (10:00am-10:00pm, and

open until 11:00pm Friday & Saturday). Also, the proposed floor area dedicated to alcohol sales for Wilibeas is more consistent with a liquor store than a grocery store or deli. In addition, staff from the Police department visited the Wilibeas outlet in Petaluma and found the business to be a liquor store with low priced and single serve bottles of beer with a small grab and go snack section. Further, the above grounds do not address the City's concerns regarding existing alcohol related crime in the area.

- The Petaluma location of Wilibeas has lots of community support.

Staff Response:

The appellant has submitted several letters from business associates and community groups applauding Wilibeas for being a good business leader in Petaluma. This may be true, but the letters of support do not address the reasons for the City's denial which is because the proposed location in Santa Rosa is in an area of undue concentration of off-sale outlets with a high alcohol related crime rate.

RECOMMENDATION

It is recommended by the Community Development Department that the Council, by resolution, deny the appeal and uphold the Community Development Director's determination that the Public Convenience or Necessity would not be served by the issuance of a Type 21 ABC license for Wilibeas located at 700 3rd Street.

Author: Lori MacNab, City Planner

Attachments:

- Location Map
- Letter from the Community Development Director, dated July 18, 2013
- Memo from Jerry Soares, Police Lieutenant, dated July 15, 2013
- Maps, provided by the Santa Rosa Police Department
- Spreadsheets of Incidents and Calls for Service, provided by the Santa Rosa Police Department
- Section 23958.4 of the California Business and Professions Code
- Public Convenience or Necessity Application
- 23958.4 B&P Application Work Sheet update 8/26/13
- Wilibeas Project Description
- Appeal Form, dated July 29, 2013
- Appellant prepared Attachment to Appeal Form (and attachments)



**Appeal of PCN for Off-Sale Alcohol License
700 3rd Street
PCN13-006**



9/3/2013

Scale 1: 971

0 Miles 0.02



July 18, 2013

Alcohol Beverage Control
50 D Street, Suite 130
Santa Rosa, CA 95404

**RE: REQUEST FOR DETERMINATION OF PUBLIC CONVENIENCE OR
NECESSITY (PCN) ON-SITE SALE GENERAL (BEER & WINE)
TYPE 21 LICENSE; WILIBEES WINE AND SPIRITS, 700 3RD STREET
FILE NO. PCN13-006**

To whom it may concern:

Section 23958.4(b)(2) of the Business and Professions Code permits the Department of Alcoholic Beverage Control (ABC) to issue licenses for the sale of alcoholic beverages provided the governing body of the area in which an applicant's premises would be located determines that public convenience or necessity is served by the issuance. The applicant, Vikram Badhan, owner of Wilibeess Wines and Spirits, is proposing to operate a wine and spirit store, located at 700 3rd Street. That request includes the sale of beer, wine and spirits for off-site consumption which is a Type 21 license.

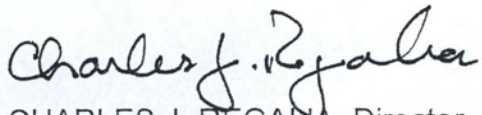
Statistical information reported by the ABC indicates that this location is in high crime reporting district and is in an area with a high concentration of liquor licenses.

Further, the City of Santa Rosa Police Department has analyzed the crime data in the vicinity of the proposed use. The analysis has shown that the top two offences are alcohol related (DUI and Public Intoxication). The criminal and nuisance behavior is directly related to alcohol consumption, and another outlet in the area would exacerbate the unwanted behavior downtown.

After review of the above application, as well as, statistical information provided by ABC and the Police Department, it has been determined that public convenience or necessity would not be served by the issuance of a Type 21 ABC license for Wilibeess Wine and Spirits located at 700 3rd Street, Santa Rosa.

This determination is final unless appealed within 10 calendar days.

Sincerely,

Handwritten signature of Charles J. Regalia in cursive script.

CHARLES J. REGALIA, Director
Community Development

cc: File

Vikram Badhan
309 Lakeville Street
Petaluma, CA 94952

CEG SR 3rd ST LP
820 Lawton Street
San Francisco, CA 94122

Jeff Sacher
Santa Rosa Realty
917 College Ave #100
Santa Rosa, CA 95404



MEMORANDUM

DATE: July 15, 2013

TO: Lori MacNab, City Planner

FROM: Lieutenant Jerry Soares

SUBJECT: Public Convenience or Necessity

The Santa Rosa Police Department was made aware of an application for Public Convenience or Necessity (PCN) through the City's Department of Community Development. The Public Convenience or Necessity review was requested for a new business with a desire for a Type-21 ABC license (off-sales alcohol permit) for beer, wine and distilled spirits. The new business, known as Willibeets, is seeking to occupy a 6,400 square foot area of a larger multi-suite building located at 700 Third Street in Santa Rosa at the corner of Third Street and 'D' Street. The applicant currently has a "Willibeets" Liquor store located at 309 Lakeview Hwy in the City of Petaluma.

It was learned during a preliminary review that 700 Third Street is located within a high crime area and in an area of undue-concentration of businesses selling alcohol. I requested further statistical data in the area in and around 700 Third Street that potentially could be impacted with the addition of a Willibeets' Liquor store. I looked at the area of the proposed site, which incorporated the Downtown area and parts of Railroad Square and Julliard Park. I also checked out the Willibeets Liquor store in Petaluma.

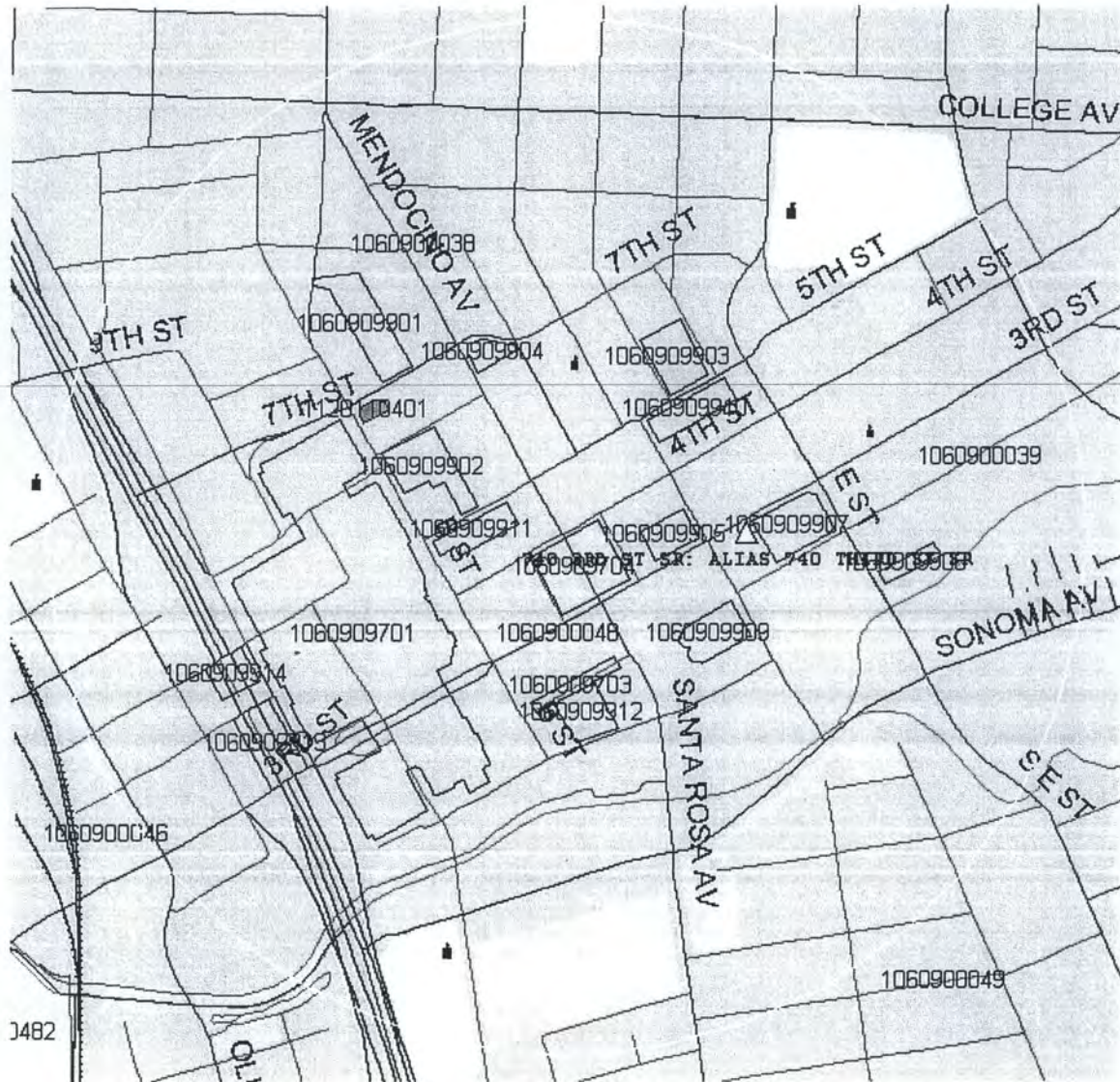
The Willibeets liquor store in Petaluma has a very large selection of beer, wine and distilled sprits ranging in sizes as well as single or multi-pack sales. The prices also vary down to cheap single bottles of beer priced at less than two dollars. The liquor store had a very small grab and go snack section. There is also a small area in the corner for wine tasting, which is done once a week on Thursdays from 4pm to 8pm. During my time inside the business, I noticed that the majority of sales were single sales of alcohol. I also spoke to the applicant, Vikram Badhan. He told me the business model would be similar to his store in Petaluma, but with high-end products and that he would not be selling cheap alcohol. He is looking to cater to a higher-end clientele offering a beer tap room along with wine tasting and wine pairing.

After a review of the statistical data, the establishment would be in an area that is consider to be in a high crime and undue concentration as defined by ABC under section 23958.4 of the Business and Profession Code. Also, some of the criminal and nuisance types of behavior taking place in the area are directly related to the consumption of alcoholic beverages. After a review of the above information, the Police Department would not support a Public Convenience or Necessity of an off-sale alcohol establishment in this area. Should you have any questions, please do not hesitate to contact me at 707-543-3635

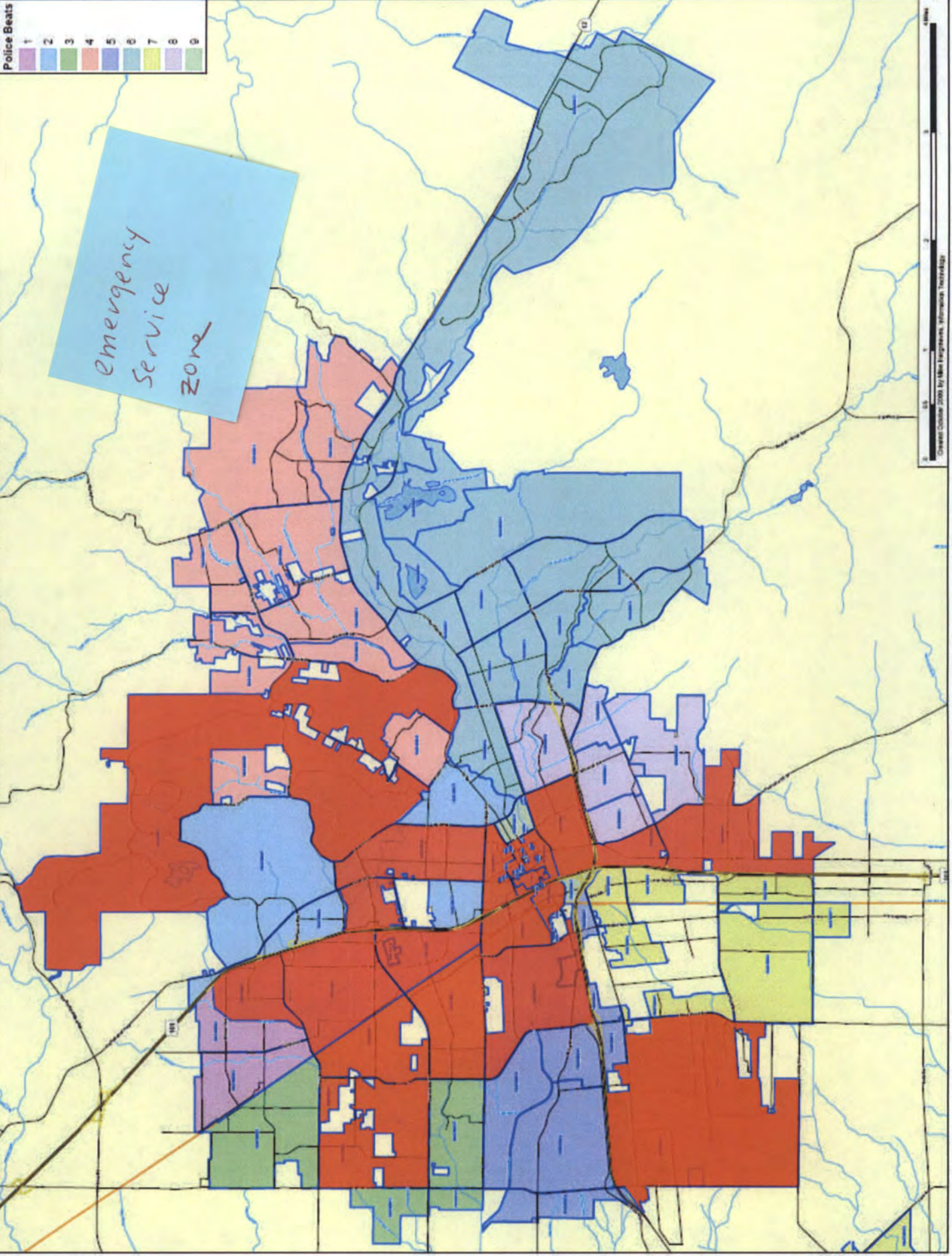
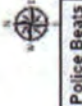
Area of Analysis

PCN for a liquor store at 740 Third Street, Santa Rosa, CA

The area of analysis falls within the circular, thin white line shown below.
740 Third Street is symbolized by the white triangle.



Police Beats and ESZs



Count of inci_id	
offense	Total
DUI ALCOHOL/DRUGS	144
PUBLIC INTOXICATION: ALCOHOL, DRUG, TOLUENE OR A COMBINATION	94
PETTY THEFT - SHOPLIFTING	93
BURGLARY (FEL)	63
BENCH WARRANT (MISD)	62
ADULT 72 HOUR MENTAL HEALTH	35
BURGLARY - FROM VEHICLE	35
PETTY THEFT - ALL OTHER	35
PETTY THEFT - BIKE	35
OBSTRUCT/RESIST/ETC PUBLIC/PEACE OFFICER/EMERGENCY MED TECH	34
OUTSIDE WARRANT-MISD	34
PETTY THEFT - FROM BLDG	32
POSSESS CONTROLLED SUBSTANCE (FEL)	27
PETTY THEFT - FROM MOTOR VEHICLE	25
BURGLARY - SHOPLIFTING (FELONY)	24
POSSESS CONTROLLED SUBSTANCE PARAPHERNALIA	24
OUTSIDE WARRANT-FEL	19
THEFT OF VEHICLE (FEL)	18
BATTERY ON PERSON (MISD)	17
VANDALISM:DEFACE PROPERTY (MISD)	14
GRAND THEFT - BIKE	13
VANDALISM:DAMAGE PROPERTY (MISD)	13
GRAND THEFT - ALL OTHER	12
ROBBERY	12
BATTERY W/SERIOUS BODILY INJURY (FEL)	11
POSSESS NARCOTIC CONTROLLED SUBSTANCE	11
ADW NOT FIREARM (FEL)	10
BENCH WARRANT (FELONY)	9
GRAND THEFT - FROM BUILDING	9
VANDALISM (\$400 OR MORE) (FEL)	9
APPROPRIATE LOST PROPERTY (UNDER \$400)	8
USE/UNDER INFLUENCE OF CONTROLLED SUBSTANCE	8
BATTERY	7
(FELONY) RECEIVE/ETC KNOWN STOLEN PROPERTY	6
(MISD)BATTERY ON PEACE OFFICER/EMERGENCY PERSONNEL/ETC	6
GRAND THEFT - FROM MOTOR VEHICLE	6
PROBATION WARRANT FELONY	6
VANDALISM (LESS THAN \$400) (MISD)	6
GRAFFITI LESS THAN \$400	5
(FEL) CARRY CONCEALED DIRK OR DAGGER	4
(INF) POSSESS MARIJUANA 28.5 GRAMS OR LESS	4
POSSESS CONTROLLED SUBSTANCE FOR SALE	4
ARSON:PROPERTY	3
FIGHT/CHALLENGE FIGHT PUBLIC PLACE	3
GRAND THEFT - SHOPLIFTING	3
MINOR POSSESS MARIJUANA ON GROUNDS DURING SCH ACTIVITIES	3
SUSPICIOUS CIRCUMSTANCES	3
(FEL) PETTY THEFT W/PRIOR JAIL TERM FOR SPECIFIC OFFENSE	2

ASSAULT (MISD)	2
BATTERY W/SERIOUS BODILY INJURY (PUNISHMENT)	2
CAMPING ON PRIVATE PROP	2
CARRY SWITCH-BLADE KNIFE ON PERSON	2
DUI ALCOHOL/0.08 PERCENT	2
GRAND THEFT - PURSE-SNATCH	2
MINOR POSSESS ALCOHOL	2
OBSTRUCT/RESIST EXECUTIVE OFFICER (FELONY)	2
PETTY THEFT - PICK POCKET	2
POSSESS MARIJUANA FOR SALE	2
POSSESS MARIJUANA OVER 28.5 GRAMS	2
RIDING BICYCLE UNDER INFLUENCE OF ALCOHOL AND/OR DRUGS	2
VANDALISM (\$400 OR MORE) (MISD)	2
VANDALISM LESS THAN \$400	2
VANDALISM:DESTROY OTHERS PROPERTY (FEL)	2
(INF) POSSESS MARIJUANA 1 OZ OR LESS WHILE DRIVING	1
(MISD) CARRY LOADED FIREARM:IN PUBLIC PLACE	1
(MISD) POSSESS CONCENTRATED CANNABIS	1
(MISD) POSSESS WEAPON/ETC AT SCHOOL	1
ADW: NOT FIREARM (MISD)	1
APPROPRIATE LOST PROPERTY [OVER \$400]	1
ARSON:INHABITED STRUCTURE/PROPERTY	1
ATTEMPT BURGLARY:STRUCTURE ONLY	1
ATTEMPT TO STEAL VEHICLE	1
BATTERY AGAINST POLICE OFFICER (MISD)	1
BATTERY ON CUSTODIAL OFFICER (FEL)	1
CAMPING ON PUBLIC PROP	1
CARJACKING	1
DISORDERLY CONDUCT:LOITER IN OR ABOUT TOILET	1
EXHIBIT DEADLY WEAPON OTHER THAN FIREARM (MISD)	1
FAIL TO OBEY PEACE OFFICER:LAWFUL ORDER OR INSPECTION	1
GRAFFITI (\$400 OR MORE) (FEL)	1
GRAND THEFT - MOTOR VEHICLE PARTS	1
INDECENT EXPOSURE	1
KIDNAP TO COMMIT ROBBERY/RAPE/289 PC/ETC	1
MANUFACTURE/ETC CONTROLLED SUBSTANCE	1
PETTY THEFT - COIN-OPER MACH	1
PETTY THEFT - MOTOR VEHICLE PARTS	1
PETTY THEFT - PURSE SNATCH	1
PETTY THEFT: RETAIL MERCHANDISE/ETC	1
POSSESS CONTROLLED SUBSTANCE (MISD)	1
POSSESS STOLEN VEH/VESSEL/ETC	1
POSSESS/SELL SWITCH-BLADE KNIFE	1
PROBATION WARRANT MISD	1
SELL/ETC LIQUOR TO MINOR	1
TAMPER OR THEFT OF UTILITY SERVICES	1
VANDALISM:DESTROY OTHERS PROPERTY (MISD)	1
Grand Total	1122



SANTA ROSA POLICE DEPARTMENT

Crime Analysis

Date: February 2, 2012

**COMBINED INCIDENT & ARREST COUNT BY ESZ, YEAR 2011
ABC "Undue Concentration" High-Low Crime Determination***

SRPD ESZ	INC COUNT**	ARR COUNT***	COMBINED	HIGH_LOW****
1060100003	57	36	93	
1060100004	22	18	40	
1060100005	137	224	361	HIGH
1060100016	194	634	828	HIGH
1060100027	49	286	335	HIGH
1060109702	428	157	585	HIGH
1060200006	32	92	124	
1060200007	59	102	161	
1060200017	38	187	225	HIGH
1060200018	251	660	911	HIGH
1060200028	37	142	179	
1060200029	80	96	176	
1060300002	75	71	146	
1060300013	3	24	27	
1060300014	64	166	230	HIGH
1060300015	76	155	231	HIGH
1060300024	5	18	23	
1060300025	63	113	176	
1060300026	123	195	318	HIGH
1060400001	135	274	409	HIGH
1060400008	6	3	9	
1060400010	18	15	33	
1060400011	24	54	78	
1060400012	28	13	41	
1060400020	10	14	24	
1060400021	72	110	182	
1060400022	63	99	162	
1060400023	46	42	88	
1060400030	18	9	27	
1060500034	3	1	4	
1060500035	30	97	127	
1060500036	103	299	402	HIGH
1060500044	54	66	120	
1060500045	41	122	163	
1060500054	26	45	71	
1060500057	19	171	190	
1060600031	32	135	167	
1060600032	55	97	152	
1060600033	24	27	51	
1060600040	42	138	180	
1060600041	55	108	163	
1060600042	38	62	100	
1060600043	23	12	35	
1060600051	40	78	118	
1060600052	72	52	124	

1060600064	23	29	52	
1060600065	18	28	46	
1060600070	58	43	101	
1060609801	8	32	40	
1060609802	6	3	9	
1060700053	126	233	359	HIGH
1060700055	17	16	33	
1060700056	52	99	151	
1060700058	24	68	92	
1060700059	19	73	92	
1060700066	60	148	208	
1060700067	16	76	92	
1060700071	10	7	17	
1060800050	48	111	159	
1060800060	46	264	310	HIGH
1060800061	55	115	170	
1060800062	20	98	118	
1060800063	5	26	31	
1060800068	191	322	513	HIGH
1060800069	42	41	83	
1060900037	45	307	352	HIGH
1060900038	51	303	354	HIGH
1060900039	14	44	58	
1060900046	37	190	227	HIGH
1060900047	12	90	102	
1060900048	145	818	963	HIGH
1060900049	113	501	614	HIGH
1060908800	24	146	170	
1060909701	268	190	458	HIGH
1060909703	3	83	86	
1060909704	1	30	31	
1060909901	4	13	17	
1060909903	6	1	7	
1060909909	1	4	5	
1060909911	1	1	2	
1060909912	1	1	2	
TOTAL	4440	10073	14513	
AVERAGE	54.81	124.36	179.17	
AVG x 120%	66	149	215	

* Refer to Business and Professions Code, Division 9 (Alcoholic Beverages), Chapter 6, "Issuance and Transfer of Licenses," section 23958.4

** Includes ONLY incidents with PRIMARY CHARGE of Homicide, Forcible Rape, Robbery, Aggravated Assault, Burglary, Larceny Theft, or Motor Vehicle Theft

*** Includes all Felony and Misdemeanor arrests, EXCEPT Traffic Citations

**** 20 percent greater number of reported crimes (incidents & arrests combined), than the average number of reported crimes as determined from all crime reporting districts (ESZ) within the jurisdiction of SRPD

ABC Act, California Business And Professions Code

Effective January 1, 2012

SOURCE: [HTTP://WWW.ABC.CA.GOV/CBNPC.HTML](http://www.abc.ca.gov/cbNPC.html)

BUSINESS AND PROFESSIONS CODE SECTIONS

DIVISION 9. ALCOHOLIC BEVERAGES

CHAPTER 6. ISSUANCE AND TRANSFER OF LICENSES

Article 1. Applications for Licenses [23950-23962](#)

23958.4. (a) For purposes of Section 23958, "**undue concentration**" means the case in which the applicant premises for an original or premises-to-premises transfer of any retail license are located in an area where any of the following conditions exist:

(1) The applicant premises are located in a crime reporting district that has a *20 percent greater number of reported crimes, as defined in subdivision (c), than the average number of reported crimes* as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency.

(2) As to on-sale retail license applications, the ratio of on-sale retail licenses to population in the census tract or census division in which the applicant premises are located exceeds the ratio of on-sale retail licenses to population in the county in which the applicant premises are located.

(3) As to off-sale retail license applications, the ratio of off-sale retail licenses to population in the census tract or census division in which the applicant premises are located exceeds the ratio of off-sale retail licenses to population in the county in which the applicant premises are located.

(b) Notwithstanding Section 23958, the department may issue a license as follows:

(1) With respect to a nonretail license, a retail on-sale bona fide eating place license, a retail license issued for a hotel, motel, or other lodging establishment, as defined in subdivision (b) of Section 25503.16, a retail license issued in conjunction with a beer manufacturer's license, or a winegrower's license, if the applicant shows that public convenience or necessity would be served by the issuance.

(2) With respect to any other license, if the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. The 90-day period shall commence upon receipt by the local governing body of (A) notification by the department of an application for licensure, or (B) a completed application according to local requirements, if any, whichever is later.

If the local governing body, or its designated subordinate officer or body, does not make a determination within the 90-day period, then the department may issue a license if the applicant shows the department that public convenience or necessity would be served by the issuance. In making its determination, the department shall not attribute any weight to the failure of the local governing body, or its designated subordinate officer or body, to make a determination regarding public convenience or necessity within the 90-day period.

(c) For purposes of this section, the following definitions shall apply:

(1) "Reporting districts" means geographical areas within the boundaries of a single governmental entity (city or the unincorporated area of a county) that are identified by the local law enforcement agency in the compilation and maintenance of statistical information on reported crimes and arrests.

(2) "Reported crimes" means the *most recent yearly compilation by the local law enforcement agency of reported offenses of criminal homicide, forcible rape, robbery, aggravated assault, burglary, larceny theft, and motor vehicle theft, combined with all arrests for other crimes, both felonies and misdemeanors, except traffic citations.*

(3) "Population within the census tract or census division" means the population as determined by the most recent United States decennial or special census. The population determination shall not operate to prevent an applicant from establishing that an increase of resident population has occurred within the census tract or census division.

(4) "Population in the county" shall be determined by the annual population estimate for California counties published by the Population Research Unit of the Department of Finance.

(5) "Retail licenses" shall include the following:

(A) Off-sale retail licenses: Type 20 (off-sale beer and wine) and Type 21 (off-sale general).

(B) On-sale retail licenses: All retail on-sale licenses, except Type 43 (on-sale beer and wine for train), Type 44 (on-sale beer and wine for fishing party boat), Type 45 (on-sale beer and wine for boat), Type 46 (on-sale beer and wine for airplane), Type 53 (on-sale

general for train and sleeping car), Type 54 (on-sale general for boat), Type 55 (on-sale general for airplane), Type 56 (on-sale general for vessels of more than 1,000 tons burden), and Type 62 (on-sale general bona fide public eating place intermittent dockside license for vessels of more than 15,000 tons displacement).

(6) A "premises to premises transfer" refers to each license being separate and distinct, and transferable upon approval of the department.

(d) For purposes of this section, the number of retail licenses in the county shall be determined by the most recent yearly retail license count published by the department in its Procedure Manual.

(e) The enactment of this section shall not affect any existing rights of any holder of a retail license issued prior to April 29, 1992, whose premises were destroyed or rendered unusable as a result of the civil disturbances occurring in Los Angeles from April 29 to May 2, 1992, to reopen and operate those licensed premises.

(f) This section shall not apply if the premises have been licensed and operated with the same type license within 90 days of the application.



Community Development

740

APPLICATION
PUBLIC CONVENIENCE OR
NECESSITY

Please Type or print

File No. PCN 13-006	Quad NE
Related Files	
Department Use Only	

GENERAL INFORMATION	LOCATION OF PROJECT (ADDRESS) 700 Third Street, Santa Rosa CA 95404	ASSESSOR'S PARCEL NUMBER(S) 009-072-045	EXISTING ZONING CD10 SA-CD 10	
	NAME OF PROPOSED PROJECT Wilbees Wines & spirits		GENERAL PLAN DESIGNATION RETAIL/BUSINESS SERVICES	
	APPLICANT NAME Vikram Badhan	BUSINESS PHONE (707) 480-5464	FAX ()	
	APPLICANT ADDRESS 309 LAKEVILLE STREET PETAUMA CA 94952	CITY STATE ZIP	EMAIL JAIAMBAI@HOTMAIL.COM	
	APPLICANT REPRESENTATIVE JEFF SACHER	BUSINESS PHONE (707) 868-4972	FAX (707) 331-1288	
	APPLICANT REPRESENTATIVE ADDRESS 917 COLLEGE AVENUE #100 SANTA ROSA CA 95404	CITY STATE ZIP	EMAIL jeffsacher@comcast.net	
	PROPERTY OWNER NAME (SIGNATURE REQUIRED BELOW) CEG SR 3RD ST, CP	BUSINESS PHONE (415) 203-1750	FAX (415) 789-4305	
	PROPERTY OWNER ADDRESS 820 LAWSON STREET SAN FRANCISCO CA 94122	CITY STATE ZIP	EMAIL isa@charlesenterprise.com	
	PROJECT/BUSINESS DESCRIPTION - DESCRIBE IN DETAIL YOUR PROPOSED USE, ATTACH A SEPARATE SHEET IF NECESSARY			
	* see attached *			
PROJECT INFORMATION	1. Please indicate type of ABC License with a description of activities permitted by the license TYPE 21 - OFF SALE GENERAL LIQUOR LICENSE			
	2. Type of alcoholic beverages to be sold: OFF-SALE <input checked="" type="radio"/> Beer <input checked="" type="radio"/> Wine <input checked="" type="radio"/> Spirits			
	3. Square footage of proposed use: 6400			
	4. Proposed days/hours of operation: Mon-Thurs 10am-10pm / Fri+Sat 10am-11pm / Sunday 10am-10pm			
	5. Is the business located within 500 feet of any youth-oriented facility, parks, open space or recreational facilities? YES <input checked="" type="radio"/> NO			
APPROVAL OF THIS PUBLIC CONVENIENCE OR NECESSITY DOES NOT AUTHORIZE THE SALE OF ALCOHOLIC BEVERAGES				
SUBMITTAL INFORMATION - THIS ITEM MUST BE SUBMITTED FOR A COMPLETE APPLICATION				
COMPLETED ABC APPLICATION WORKSHEET 23958.4 B & P		SITE PLAN		
NEIGHBORHOOD CONTEXT MAP		VICINITY MAP		
PROPERTY OWNER'S CONSENT - I declare under penalty of perjury that I am the owner of said property or have written authority from property owner to file this application. I certify that all of the submitted information is true and correct to the best of my knowledge and belief. I understand that any misrepresentation of submitted data may invalidate any approval of this application.				
PROPERTY OWNER'S SIGNATURE: <u>Zeppanah Glass</u>				
RECEIVED BY:	DATE 5-20-14	FEE RECEIVED \$ 166	RECEIPT NUMBER	

23958.4 B & P APPLICATION WORK SHEET

PREMISES ADDRESS:

700 3rd St
Santa Rosa, CA 95404

LICENSE TYPE: 21

1. CRIME REPORTING DISTRICT

Jurisdiction unable to provide statistical data.

Reporting District: 1060900048

Total number of reporting districts: 100

Total number of offenses: 14,397

Average number of offenses per district: 143.97

120% of average number of offenses: 173

Total offenses in district: 963

Location is within a high crime reporting district: Yes / No

2. CENSUS TRACT / UNDUE CONCENTRATION

Census Tract: 1520

Population: 2079 / County Ratio _____

Number of licenses allowed: 3

Number of existing licenses: 5

Undue concentration exists: Yes / No

Letter of public convenience or necessity required: Governing Body / Applicant

Three time publication required: Yes / No

form completed by

Buffy Roope, abc

Person Taking Application

Investigator

Supervisor

8/26/13

Over

27

**Business Description for
Wilibeas Wines & Spirits
700 Third Street, Santa Rosa, CA 95404**

Wilibeas has been a successful and responsible business with a strong community presence in Petaluma for over four years, earning Petaluma's People's Choice award in the "best place to buy wine" category. The Wilibeas name is derived from the products we carry in Petaluma -Wine (wi), Liquor (li) Beer (be)- and Bees (bees), as we have donated one hundred percent of the tasting bar proceeds to Partners for Sustainable Pollination (PSFP). We are ready to bring our expanded concept to Santa Rosa's downtown district.

We want to showcase the best of what the wine country has to offer. Beyond filling the void Traversos left, our focus is to provide a platform for the best of Northern California. Wilibeas will be a place where you can meet a winemaker, learn about craft beers, taste and buy cheeses from local creameries, buy flowers, and chocolate. We will provide variety of wine and beer classes. Our tasting bar will allow people to familiarize themselves with many small production wines and microbrews. A small bar menu consisting of local meats and cheeses will also be available to be paired with the wine or beer. We will invite the wine makers and brew masters to come as weekly guests and share their passion with our customers.

At our Petaluma location we are able to put together a very impressive selection of wines and beers. This selection is derived from our wine buyer directly working with the customers and hunting the wines according to their needs. We love to do special orders for those not so common brands. At the Santa Rosa Location we would like to continue this tradition and be the wine country's wine shop.

We believe that Santa Rosa is heart of wine country and downtown Santa Rosa is the heart beat. We want Wilibeas to be the wine and artisan spirit shop that gives the small producers a platform to interact with the customers from all over the U.S. and the world. We plan to deliver a shopping experience that is as raw as a farmers market yet sophisticated enough to appeal to the gem-seekers. Working with the Santa Rosa Chamber of Commerce, Santa Rosa Visitors Center and the Sonoma County Farm Bureau, we hope to become a place for locals to shop and a destination for tourists who are visiting the area from around the world.

CITY OF SANTA ROSA
Santa Rosa, CA

MAY 20 2013

DEPARTMENT OF
COMMUNITY DEVELOPMENT

RECEIVED

JUL 29 2013

CITY OF SANTA ROSA
CITY CLERK

APPEAL FORM

Date Received: 7/29/2013

Fee: \$431.00

City Clerk's Office/Rec'd by: [Signature]

Name of Appellant: Vikram Badhan d.b.a. Wilibeas

TO THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL:

The above named appellant does hereby appeal to your Honorable Body the following:

The decision of the: (List Board/Commission/Dept.) Community Development Dept.

Decision date: July 18, 2013

Decision: (approval, denial, other) Denying Public Convenience & Nuisance Ltr.

Name of Applicant/Owner/Developer: Vikram Badhan d.b.a. Wilibeas

Type of application: (Rezoning, Tentative Map, etc.) PCN Letter per B&P 23958.4

Street address of subject property: 700 Third Street, Santa Rosa, CA

The grounds upon which this appeal is filed are: (List all grounds relied upon in making this appeal. Attach additional sheets if more space is needed.)

1. The proposed business will remedy a long-standing vacancy in the downtown, adding to the vitality of Santa Rosa's downtown.
2. The proposed business will contribute to the economic development of Santa Rosa's downtown with the addition of tax revenues and jobs.

The specific action which the undersigned wants the City Council to take is: (Attach additional sheets if more space is needed.)

To issue a PCN letter under B&P 23958.4 approving the issuance of the requested ABC license allowing Wilibeas to move forward on its applications for a conditional use permit.

Appeals shall be submitted in writing.....on a City application form within 10 calendar days after the date of the decision. The time limit will extend to the following business day where the last of the specified number of days falls on a day that the City is not open for business.

[Signature]
Applicant's Signature

7/29/2013
Date

Vikram Badhan d.b.a. Wilibeas c/o DP&F 50 Old Courthouse Sq. #200, SR 95404
Applicant's Name (type or print) Address

707-524-7000 attention: Delphine S. ADAMS
Daytime Phone Number Home Phone Number



50 Old Courthouse Square, Ste. 200
Santa Rosa, CA 95404

T: 707.524.7000
F: 707.546.6800

DELPHINE S. ADAMS
dadams@dpf-law.com

July 29, 2013

RECEIVED

VIA HAND DELIVERY

JUL 29 2013

CITY OF SANTA ROSA
CITY CLERK

Ms. Terri Griffin
City Clerk, City of Santa Rosa
100 Santa Rosa Avenue
Room 10
Santa Rosa, CA 95404

Re: Appeal of PCN File No. 13-006
Wilibeas Wine and Spirits, 700 Third Street, Santa Rosa, CA

Dear Ms. Griffin:

Accompanying this letter are the following:

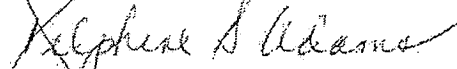
1. Check No. 20125 in the amount of \$431 representing the fee for Appeal;
2. Original Appeal Form signed by Vikram Badhan d.b.a. Wilibeas Wine and Spirits;
3. Attachment to Appeal Form for PCN File No. 13-006;
4. Premises Plan and Site Plan;
5. Local Area Map;
6. Business Description and Operation Plan for Wilibeas Wines & Spirits at its proposed 700 Third Street location;
7. Community Support Letters from the following:
 - a. Petaluma Area Chamber of Commerce
 - b. Partners for Sustainable Pollination
 - c. Boys and Girls Clubs of Marin and Southern Sonoma Counties
 - d. Sonoma Valley Portworks
 - e. Kastania Vineyards
 - f. Adobe Road Small Lot Handcrafted Wines
 - g. James Family Cellars
 - h. Petaluma Museum Association
 - i. Petaluma Argus Courier
 - j. John Burns, Argus Courier
8. Copy of Plaque recognizing Wilibeas as a Certified Bee Friendly Wine Shop from the Partners for Sustainable Pollination; and
9. Five color copies of items 2 through 8 for distribution to members of Santa Rosa's City Council.

Ms. Terri Griffin
City Clerk, City of Santa Rosa
July 29, 2013
Page 2

Please acknowledge receipt of the above and advise regarding available City Council meeting dates for attendance at and presentation of the Appeal personally by the undersigned and the owner of Wilibeas Wines & Spirits, Mr. Vikram Badhan.

Thank you for your attention to this matter.

Respectfully submitted,
DICKENSON, PEATMAN & FOGARTY


Delphine S. Adams

DSA:tt

cc: Vikram Badhan

**Attachment to Appeal Form
of
Vikam Badhan d.b.a. Wilibees**

SANTA ROSA'S DOWNTOWN WILL BENEFIT FROM WILIBEES

A. The Traverso's Experience with a Sonoma-Centric Twist

Wilibees' Santa Rosa location will showcase the best Sonoma County has to offer, from local wine and craft beer to artisan cheeses, meats, breads, sauces, chocolates and other quality, locally made products. The upscale store, located on a prime downtown corner, will turn a vacant eyesore into a vibrant destination where visitors can participate in tastings and presentations by the artisans themselves. Wilibees expects to fill the void left by the closure of Traverso's and to do so by promoting Sonoma County products.

Wilibees will appeal to locals and tourists alike. The enclosed classroom enables Wilibees to offer courses on the appreciation and pairing of specialty food and beverage items. People with an occasion to celebrate can pick up fresh flowers, gourmet chocolate and a special bottle of wine, all in one stop. Visitors to the Amgen Tour, the Book Faire or the Rose Parade can enjoy, and learn about, Sonoma County's local fare. Wilibees' menu, although limited, offers a local option for people working downtown and those living within walking distance.

B. Revenue to the City of Santa Rosa

Wilibees expects initially to generate approximately \$120,000.00 per month in sales, which translates to nearly \$22,050 in annual sales tax revenue, calculated at 1.5%, to the City of Santa Rosa. The business anticipates reaching the \$300,000 monthly revenue mark within 3 years, which would increase its annual sales tax revenue to the City to \$54,000.00.

C. New Jobs

On weekends and in the evening, Wilibees will be staffed by 5 employees: 2 in the tasting area, 2 at the registers and 1 stocking. At slower times, there will be 3 employees: 1 in the tasting area, 1 at the register and 1 stocking. Wilibees will be hiring six (6) full time and six (6) part-time employees from Santa Rosa's available work force to staff its new location.

D. Community Support

As evidenced by the numerous letters of support accompanying this Appeal, Wilibees is supported by Sonoma County's local artisan producers and its business community. Wilibees seeks the approval of the City Council to continue its support of Sonoma County through its newest location on Third Street in downtown Santa Rosa.

Wilibeas offers Santa Rosa the opportunity to improve its downtown by replacing a long-unproductive storefront with a Sonoma County experience. Although Wilibeas is proud that its Petaluma store was recognized by the Petaluma People's Choice Award as the "Best Place to Buy Wine," the Santa Rosa store is intended to fill a different niche – namely, an upscale and inviting environment where aficionados and newcomers, locals and tourists, can appreciate the best of Sonoma County.

Attachments:

1. Premises Plan
 2. Localized area map
 3. Business Plan
 4. Community Letters of Support (12)
 5. Certified Bee Friendly Wine Shop
-



VICINITY/NEIGHBORHOOD CONTEXT MAP



USE PERMIT FOR:

WILIBEES

WINES & SPIRITS

700 THIRD ST., SANTA ROSA, CA 95401

P.O. BOX 2812
SEBASTOPOL, CA 95473
707-634-6137



MORSE & CLEAVER ARCHITECTS

3

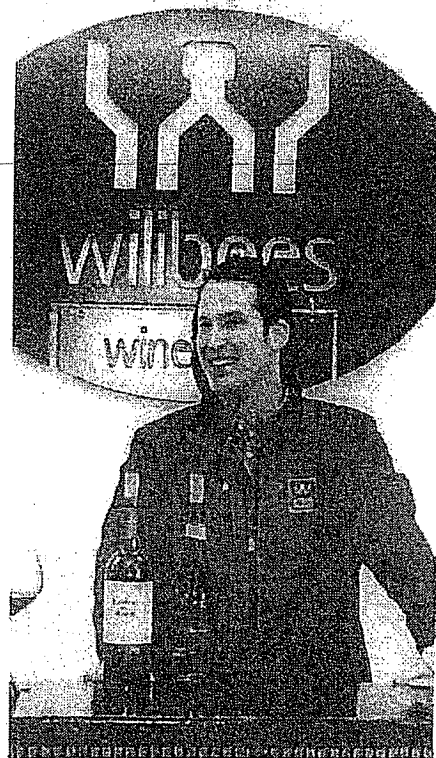


P E T A L U M A 2013
PEOPLE'S CHOICE AWARDS

BEST PLACE TO BUY WINE

Wilbee's Wine & Spirits takes the inaugural title for best place to buy wine. With 4,000 square feet stocked with premium wine, beer and liquor, this is destination shopping for party hosts, wine collectors and those looking for a nice wine to pair with dinner. Along with Wine Country varietals, Wilbee's carries vintages from around the globe.
309 Lakeville St., 762-2042

wilbees
wines & spirits



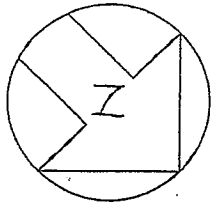
Here to buy wine. At Wilbees

Proud Wine Sponsor of the 2013 Best of Petaluma awards reception

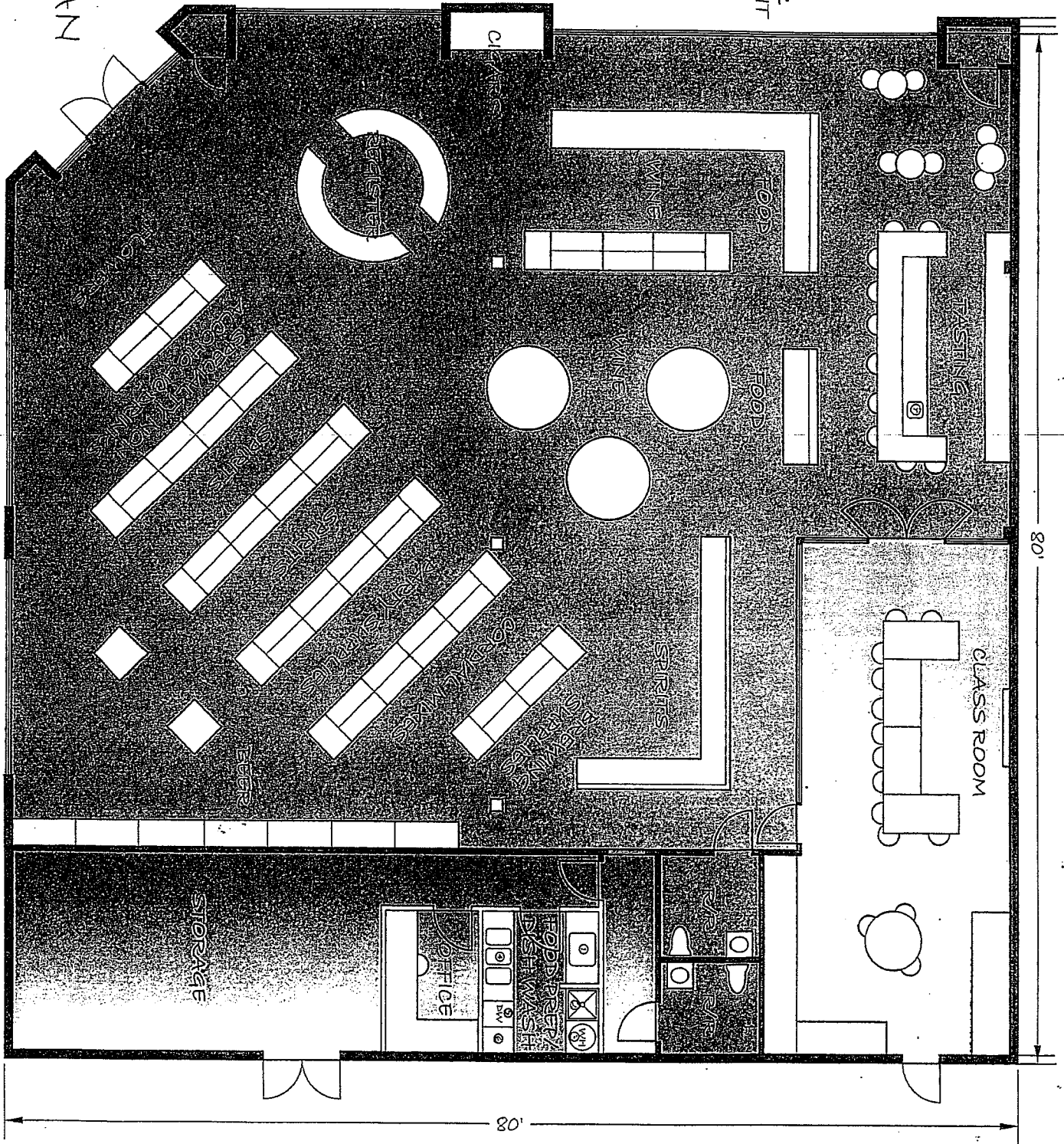
Wine tastings every Thursday!

Your local beverage specialty shop
Follow us on Facebook for special discounts & events!
309 LAKEVILLE STREET, PETALUMA
(CORNER OF 'D' & LAKEVILLE STS.)
707-762-2042
WWW.WILBEEES.COM  

FLOOR PLAN
1/8" = 1'-0"



- EQUIPMENT**
1. PREP SINK
 2. MOP SINK
 3. WATER HEATER
 4. 3 COMPARTMENT SINK
 5. DISHWASHER
 6. STAINLESS STEEL TABLE
 7. HAND SINK



USE PERMIT FOR:

WILIBEES

WINES & SPIRITS

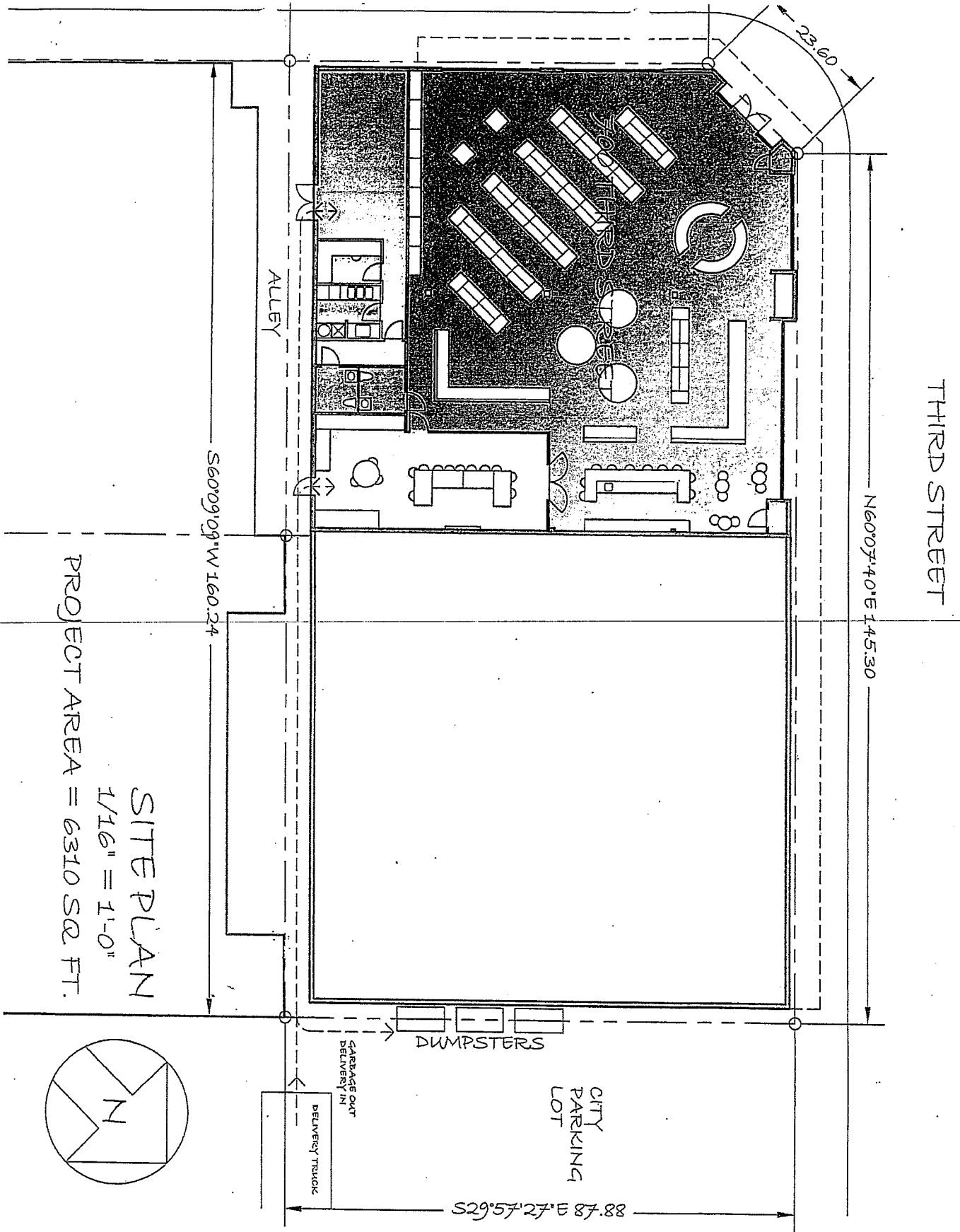
700 THIRD ST., SANTA ROSA, CA 95401

P.O. BOX 2012
SEBASTOPOL, CA 95473
707-634-6137

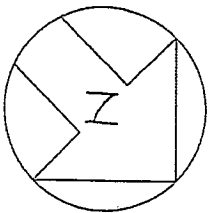


MORSE & CLAVIER ARCHITECTS

1



SITE PLAN
 1/16" = 1'-0"
 PROJECT AREA = 6310 SQ. FT.



USE PERMIT FOR:
WILIBEE'S
 WINES & SPIRITS
 700 THIRD ST., SANTA ROSA, CA 95401

P.O. BOX 2012
 SEBASTOPOL, CA 95473
 707-634-6137



MORSE & CLEAVER ARCHITECTS

2

**Business Description for
Wilibeas Wines & Spirits
700 Third Street, Santa Rosa, CA 95404**

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**Operational Plan for
Willbees Wines & Spirits
700 Third Street, Santa Rosa, CA 95404**

Operations:

Willbees will be open from 10:00am to 10:00 pm during the week and until 11:00pm Friday and Saturday.

Delivery trucks can park either in the loading zone in front of the store or in the city parking lot just East of the building where stock can be hand trucked through the alley to the back doors into stocking and storage rooms. Garbage is taken out the back through the alley to the dumpsters in the same lot.

There is a food preparation and dishwashing room to handle local cheese and meat plates, wine pairing and tasting and associated serving and table-ware. ~~There will be no paper or plastic plates, utensils, or glasses.~~ All will be reusable and washable to insure our trash is reduced and that no paper cups ever leave our premises.

Staffing:

There will be a maximum of 5 employees during evening weekends with two employees on the register, two at the tasting bar, and one restocking. At slower times there will be three employees, one at the register, one restocking, and one at the tasting bar.

Security:

Willbees will have a monitored burglar alarm on all exterior doors and glazing as well as interior motion sensors. An interior video surveillance system and locked cabinets for some specialty items further insures secure storewide security.

Ambiance:

We envision an interior that will appeal to an upscale clientel. Soft warm tones and dark wood will be used to create a comfortable and inviting atmosphere. The bar will be partially screened from the retail area and will be furnished with comfortable furniture, dark wood back bar, and a granite counter top.

PETALUMA AREA
CHAMBER OF COMMERCE

July 24, 2013

The
Petaluma Area
Chamber of
Commerce
is an association of
businesses and
professions working
together with a
commitment to
support and improve
a healthy business
community in order
to enhance the
quality of life in the
greater Petaluma
area.

City of Santa Rosa
Mayor and City Council Members
100 Santa Rosa Avenue
Santa Rosa, CA

Dear Mayor and City Council Members:

The Petaluma Area Chamber of Commerce would like to go on the record with a letter of recommendation on behalf of Wilibeas Wines & Spirits. Wilibeas has been a proud member of our Chamber of Commerce and our Business community for the past several years. They have poured wine and beer at numerous Business After Hours, non-profit and community events. They are generous with their time and support. This year they have partnered with the Chamber and local Rotary Club to be our lead sponsor on our first annual Petaluma River Craft Beer Festival to be held in September.

Wilibeas Wines & Spirits is not only a responsible and positive downtown business but a very active well respected member of our community with a commitment to promoting local quality beers, wines and spirits to a responsible customer base.

Wilibeas would make a great addition to any community they choose to become a part of. They are not only very responsible business owners and active supporters of the business community but a true asset to the whole Petaluma community.

Should you have any questions on behalf of our Chamber's support of this first class business, please do not hesitate to call 707-762-2785.

Thank you for your time and consideration of this worthy applicant.

Yours truly,



Onita Pellegrini, CEO
Petaluma Area Chamber of Commerce

6
PETALUMA
BOULEVARD N.
SUITE A-2

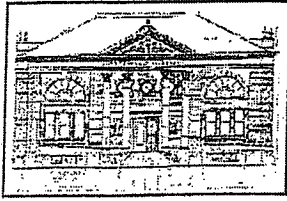
PETALUMA
CALIFORNIA
94952

TELEPHONE:
(707) 762-2785

FAX:
(707) 762-4721

E-MAIL:
sacc@petalumachamber.com

URL:
www.petalumachamber.com



PETALUMA MUSEUM ASSOCIATION

20 FOURTH STREET • PETALUMA • CALIFORNIA 94952

Telephone: (707) 778-4398 • Fax: (707) 762-3923

Special Events: (707) 762-4247

May 2, 2013

Vikram S. Badhaan

Willibeas

309 Lakeville Street

Petaluma, CA 94952

Re: SINGLE MALT TASTING LIQUOR FUNDRAISER FOR THE PETALUMA HISTORIC MUSEUM

Dear Vikram,

What a glorious event occurred in the Petaluma Historic Museum on April 25, 2013! According to several emails we have received, it was the most professional event to have ever occurred in the Museum, and certainly one of the most exciting. Thank you for your many generousities.

Willibeas organized those wonderful place mats for each participant, which set the stage for a splendid presentation of Single Malt Liquor, their histories, flavours, characteristics and values were all brilliantly presented by Steve, and served with panache. Each of the five tastings wowed the guests and the chronicles Steve added, made the event quite scholarly indeed!

It was a tremendous opportunity for the Museum to extend its hospitality and venue as a cultural center of Petaluma, and Willibeas created, along with Preferred Sonoma Caterers, a marvelously delightful and interesting evening. Cuisine was at the highest level of excellence, and the Single Malt Tastings added ambience and quite an amazing education! The Fundraising helped to support our programs and exhibits and costs, which are always a challenge for Non-Profits.

On behalf of the Board of Directors of the Petaluma Historical Museum, I want to extend our deepest gratitude to you. That will be a memorable evening for every person lucky enough to have attended. Let's make this an Annual Tradition! Every Spring sounds good to us! Please know how grateful we feel to everyone at Willibeas who helped to make this evening unforgettable! Thank you very sincerely.

Kindest regards from each Director on the Board of Directors,

Carol Sachal, Director

P E T A L U M A
ARGUS COURIER

719 C Southpoint, Boulevard* Petaluma, CA 94954*707-776-8453

March 26, 2013

Vikram "Sonny" Badhaan
Wilibee's Wine & Spirits
309 Lakeville Street
Petaluma, CA 94952

Dear Sonny:

We are pleased to inform you that Wilibee's Wine & Spirits has been voted Petaluma's Best Place To Buy Wine, to be honored at the 2013 People's Choice Awards Gala Reception co-sponsored by the Petaluma Argus-Courier and Petaluma360.com. Congratulations! Your selection was determined by voters participating in the online balloting held recently on Petaluma360.com.

You will be recognized at the 2013 People's Choice Awards Gala Reception Thursday, June 6, at the Petaluma Sheraton Hotel beginning at 5:30 p.m. As you know from having been the event's exclusive wine sponsor the last few years, the People's Choice Awards is designed to honor Petaluma individuals and businesses selected as the best in their fields.

Thank you again for agreeing to be our exclusive wine sponsor this year. Mary Jane Hutchinson, our event coordinator, will be contacting you in coordinating the set up logistics for the event. If you have any questions, her contact information is 707-776-8453 or by e-mail at maryjane.hutchinson@arguscourier.com.

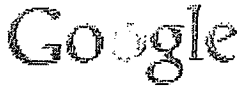
A complete list of People's Choice winners will be available online at Petaluma360.com this Friday. In addition, you will be featured in the special Petaluma People's Choice Commemorative Magazine publishing in early June.

We look forward to working with you on the event. Again, congratulations!

Sincerely,



John Burns
Publisher
Petaluma Argus-Courier



Gmail

Search input fields

PERSON

PCH - Publishers Clearing House - Enter to win \$5,000.00 a Week "Forever"! W

Inbox (41)

Starred

Important

Sent Mail

Drafts (5)

Circles

Imp personal

More

Wilibeas Wines and Spirits

Inbox x

Burns, John <john.burns@arguscourier.com>

8:03 AM

TO WHOM IT MAY CONCERN:

For the last four years I have had the great pleasure of working with Vikram Wines and Spirits as wine donor for our annual Petaluma People's Choice. A

Vikram's professionalism, community spirit and strong sense of giving back have ensured that our event has always been a big success in recognizing a of top businesses and professionals in our community.

In observing Bikram, both at our own event as well as other community and has participated, it has become clear that he possesses a deep appreciatio customers and the community with the best possible service in selling man and spirits.

Petaluma is very fortunate to have Wilibeas as a leading member of our bus

Please feel free to contact me should you wish to discuss the benefits Vikra provided to Petaluma.



Profile picture input fields

Search people...

6qmm9-3871151799

Amber Balshaw

doug

erikbennett

Profile picture input field

Partners for Sustainable Pollination

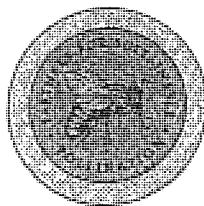
Certified BEE FRIENDLY Wine Shop



**This wine shop is managed to
provide beneficial habitat for
bees and other pollinators.**



www.pfspbees.org



Partners for Sustainable Pollination
www.pollinator.org

July 26, 2013

RE: Endorsement of Wilibeas as Locally Owned Business That Contributes to Santa Rosa Community

Dear Members of the City Council of Santa Rosa, California:

On behalf of Partners Sustainable Pollination (PFSP), I am pleased to offer the highest endorsement of Wilibeas as a locally owned business in Santa Rosa.

Wilibeas is an outstanding corporate citizen, whose owners go beyond selling their products and services to local citizens by consciously re-invest in our community in a number of ways as part of their ethic.

For example, Wilibeas supports other local businesses by featuring wines from local vineyards and wineries in small releases to the citizens of Santa Rosa.

Wilibeas 'adopted' PFSP and our Bee Friendly Farming (BFF™) initiative several years ago, by featuring PFSP information at their periodic wine tasting events. Wilibeas donates proceeds from their wine tasting events to PFSP. Over time Wilibeas and their customers have become one of our largest supporters. I am attaching an article from our newsletter several years ago.

PFSP is a volunteer-based nonprofit headquartered in Santa Rosa, California that is dedicated to improving the health of honey bees through a collaborative approach involving beekeepers, growers, scientists and land management agencies with a concurrent objective of contributing to restoring native pollinator populations. Honey bees and native bees are vital partners in agricultural production and in healthy wildlife ecosystems and are critical to the future sustainability of American agriculture. About one of every three bites we eat comes from crops pollinated by bees and other insect and animal pollinators. Our nation's honey bees and native pollinators are in trouble and need our help. The one action that everyone can take is to plant for bees and other pollinators. The BFF™ initiative has its strong roots in Sonoma County and across California, and is now spreading across the U.S. and Canada.

Sincerely,

A handwritten signature in cursive script that reads "Kathy Kellison".

Kathy Kellison
k.kellison@earthlink.net
(707) 321-4711

CC:

Attachment



BOYS & GIRLS CLUBS
OF MARIN AND SOUTHERN
SONOMA COUNTIES

July 25, 2013

City of Santa Rosa
Council Members
100 Santa Rosa Avenue, Room 10
Santa Rosa, CA 95404

Dear City of Santa Rosa Council Members,

I am taking the opportunity today to inform you of Wilibee's Wine & Spirits in-kind philanthropic and charitable support of Boys & Girls Clubs of Marin and Southern Sonoma Counties.

For over 53 years, Boys & Girls Clubs of Marin and Southern Sonoma Counties (BGCMSSC) has been offering life-changing programs for youth ages 6 through 18. Our mission is to enable all young people, especially those who need us most, to realize their full potential as productive, responsible and caring citizens. BGCMSSC operates 10 Clubhouses, 1 in Sausalito/Marin City, 1 in San Rafael and 8 in Petaluma. We served over 4,400 children and youth this past year.

Wilibee's has been a strong supporter of the Club's special fundraising events, which provide critical support for the at-risk children we serve.

This includes providing in-kind donations to help boost community participation at our Annual Crustacean Crab Feed Celebration which hosts over 450 people (all over the age of 21) and typically nets \$95,000; and also for our Annual Hansel Auto Group Golf Tournament, which this year is oversold with 156 golfers and is on pace to net \$70,000. The two events combine to net \$165,000 for our organization.

Wilibee's always conducts themselves with the greatest professionalism at our events and our organization is proud of our strong corporate partnership. Wilibee's is always willing to lend their time and support for the greater good of the community. We are grateful to have Wilibee's as contributors and appreciate their involvement from a charitable level in the Petaluma community.

Sincerely,

David L. Solo
President & CEO



SONOMA VALLEY PORTWORKS

613 SECOND STREET | PETALUMA CALIFORNIA

July 25, 2013

To the City Council of Santa Rosa:

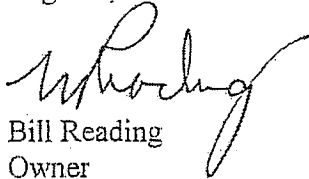
I am the owner of Sonoma Valley Portworks, located several blocks away from Wilibeas Wines & Spirits in Petaluma.

We have been selling to Wilibeas and working with Gagan Boparai since he purchased the business several years ago. I have found Gagan and his associates to be very professional, and committed to providing quality products and service to their customers. Additionally, they have worked hard to be part of the Petaluma business community through their support of our artisan wine, spirits, and beer producers as well as with their active support of and contributions to our many local non-profit organizations.

I am confident that Gagan would be a positive addition to the downtown Santa Rosa community, just as he is in Petaluma.

Please contact me directly if you have any questions.

Regards,



Bill Reading
Owner

Kastania Vineyards

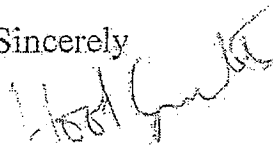
July 25, 2013

City of Santa Rosa
City Council Members

Dear Council Members,

I am the owner of a small local winery in Petaluma. We have been doing business with Wilibeas Wines and Spirits for 4 years. Wilibeas has always been very supportive of local wines, beers, and spirits. Their presence in Petaluma has been very warmly accepted by the community. Wilibeas has also been a very important asset to the community as far as being a sponsor to local community groups and events. I personally feel that Santa Rosa would benefit greatly by having a Wilibeas in the down town area.

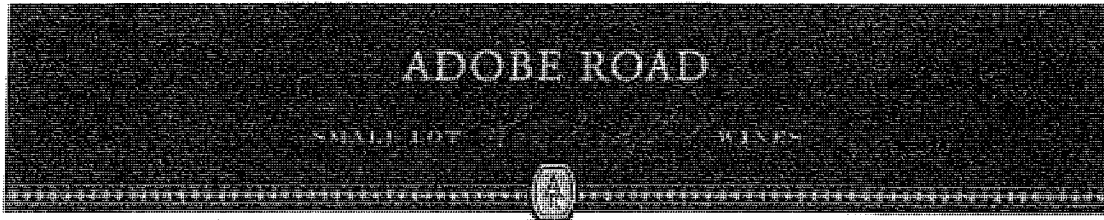
Sincerely



Linda & Hoot Smith

Proprietors

*4415 Kastania Rd., Petaluma, CA 94952
Telephone (707) 763-6348 Fax (707) 763-6935*



July 25, 2013

City Council of Santa Rosa

Adobe Road Winery is a small family owned winery in Petaluma specializing in small lots of hand crafted wines.

We have been doing business with Wilibeas Wine Bar for the last four years. Adobe Road has a very strong relationship with them and we appreciate their integrity and the relationship we share with their very knowledgeable staff.

Wilibeas is a wine, beer and liquor store attracting a very sophisticated clientele. They specialize in products that you cannot find at a typical grocery or liquor store. I believe this is the reason why they are so well liked in Petaluma and why they stand out from your typical liquor store.

All of us at Adobe Road Winery think it would be a great asset to your community if they were able to open another store in your city. As you know, Santa Rosa is in the heart of wine country and many micro breweries. Wilibeas can offer visitors to this area a chance to purchase a wide variety of wonderful wines and crafted beers in one location when it is virtually impossible to visit them all.

I recently poured our Adobe Road wines at the Petaluma Art & Garden Festival. People from out of town asked where they could purchase our wines and I informed them that Wilibeas currently carries six of our varietals.

All of us at Adobe Road Winery feel that Wilibeas would be a great asset to your community.

Sincerely,

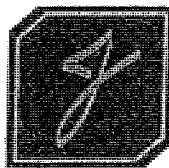
Cindy Lane

Regional Sales Manager

Adobe Road Winery

1995 S. McDowell Blvd.

Petaluma, CA. 94954



James Family
CELLARS

To Whom It May Concern:

James Family Cellars has been successfully conducting business with Willibees in Petaluma since 2010, and we wholeheartedly endorse their effort to open a location in downtown Santa Rosa. As a small, family-owned winery that focuses on small quantities of very high-quality wines, we have been very impressed with Willibees' desire to support our locally owned business. Their emphasis on education of wine consumers with their regular wine tasting events has not only promoted our business, and theirs, it has also been greatly appreciated by the local Sonoma County fine wine community.

As farmers ourselves, we at James Family Cellars are also grateful for the awareness and dollars raised by Willibees in support of healthy bee populations. Willibees has consistently shown a high level of support for Petaluma and the larger local community, and we feel that Santa Rosa would be fortunate to have them participating and contributing there as well. Willibees' business integrity, focus on high-quality products and customers, community involvement and successful track record all make them an ideal candidate for opening a prosperous site in downtown Santa Rosa.

Sincerely,

Jeff and Judy James, Owners
James Family Cellars, LLC
www.JamesFamilyCellars.com