

# ATTACHMENT F

## Opposition Letters

- **December 5, 2012:** Email with attachment from Margaret Robbins;
- **February 1, 2013:** Email from Sato (e\_mailsatu@yahoo.com);
- **February 4, 2013:** Letter with attachments from Margaret Robbins; Carmel Resident
- **February 1, 2013:** E-mail from Neil Agron, Carmel Resident;
- **February 2, 2013:** Letter with attachments from Neil Agron, Carmel; Resident
- **February 1, 2013:** E-mail from Mary Brinton, Carmel Resident;
- **February 1, 2013:** E-mail from Roseanne Pierre, Carmel Resident;
- **February 1, 2013:** E-mail from Betsy Lewis Conron, Carmel Resident;
- **February 1, 2013:** E-mail with attachments from Christine Williams, Carmel Resident;
- **February 3, 2013:** E-mail from Catalina Szalay, Carmel Resident;
- **February 4, 2013:** Letter with attachments from Charles Winge, Carmel Resident;
- **February 3, 2013:** Andrea Eisler, Carmel Resident;
- **February 4, 2013:** Letter with attachments from Mibs McCarthy, Carmel Valley Association;
- **February 2, 2013:** Letter with attachments from Lorri Lockwood, Big Sur Resident;
- **February 2, 2013:** Letter with attachments from Alexandra James, Hacienda Carmel;
- **February 3, 2013:** Letter with attachments from Millicint Lawitzke, Carmel Resident;
- **February 3, 2013:** Letter from Ruth Gingerich, Carmel Valley Women's Network;
- **February 3, 2013:** Letter from Darby Moss Worth, Resident;
- **February 3, 2013:** E-mail from Mary Gale, Carmel Valley Resident;
- **February 3, 2013:** E-mail from Lorraine Yglesias, Carmel Resident;
- **February 4, 2013:** E-mail from Lillian Eccher, Carmel Resident;
- **February 4, 2013:** E-mail from Patricia Bruhoff, Carmel Highlands Resident;
- **February 4, 2013:** E-mail from Ramie Allard, Carmel Resident;
- **February 4, 2013:** E-mail from Denise Klein, Carmel Resident;
- **February 4, 2013:** E-mail from Veronika and Michael Doyle, Carmel Residents;
- **February 4, 2013:** E-mail from Kate Gallaway (letter from Denise Klein), Carmel Resident;
- **February 4, 2013:** E-mail from Tricia Dally, Carmel Valley Resident; and
- **February 4, 2013:** E-mail from Donna Shore, Carmel-by-the-Sea Resident

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**Lister, Daniel M. x6617**

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**From:** Lawrence, Laura x5148  
**Sent:** Thursday, December 06, 2012 7:55 AM  
**To:** Lister, Daniel M. x6617  
**Cc:** Hickman, Wanda x5285  
**Subject:** FW: BevMo

**Attachments:** DSC01564.JPG



DSC01564.JPG (38  
KB)

Dan:

Please review the e-mail below and place it in the file.

Thanks,

Laura

-----Original Message-----

**From:** Novo, Mike x5192  
**Sent:** Wednesday, December 05, 2012 10:10 PM  
**To:** Lawrence, Laura x5148; Hickman, Wanda x5285  
**Subject:** FW: BevMo

Sorry if I already forwarded this to you. If we have a planner assigned to BevMo, this is for the file.

Thanks,  
Mike

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**From:** MM Robbins [mm\_robbins@comcast.net]  
**Sent:** Wednesday, December 05, 2012 12:24 PM  
**To:** Novo, Mike x5192  
**Cc:** christine williams  
**Subject:** Fwd: BevMo

BevMo is a large bottle store --it appears they have leased 3 storefronts right next to SaveMart. if you assign Maria Lopez to this project please make sure she does a site visit and does some research before she writes a staff report. This census tract call for 5 licenses and 5 are already in operation. (Incidentally a new restaurant is about to open in the Barnyard and that will make 7.)

In her staff report for 7 Carmel Center Place, she notes that the census tract allows calls for only one offsale license, but 3 are now in operation. 7 Carmel Center place would have made 4.. Maria assumed that because the mouth of the Valley is a region center, that more licenses should be issued for public convenience or necessity-- people in Carmel, Big Sur, Carmel Valley. Had Maria checked with the ABC she would have found in Carmel Proper 3 classy markets selling beer and wine, one complete bottle shop, 10 wine trasting rooms and numerous restaurants with off and on sale licenses. On the South Coast, 5 beer and wine licenses and at least 8 restaurants with off and on sale licenses. Mid Valley has Safeway open 24 hours a day, plus beer and wine at the Shell station plus 3 restaurants with off and on sale plus another upscale 8 clubs and restaurants. The Village has 18 wine tasting rooms, a full bottle shop, 2 markets selling beer and wine, 2 mini-markets selling beer and wine. "public convenience or necessity?"

As for the mouth, when Maria wrote her report for 7 Carmel Center place, here's where you could buy beer and wine at the mouth of the VALLEY: Safeway (open 24 hours a day), Chevron station (open 24 hours a day), plus Sea Harvest, Taste Morgan, Save Mart, Cornucopia market, and CVS Pharmacy. Since then off and on sale licenses. that means you can pick up

a six pack with you slice of pizza, taco or hot dog.

In talking with the people at Sun Street Center, they have convinced me that the more outlets selling alcohol the more problems --crime, dui stops, etc. In fact Sun Street opened a third center for dui classes on Carmel Valley Road due to the amount of drunk drivers here. And Carmel High is first in the state in Binge Drinking.

I think it is high time to move any more licenses from the ABC in Carmel Valley off the consent agenda and that future staff reports should mention the problems at Carmel High as a reason for not approving any more licenses from the ABC. I will be sending you the supporting charts for Carmel High in another e-mail.

Additionally, would it be helpful for the younger staff to have Christine present a power point that explains Carmel Valley-- it would cover things like alcohol licenses, signage, rural character. Christine suggested that this happen sometime in January. Margaret Robbins

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From: "Christine Williams" <christinewms777@gmail.com>  
To: "Margaret Robbins" <MM\_Robbins@comcast.net>, "Mibs McCarthy" <mibsmccarthy@comcast.net>, "Dale & Neil Agron" <nagron@comcast.net>, "Dick Stott" <rhstott@pacbell.net>  
Sent: Monday, December 3, 2012 9:59:34 PM  
Subject: BevMo

Here's the BevMo in the Morgan Hill area. Coming soon? to the mouth of the valley.

Christine

You have been sent 1 picture.

DSC01564.JPG

These pictures were sent with Picasa, from Google.  
Try it out here: <http://picasa.google.com/>

**Lister, Daniel M. x6617**

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**From:** Lawrence, Laura x5148  
**Sent:** Thursday, December 06, 2012 7:56 AM  
**To:** Lister, Daniel M. x6617  
**Subject:** FW: student info

**Attachments:** image001.png; PARTSDataRequest.pptx



image001.png (66 PARTSDataReque  
KB) st.pptx (106 KB)...

For the Buquet (BevMo) file.

Thanks,

Laura

-----Original Message-----

**From:** Novo, Mike x5192  
**Sent:** Wednesday, December 05, 2012 10:11 PM  
**To:** Lawrence, Laura x5148; Hickman, Wanda x5285  
**Subject:** FW: student info

more information for the file.

**From:** MM Robbins [mm\_robbins@comcast.net]  
**Sent:** Wednesday, December 05, 2012 12:27 PM  
**To:** Novo, Mike x5192  
**Subject:** Fwd: student info

The information comes from self-reporting required every two years by the state. I was and am still shocked. Heath Rocha is Director Special Ed and Student services for the Carmel unified School District. margaret

**From:** "Heath Rocha" <hrocha@carmelunified.org>  
**To:** "MM Robbins" <mm\_robbins@comcast.net>  
**Sent:** Monday, November 19, 2012 10:21:57 AM  
**Subject:** RE: student info

Margaret,

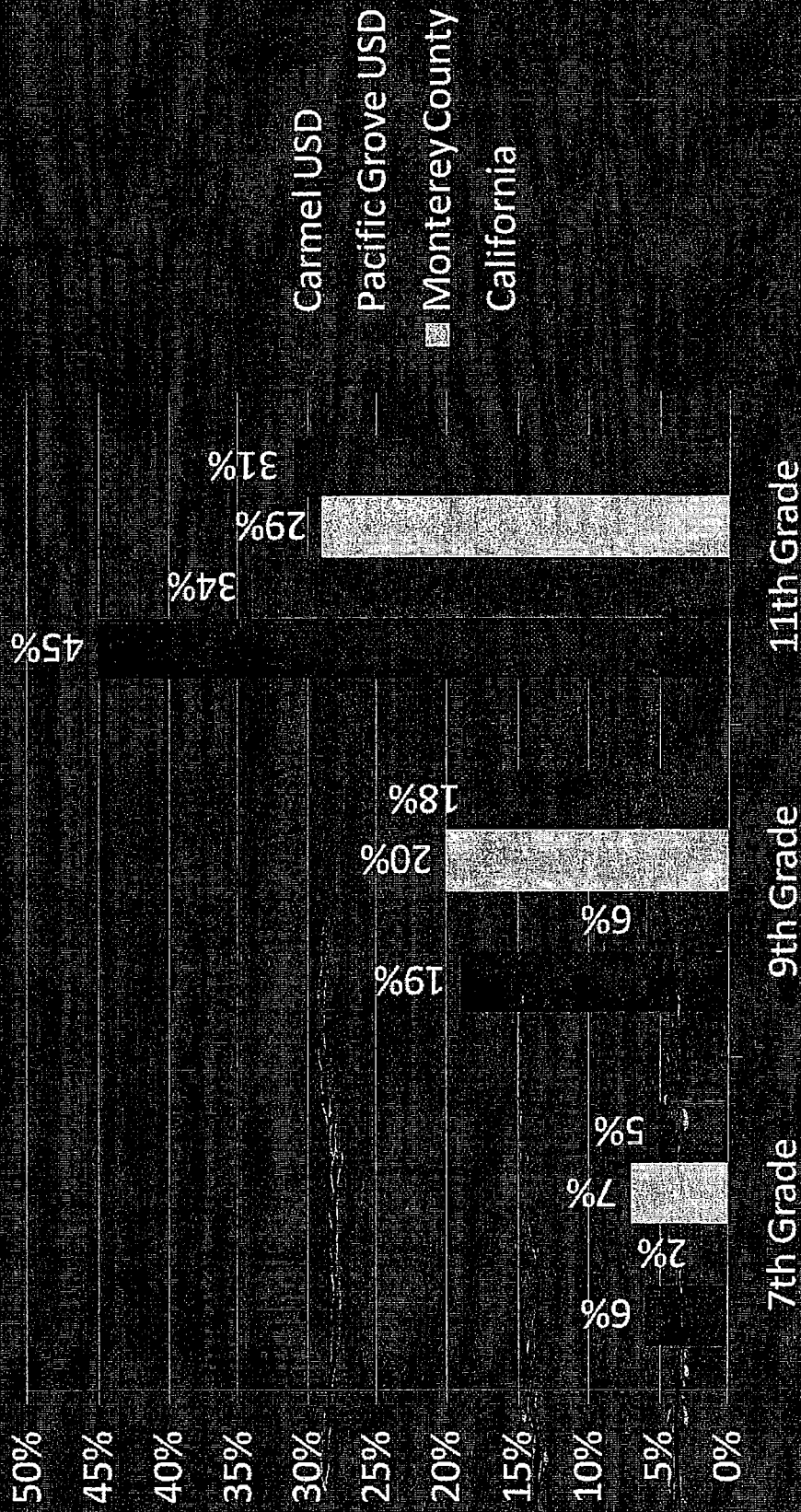
I am attaching some powerful slides that demonstrate the high level of alcohol use (binge drinking) with Carmel USD students... which is higher than same aged peers in Pacific Grove, Monterey County and the state as a whole.

[cid:image001.png@01CDC63F.B3F883A0]

**From:** MM Robbins [mailto:mm\_robbins@comcast.net]  
**Sent:** Friday, November 16, 2012 12:13 PM  
**To:** Heath Rocha  
**Subject:** student info

Heath, please send anything you think could help me make sure that 7 Carmel Center place doesn't get a license to sell beer and wine. Many -thanks, Margaret Robbins

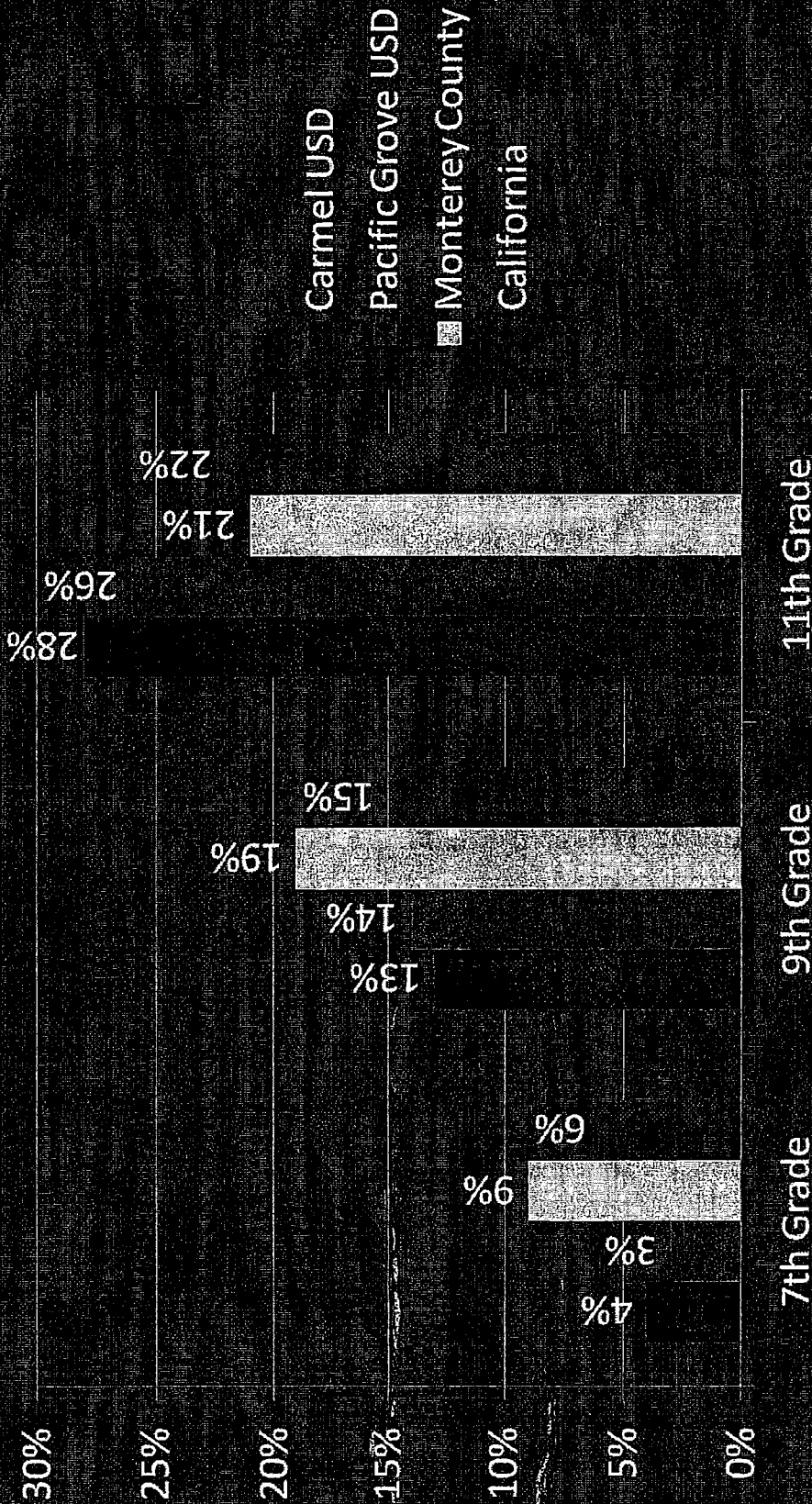
# Desired Level of Alcohol Consumption: Enough to feel it a lot -> Until really drunk



Source: CHKS - CUSD ('10-'11); PGUSD ('09-'10); Monterey County ('08-'10); California ('08-'10)

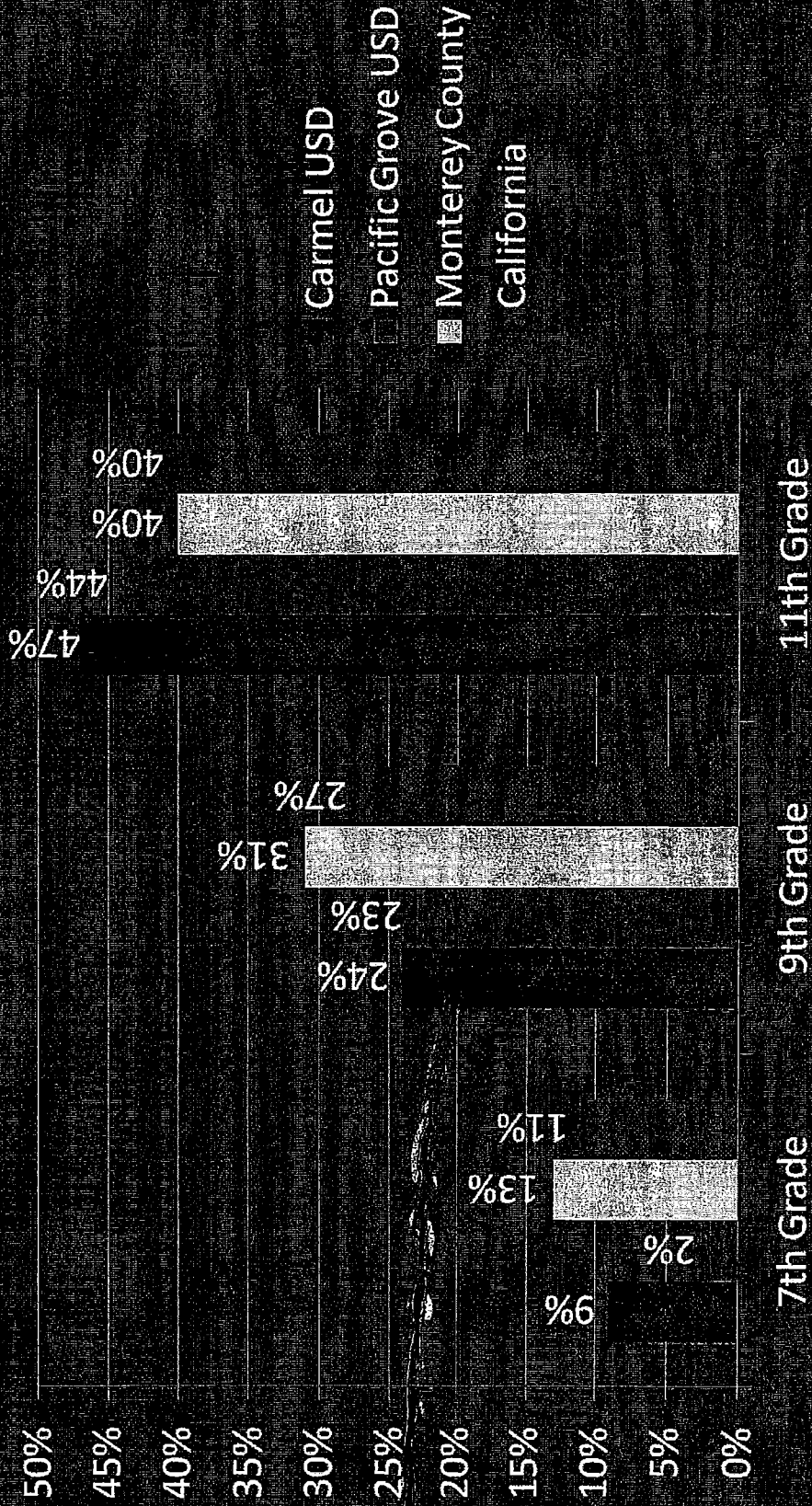
# Current Binge (Episodic Heavy) Drinking, Past 30 Days

(Five or more drinks in a row, within a couple of hours)



Source: CHKS - CUSD ('10-'11); PGUSD ('09-'10); Monterey County ('08-'10); California ('08-'10)

# Ever Very Drunk or Sick from Drinking Alcohol



Source: CHKS - CUSD ('10-'11); PGUSD ('09-'10); Monterey County ('08-'10); California ('08-'10)



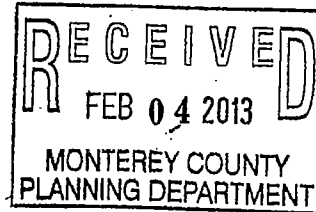
**Lister, Daniel M. x6617**

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**From:** Sato [e\_mailsatu@yahoo.com]  
**Sent:** Friday, February 01, 2013 2:51 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** Protest

Please Do not open a liquor store in the Carmel Rancho shopping area! There are already enough places and opportunities for the purchase of "adult beverages". Thank you.

Sent from my iPhone



**Chair Armenta and Supervisors**

**Ref:PLN 120769  
Beverages and More (BevMo) license application**

**The State of California requires schools to survey each student in the 7th, 9th, and 11 grade every two years. The slides prepared by Heath Rocha, Director of Student Services for Carmel Unified, should knock you off your feet! The survey is called "Healthy Kids" and the results of that survey provided the statistics for the charts. This is self-reporting and what that says to me is there is no shame in getting drunk among middle-school and high school kids. In fact, it appears that getting drunk is cool the thing to do.**

**It my opinion, anyone who is not opposing licensing more alcohol outlets is part of the problem. Store managers who look the other way when teens shoplift alcohol or when they see a teen approaching an adult to purchase alcohol for them are part of the problem. A sheriff who does not consider underage drinking a crime is part of the problem. And when you approve yet another alcohol license in a census tract or in an area that has many more places selling and serving, you become part of the problem.**

**Carmel Cares, a group of Carmel High parents is working really hard to get this drinking problem at Carmel High under control. Please help their effort today by denying the BevMo application. Let's all work together to remove Carmel High from the number one spot in the state.**

**As Robbins Exhibit B, I am enclosing my formal protect letter to Alcohol Beverage Control. As for more licenses being issued than permitted in a census tract, I did not get a straight answer from the ABC other than the statement that if the sheriff has no problem with an application and you supervisors found it to be a public convenience and necessity  
"Oh Well!"**

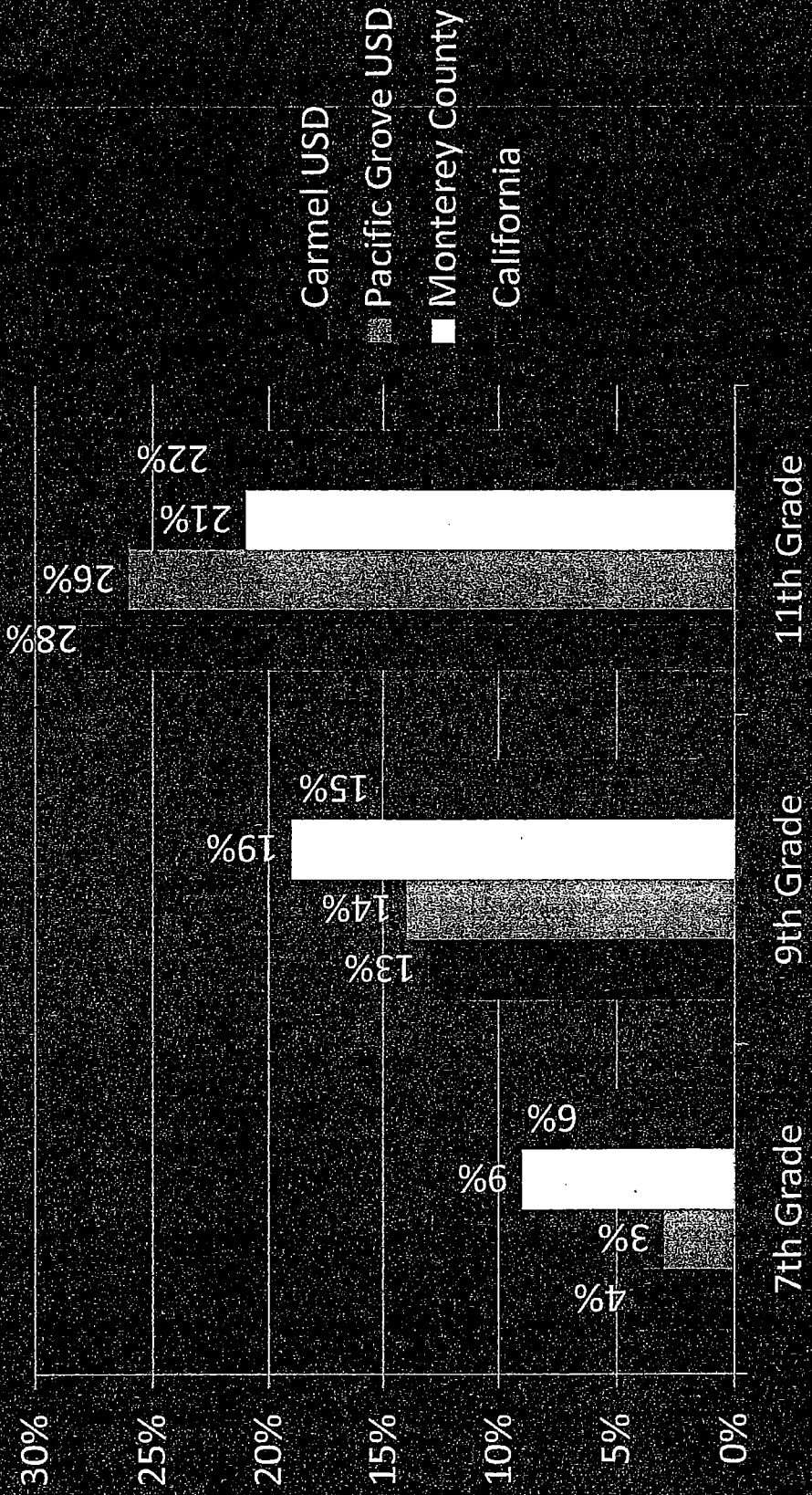
**Deny the BevMo application. Caviar and cigars be damned!**

**Margaret Robbins  
3850 Rio Road #26  
Carmel, CA 9392**

Robbins - Exhibit A - Page 1

# Current Binge (Episodic Heavy) Drinking, Past 30 Days

(Five or more drinks in a row, within a couple of hours)

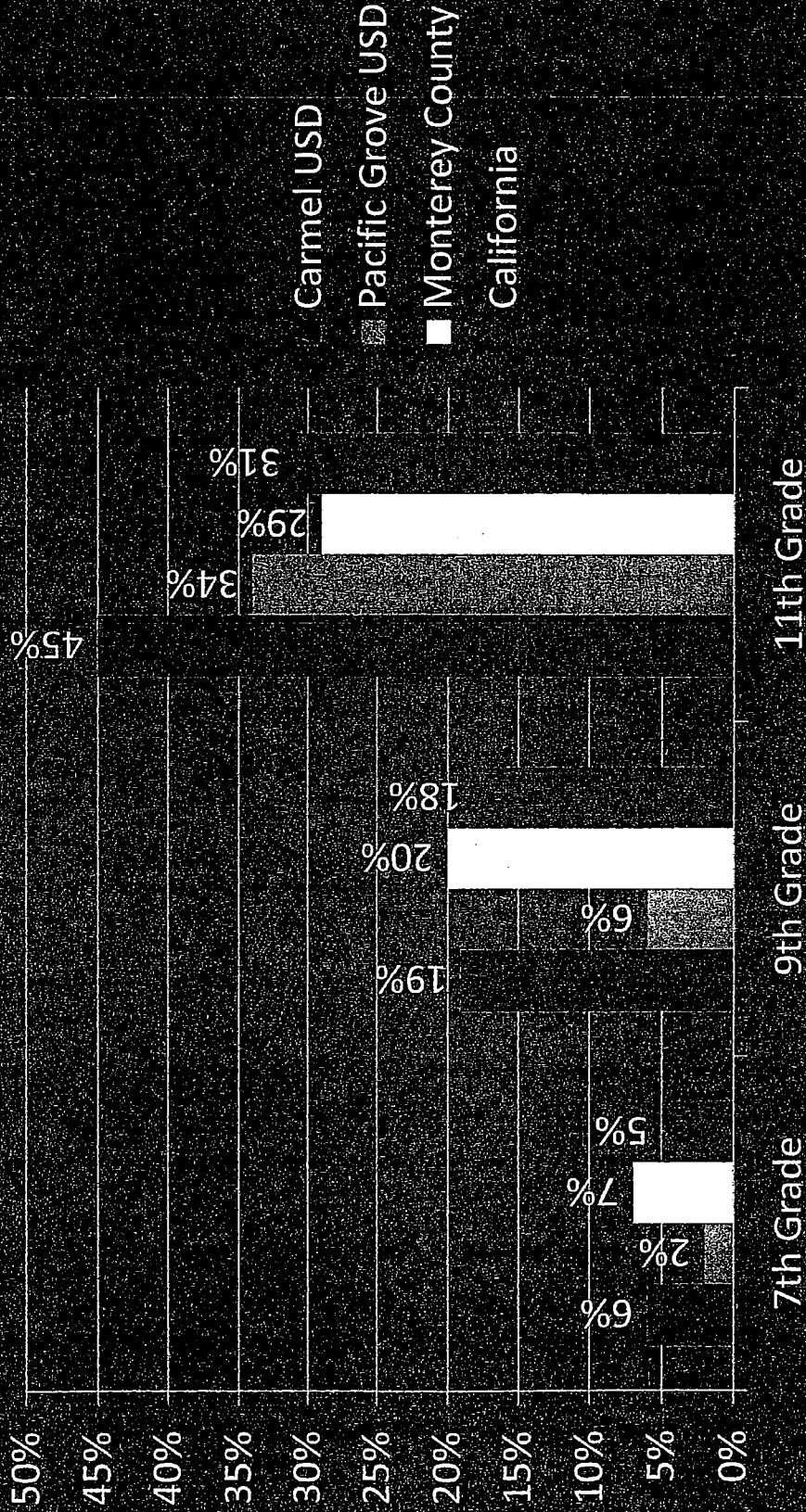


Source: CHKS - CUSD ('10-'11); PGUSD ('09-'10); Monterey County ('08-'10); California ('08-'10)

School Districts throughout the state complete the California Healthy Kids Survey every two years in order to...

Robbins- page 2

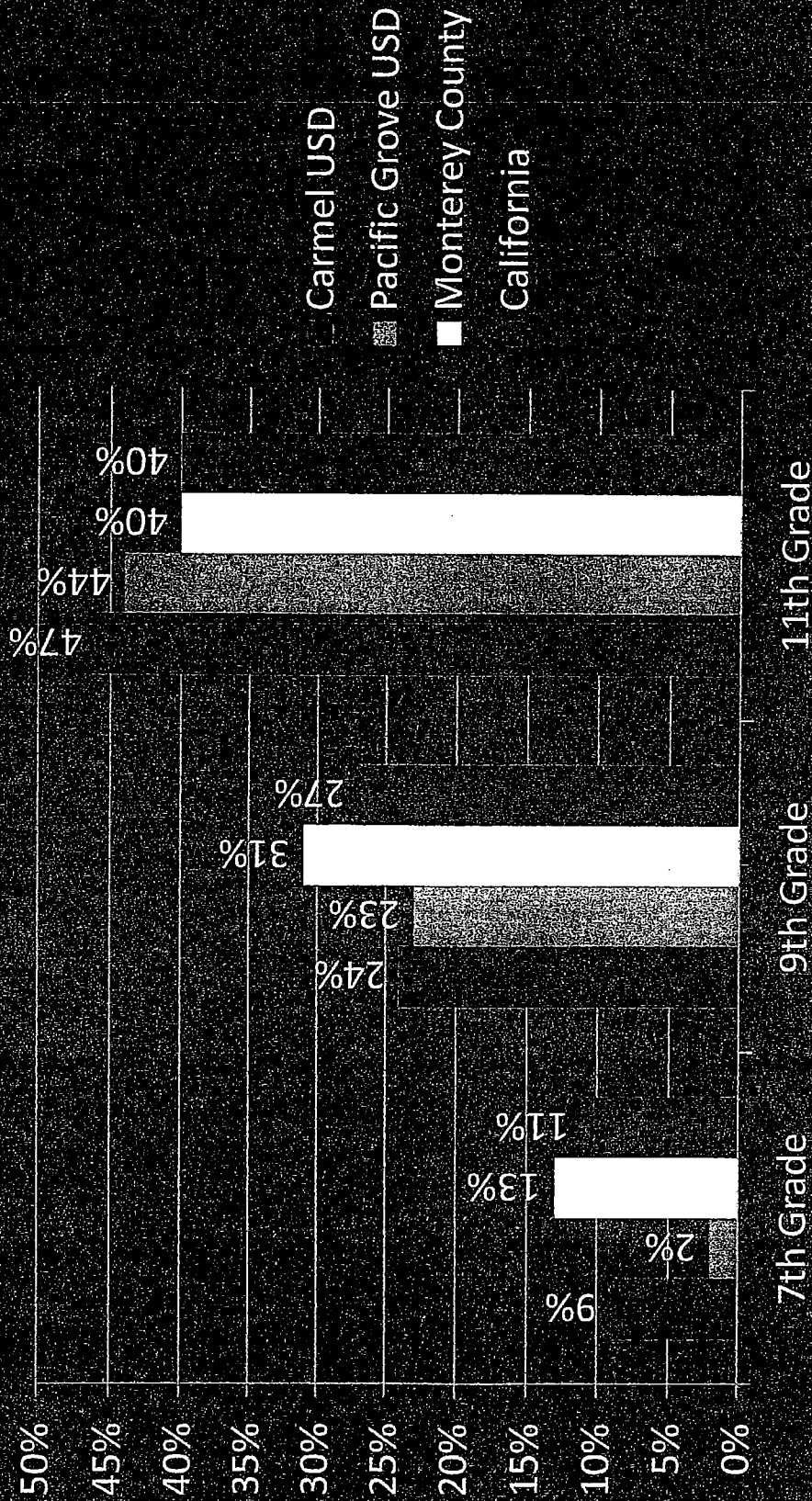
# Desired Level of Alcohol Consumption: Enough to feel it a lot -> Until really drunk



Source: CHKS - CUSD ('10-'11); PGUSD ('09-'10); Monterey County ('08-'10); California ('08-'10)

Robbins 3

# Ever Very Drunk or Sick from Drinking Alcohol



Source: CHKS - CUSD ('10-'11); PGUSD ('09-'10); Monterey County ('08-'10); California ('08-'10)

School Districts throughout the state complete the California Healthy Kids Survey every two years in order to...

Robbins Exhibit A - page 4



**Heath L. Rocha**

Director - Special Education, Student Services  
and Child Development

**CARMEL UNIFIED SCHOOL DISTRICT**  
P.O. Box 222700 Carmel, CA 93922  
4380 Carmel Valley Rd. Carmel, CA 93923

P 831-624-1546 x 2010 F 831-620-1052

[hrocha@carmelunified.org](mailto:hrocha@carmelunified.org)



**Heath L. Rocha**  
Director - Special Education, Student Services  
and Child Development  
**CARMEL UNIFIED SCHOOL DISTRICT**  
P.O. Box 222700 Carmel, CA 93922  
4380 Carmel Valley Rd. Carmel, CA 93923  
P 831-624-1546 x 2010 F 831-620-1052  
[www.carmelunified.org](http://www.carmelunified.org)

# Robbins Exhibit B

Department of Alcoholic Beverage Control

State of California

## PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at [www.abc.ca.gov](http://www.abc.ca.gov).
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

BevMo (Beverages More) File # 527968

(Name(s) of Applicant(s))

For premises at:

SWC Carmel Rancho Blvd & Carmel Valley Road

(Exact address of proposed premises)

on the grounds that:

The continued proliferation of places selling and serving alcohol in Carmel and Carmel Valley has created serious drinking problems at Carmel High School. According to Sun Street Center, the overconcentration leads to serious alcohol abuse. Due to the increasing number of DUIs in Carmel and Carmel Valley SunStreet had to open on new place to hold DUI classes on Carmel Valley Road. (Before they had only two centers to serve all of Monterey County - one in Salinas and one in South County.) Increasing DUIs not only can contribute to traffic accidents but these drivers seriously threaten the safety of the many seniors who walk at the mouth of Carmel Valley. I also believe this census tract already has the permitted number of alcohol establishments. BevMo would provide an over concentration at the mouth of Carmel Valley

(The slides that are enclosed and attached were provided by Heath Rocha, director of student services for Carmel Unified. They are the result of a State required survey that takes place every two years. *A hard copy is on the mail!*)

*Margaret Robbins*

*PS. The notice time should be extended - Due to an sit construction ABC notice not receivable*

Check here if additional sheets attached **(A)**

I, Margaret Edin Robbins, declare under penalty of perjury:  
PRINT (Name of Protestant)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

|  |   |
|--|---|
| PROTESTANT'S SIGNATURE<br><i>Margaret Edin Robbins</i>   | PROTESTANT'S TELEPHONE NUMBER (Optional)<br><i>(831) 624-1153</i> |
| SIGNED AT (City and State)<br><i>Carmel, CA</i>  | DATE SIGNED<br><i>12/20/2012</i>                                  |
| PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)<br><i>3350 Rio Road #20, Carmel, CA 93923</i> |   |

**(A)** Attached with  
*Rehaslucis*

**Lister, Daniel M. x6617**

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**From:** Neil Agron [nagron@comcast.net]  
**Sent:** Friday, February 01, 2013 3:42 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** PLN120769

I am a retired RN and special education teacher who has lived and shopped at the mouth of Carmel Valley for 38 years.

We do not need another business selling alcohol in this census tract.. I strongly oppose the BEVMO application for off sale in census tract 116.02. The proposed BEVMO site is in an area that already has an excessive number of off sale permits in an area of 2 square miles. The site is within walking distance of Carmel Middle School and Carmel High School. Both these schools have documented data about excessive alcohol use at a rate higher than than the rest of Monterey County and the State of California.

I have 25 years of experience in local schools. I know how any use of alcohol decreases cognitive function and increases risk taking behavior in children and adolescents, especially those who are driving or riding in a car. Please do not give our youth another potential source of alcohol and a potential source of tragedy.

I ask the Planning Department and the Board of Supervisors to deny the BEVMO application for Carmel Rancho.

Dale M. Agron  
26122 Carmel Knolls Dr.  
Carmel CA 93923

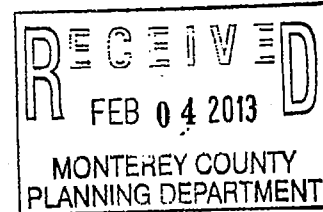
831 624 3038



**Chair Armenta and Supervisors,**

**Ref: PLN 120769**

**Beverages and More(BevMO) license application  
February 2, 2013**



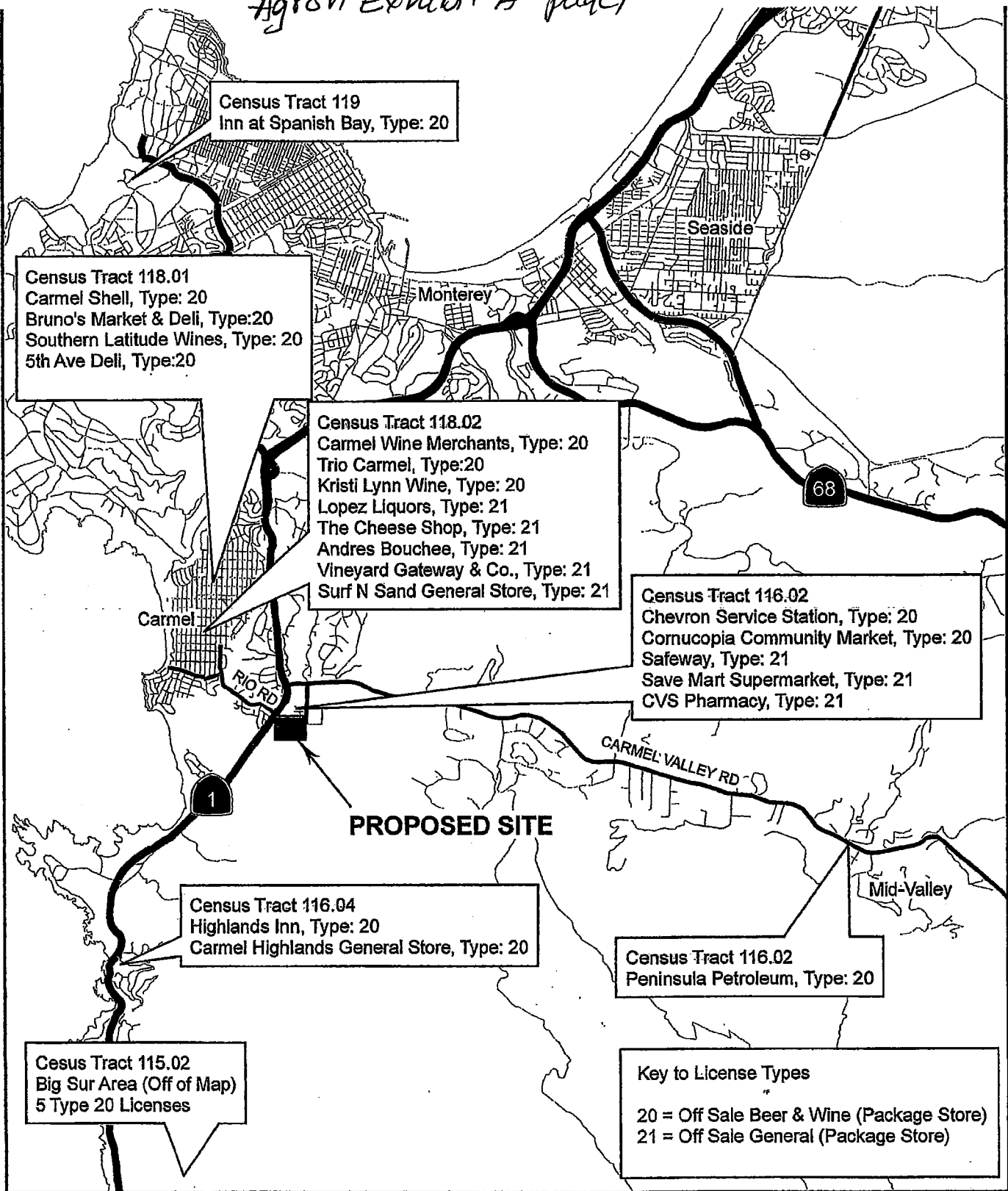
**My name is Neil Agron and I live in the hills above the mouth of Carmel Valley. We have too many places selling and serving alcohol here and that's because there is a convergence of census tracts in a small area. (see Agron Exhibit A, page 1). The Alcohol Beverage Control acts like there is a 30-foot high wall separating the various tracts and people can't move from one tract to another. Unfortunately, page one of the map prepared by the Resource Management Agency doesn't show all the places selling and serving. (see Agron Exhibit A pages 2,3, and 4.)**

**I strongly urge you to deny the BevMO license application. Please take another look at the slides prepared by Heath Rocha, Director of Student Service for Carmel Unified. There is a serious drinking problem in at Carmel High and it starts at Middle School. And every time you approve another alcohol outlet, you contribute to that problem!**

**According to Sun Street Center, they have had to open a place to hold DUI classes in our area due to the number of drunk driving tickets issued here. I under that right now there is a waiting list. Driving drunk, no matter what age, is illegal and endangers our community.**

**While BevMo supporters are looking for a local place to buy their caviar and cigars, these items are far from a public necessity. Please deny their application.**

**Neil Agron  
26122 Carmel Knolls Drive  
carmel, CA 93923**



Census Tract 119  
Inn at Spanish Bay, Type: 20

Census Tract 118.01  
Carmel Shell, Type: 20  
Bruno's Market & Deli, Type: 20  
Southern Latitude Wines, Type: 20  
5th Ave Deli, Type: 20

Census Tract 118.02  
Carmel Wine Merchants, Type: 20  
Trio Carmel, Type: 20  
Kristi Lynn Wine, Type: 20  
Lopez Liquors, Type: 21  
The Cheese Shop, Type: 21  
Andres Bouchee, Type: 21  
Vineyard Gateway & Co., Type: 21  
Surf N Sand General Store, Type: 21

Census Tract 116.02  
Chevron Service Station, Type: 20  
Cornucopia Community Market, Type: 20  
Safeway, Type: 21  
Save Mart Supermarket, Type: 21  
CVS Pharmacy, Type: 21

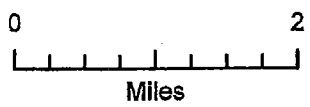
Census Tract 116.04  
Highlands Inn, Type: 20  
Carmel Highlands General Store, Type: 20

Census Tract 116.02  
Peninsula Petroleum, Type: 20

Census Tract 115.02  
Big Sur Area (Off of Map)  
5 Type 20 Licenses

**Key to License Types**  
20 = Off Sale Beer & Wine (Package Store)  
21 = Off Sale General (Package Store)

**Alcoholic Beverage  
License Locations  
in Carmel Area**



Map prepared by Monterey County Resource Management Agency.  
Source: Department of Alcoholic Beverage Control, 11/28/12.

Mouth of Carmel Valley

*Agrom Exhibit A page 2*

Revised 12/1/2012

1. Safeway  
3 Crossroads Blvd.  
Carmel CA. 93923  
open 24 hrs. daily

2. CVS Pharmacy  
6 Crossroads Mall  
Carmel CA 93923  
7AM - 10PM daily

3. Sea Harvest Restaurant  
and Fish Market  
100 Crossroads Blvd.  
Carmel CA 93923  
8AM - 8PM daily

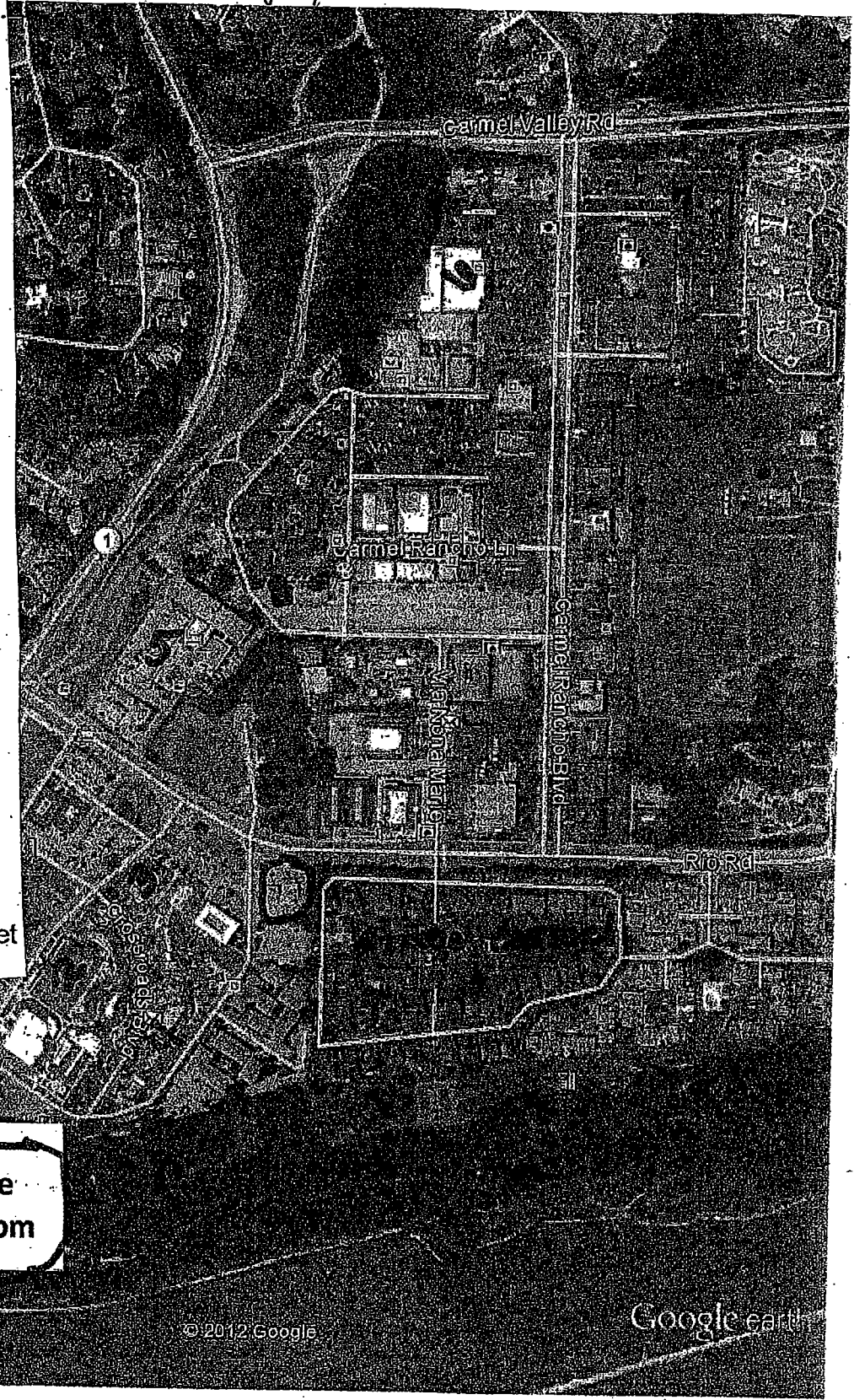
4. Taste Morgan  
204 Crossroads Blvd.  
Carmel CA 93923  
11AM - 6PM

5. Chevron Station  
3645 Rio Road  
Carmel CA 93923  
open 24 hours daily

6. Save Mart  
555 Carmel Rancho Blvd.  
Carmel CA 93923  
6AM - 10PM

7. Cornucopia Community Market  
26135 Carmel Rancho Blvd.  
Carmel CA. 93923  
M - F 9AM - 7pm  
Sat. - Sun. 10 - 6

**8. Allegro Wine Lounge  
The Barnyard 8am-11pm**



© 2012 Google

Google earth

Google earth



A rectangle (3800 feet long x less than 1000' wide) contains 8 places to buy beer and wine right now.

Agren p. 3

Revised 12/12/2012

### Places selling/serving beer and wine at the Mouth of Carmel Valley—

From Scratch

7<sup>30</sup> - 2<sup>30</sup> pm  
3626 the Barnyard

Lugano Swiss Bistro

11<sup>30</sup> - 9 pm  
3670 The Barnyard

Robata Bar and Grill

11<sup>30</sup> - 9 pm  
3658 The barnyard

Flanigan's Pub

11<sup>30</sup> am - 2 am  
3772 The Barnyard

Bahama steak House

11<sup>30</sup> - 10 pm  
3690 The Barnyard

Mon Chay

11 am - 9 pm  
3678 The Barnyard

Carmel Mission Inn

7 am - 10 pm  
3665 Rio Road

Mountain Mike's Pizza

12 - 8 pm  
541 Carmel Rancho Blvd.

Pizza Factory

11 am - 9 pm  
26135 Carmel Rancho Blvd.

Bistro 211

8 am - 9 pm  
211 The Cross Roads

Rio Grill

11<sup>30</sup> am - 10 pm  
101 The Cross Roads

R.G. Burgers

11<sup>30</sup> am - 10 pm  
201 The Crossroads

Café Stravaganza

8 am - 9 pm  
241 Crossroads

Island Taco

11 am - 8<sup>30</sup> pm  
173 The Cross Roads

China Delight

11 am - 10 pm  
143 The Crossroads

*Region 4*

**PLACES SELLING/SERVING ALCOHOL--CARMEL**

**Bruno's Market**  
Junipero & 8th  
7am-8pm

**2. Surf and Sand General store**  
Junipero & 8th  
8am-8pm

**3. Neilsen Bros. Market**  
San Carlos & 7th  
6:30 am - 8pm

**4. Ron's Liquors**  
San Carlos & Ocean  
9am-11pm

**5. Wrath tasting Room**  
Carmel Plaza  
10am-6pm

**Not mentioned before!**

**J. Galente Vineyards**  
Delores and Ocean  
11am-5pm

**7. Caraccioli Cellars**  
Delores & Ocean  
1pm -6pm

**8. Trio Carmel**  
Ocean & 7th  
11am-5pm

**9. Figge Cellars**  
Delores & 7th  
11am-5pm

**10. Scheid Vineyards**  
San Carlos & 7th  
noon -6pm

**11. Manzoni Cellars**  
San Carlos & 7th  
11am-7pm

**12. Bountiful Basket**  
San Carlos & Ocean  
11am-6pm

**13. Tudor Wines**  
Mission & 7th  
2pm -5pm

**14. Constance Wine Room**  
Lincoln and Ocean  
5pm-8pm

**15. The Cheese Shop**  
Carmel Plaza  
10am-6pm

**16. Andres Bouchee**  
Mission/ Ocean/7th  
5:30pm - 9:30

**17. Fifth Avenue Deli**  
5th/San Carlos  
7:30am-5:30pm

**18. Southern Latitude Wine**  
Lincoln/ Ocean/6th  
11am-5pm

**19. Vino Napoli**  
7th/Delores  
noon -6pm

**20. Carmel Shell**  
San Carlos/5th  
6am -9:30pm

*Revised 1/17/2013*

**Lister, Daniel M. x6617**

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**From:** maryannbrinton@comcast.net  
**Sent:** Friday, February 01, 2013 5:01 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** Retail Liquor

Dear Sir:

I object to opening a liquor store 1 block from my home. This is objectionable because people may consume it nearby after buying it, of course, and this leads to less responsible behavior than otherwise.

Please, not near my home! It is also near a middle school and a high school. I discourage the sale of alcohol near these areas which should be protected from an outlet selling it.

If you do put this store in, I will do everything in my power to get it closed.

Mary Brinton  
Rancho Rio Vista Drive

**Lister, Daniel M. x6617**

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**From:** roseanne pierre [roseannepierre@mac.com]  
**Sent:** Friday, February 01, 2013 7:04 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** BEVMO

Dear Mr. Lister,

I have not written a letter of this type in years. However, it has come to my attention that the liquor co. BEVMO is applying to occupy the space next to the Savemart grocery store.

We live in the neighboring Rio Vista and have a direct interest in the businesses that occupy our neighborhood. A liquor type of establishment is inappropriate for several reasons in this location.

1. The close proximity to both Carmel Middle and High Schools lends itself to abuse by minors. This area is already a popular hang out by teens.
2. In areas such as SF, where we used to reside BevMos, notoriously were popular with vagrants and loiterers.
3. BevMo does not correlate well with the other businesses in the Carmel Barnyard area. This could cause a paralyzation of other appropriate businesses entering the area.

Thank you so much for your consideration,

Roseanne Pierre

**Lister, Daniel M. x6617**

---

**From:** Betsy Conron [betsylewisconron@gmail.com]

**Sent:** Friday, February 01, 2013 7:15 PM

**To:** Lister, Daniel M. x6617

**Subject:** No on a Carmel BevMo Liquor Store

Hi Daniel,

I am writing as the mom of a 17 year old girl who, up until 3 weeks ago, was a student at Carmel High School. Sadly, our daughter became dependent on drugs and alcohol. She and her friends were shoplifting the alcohol and buying it with fake ID's. There were times when my daughter and her friends would buy alcohol for other minors and charge them a "service fee." Alcohol use is prevalent among high school students throughout our community. Planting a liquor store in Carmel, in the path of travel, for both Middle School and High School Students is a liability and will invite more incidences of illegal use of alcohol and well as cigarettes among our youth. My husband and I made a painful decision to send our daughter to a therapeutic boarding school in Montana where she can receive treatment for her drug and alcohol abuse. Please don't bring more heartache like this into our community.

Thank you,

Betsy Lewis Conron

831-277-0835



**Lister, Daniel M. x6617**

---

**From:** Christine Williams [christinewms777@gmail.com]  
**Sent:** Friday, February 01, 2013 11:20 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** BevMo PLN120769  
**Attachments:** BevMo posting.JPG; Note Fencing.JPG; ABC 510a BevMo Carmel.pdf

Hello Daniel,

Will you please include this email with my attached letter and photos for the record that the Supervisors receive concerning the BevMo application. I realized that my protest letter to the ABC was never submitted to you for the County file. It is attached.

Supervisors,

Concerning the BevMo application, PLN 120769.

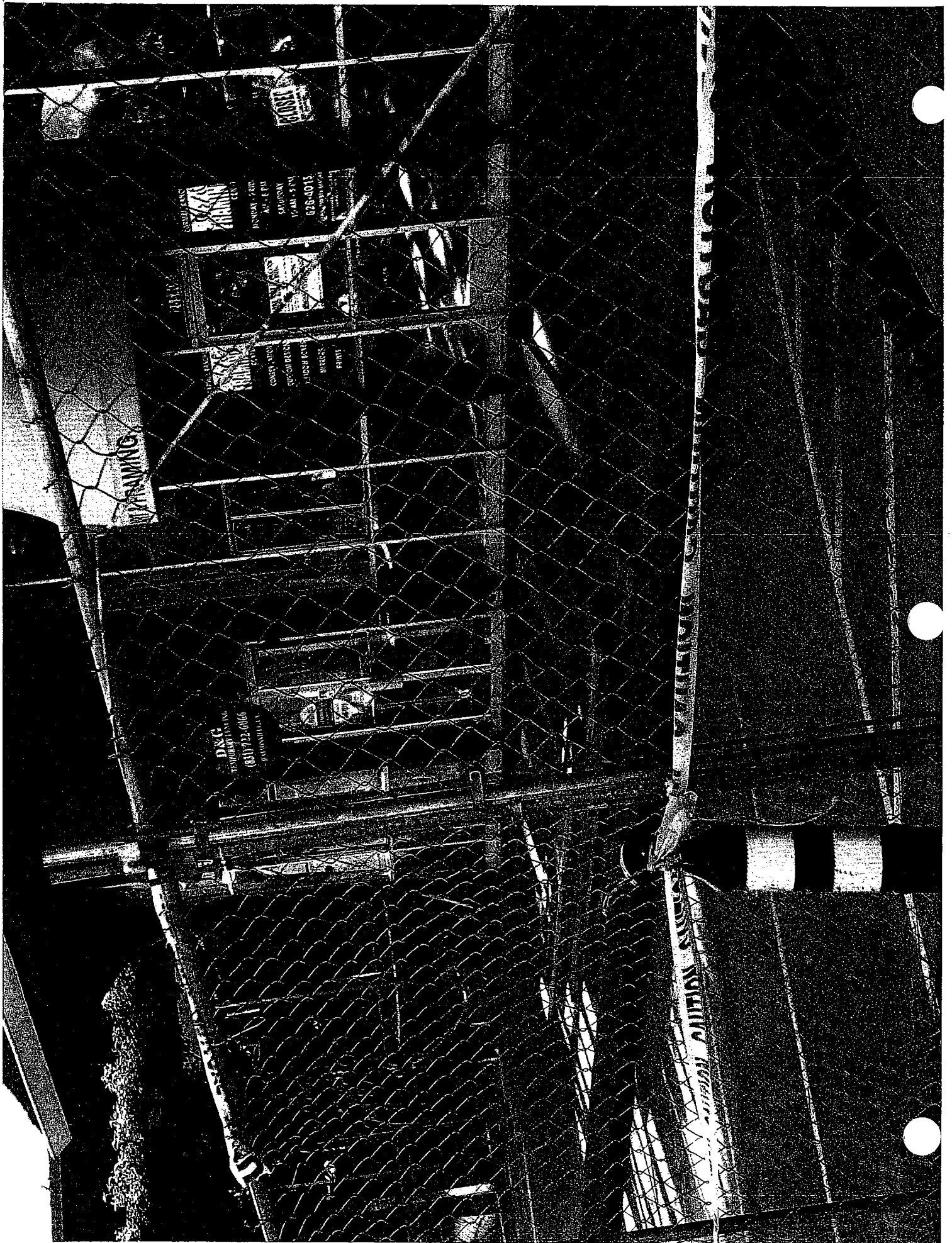
I protested BevMo to the ABC via Fax 12/20/12. Please accept this documentation to add to your consideration for this chain liquor store application.

The 30 day ABC comment period was not followed, as for more than a week during the 30 days, the posted sign on the window was not readable by the public. Thus some of my comments in the protest letter. See the attached photos I took during that time. I could only read the sign with binoculars, not something the general public would bring along!

Respectfully,  
Christine Williams

--  
Christine Williams  
Voice/Fax 831-659-1307

2/4/2013



TRAINING

INDUSTRIAL  
PAINTS  
CONCRETE  
ACRYLIC  
SAPPHIRE  
URANIUM  
628-4015

CONCRETE  
PAINTS  
ACRYLIC  
SAPPHIRE  
URANIUM  
628-4015

D&G  
TRANSPORTATION  
(817) 722-6066

DANGER



# ART & FLOWING

26540 B

CARMEL RANCHO  
*Art & Flowing*  
**FRAMING**  
CENTER

MONDAY - FRIDAY  
AM - 6 PM  
SATURDAY  
10 AM - 5 PM

686-4013

APPOINTMENTS AVAILABLE  
26540 Carmel Rancho Blvd. Suite 100  
CARMEL, CA 93923

PUBLIC NOTICE OF APPLICATION  
TO SELL ALCOHOLIC BEVERAGES  
The undersigned, *Art & Flowing*, is hereby applying to the  
State of California for a license to sell alcoholic beverages  
at retail prices to the general public in the County of  
Santa Cruz, California.

CARMEL RANCHO  
*Art & Flowing*  
**FRAMING**  
CENTER

CONSERVATION  
CUSTOM DESIGN  
SHADOW BOXES  
MIRRORS  
PRINTS

CLOSE

**PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION**

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at [www.abc.ca.gov](http://www.abc.ca.gov).
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

Beverages and More (BevMo)

(Name(s) of Applicant(s))

For premises at:

26540B Carmel Rancho Blvd., Carmel, CA 93923

(Exact address of proposed premises)

on the grounds that:

1. There are already more off-sale licensed outlets than allowed per population in this Census Tract.
2. The one local middle school, one local high school, and one continuation high school are each within 1 mile or less than this location. Carmel High School has the HIGHEST incidence of binge drinking in the County and the State. We don't need more alcohol outlets here.
3. A discount box store will unfairly compete with the other stores that sell alcohol in the area, which include a CVS, SaveMart and a huge Safeway...all within 1/4 mile of this location. (Plus at least 2 mini markets that sell alcohol.)
4. Monterey County had 2 DUI schools for those arrested while driving intoxicated. One in Salinas and one in South County. Carmel/Carmel Valley have so many DUI's, that a THIRD location has opened up in the Valley.

OF NOTE: The posting of this sign has violated the B&P Code #23985, as it was not visible for at the least the last 8 days. It is posted, yes. But work was done pouring cement in front, with a chain link "locked" fence around it. The sign is so far away as to be unreadable. Additionally, the information needed on this application online, was unavailable. After being directed to the website by the ABC staff member in charge of this application, I could not find it online. I called back and a clerk tried it, also without success. With both avenues of information unavailable, I think the comment period should be extended.

Check here if additional sheets attached

I, Christine Williams

(PRINT (Name of Protestant))

declare under penalty of perjury:

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

SIGNED AT (City and State)

Christine Williams

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

85 Southbank Road, Carmel Valley, CA 93924

PROTESTANT'S TELEPHONE NUMBER (Optional)

831-659-1307

DATE SIGNED

12/20-12

**Lister, Daniel M. x6617**

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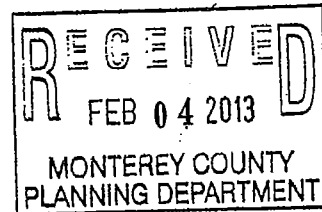
**From:** Catalina Szalay [crhouse@comcast.net]  
**Sent:** Sunday, February 03, 2013 2:45 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** Protest letter - BEVMO

Dear Mr. Lister,

I am writing in response to BEVMO, the liquor store applying to rent the space next to Savemart grocery store. We live in the Rio Vista neighborhood just 1/2 mile up the road from SaveMart. I strongly believe that BEVMO is not a suitable establishment for this location because it will be located between Carmel High School and Carmel Middle School and will have a negative impact to our small town neighborhood. Many kids from Carmel Middle School, 12 and 13 year olds, walk to the Bagel Bakery after school and hang out in the courtyard which is located next to the space BEVMO would like to occupy. BEVMO will also attract loiterers who will be drinking and hanging out in the parking lot. SaveMart already sells liquor so I don't see why we need another liquor store as large as BEVMO.

Thank you so much for your time and consideration,

Catalina Szalay



## **To the Board of Supervisors of Monterey County**

**Re: PLN 120769**

**Beverages and More (BevMo) license application**

---

**We do NOT NEED another liquor store at the mouth of Carmel Valley, which is only  $\frac{3}{4}$  of a mile from Carmel High School (CHS). CHS already leads the County and State in teenage alcohol abuse. (You've already seen the binge drinking and 2 other alcohol abuse charts prepared by Heath Rocha. And I'm attaching a list of places serving and selling in the mid-valley area.)**

**More places selling Liquor mean more opportunities for people to drive drunk and put the rest of us at risk of being hit by a drunk driver. There are already enough liquor selling locations in our area. Please DO NOT APPROVE the BevMo application.**

**Charles Winge  
Mid-Carmel Valley, 93923**

---

Wine Exhibit A

**Mid-Valley/Area**

**Shell Station**

*6am - 10pm*

**Doris/CV Road**

**Safeway**

*Open 24 hours*

**Mid-Valley Center**

**Iolis Pizzeria**

*11am - 9pm*

**307 Mid-Valley Center**

**Not mentioned before!**

**Baja Cantina**

*Noon to midnight*

**7166 Carmel Valley Road**

**Athena Café**

*11am - 9pm*

**315 Mid-Valley Center**

**Jeffry's Grill**

*7am - 3pm*

**112 Mid-Valley Center**

*Places selling/serving beer? wine*

*Revised 11/12/2012*

**Los Laureles Lodge**

*4pm - 10pm*

**10.5 miles from Highway 1**

**Private/Semi-private clubs:**

**Tehama Golf Club, Carmel**

**Valley Athletic Club, The**

**Ranch Club.**

**Open to the Public:**

**Carmel Valley Ranch**

**Restaurant, Rancho Canada**

**Golf Club/Restaurant**

**Lister, Daniel M. x6617**

---

**From:** Andrea Eisler [aeisler@sbcglobal.net]  
**Sent:** Sunday, February 03, 2013 3:37 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** Objection to BevMO in Carmel Rancho Shopping Center

Dear Mr. Lister,

I am a parent of a student at Carmel Middle School and I strongly object to the approval of a BevMo in the Carmel Rancho Shopping Center. I do not feel it is in the best interest of our community to have what is essentially a large liquor store in such close proximity to both the Carmel Middle School and High School. The existing SaveMart, Safeway and Ron's Liquor already have large liquor departments that more than adequately serve our community's needs.

I have attached a Power Point file created by Heath Rocha of Carmel Unified School District, which documents the alcohol use of local students. As the document makes clear, alcohol abuse is a growing problem for our youth. Clearly, approving a BevMo is not in our community's best interest.

Sincerely,

Andrea Eisler  
Carmel Valley resident and CUSD parent

2/4/2013

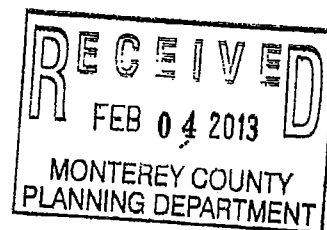


Carmel Valley Association  
P.O. Box 157, Carmel Valley, California 93924  
[www.carmelvalleyassociation.org](http://www.carmelvalleyassociation.org)



Since 1949

Board of Supervisors  
168 W. Alisal Street  
Salinas, CA 93901



RE: Beverages and More (BevMo) application / PLN#120769

Dear Chairman Armenta and Supervisors,

The Carmel Valley Association is in its 63<sup>rd</sup> year of representing residents up and down the Carmel Valley. We have hundreds of members and operate exclusively as an all-volunteer group, funded by membership fees and donations only.

The application of BevMo must be denied.

1. BevMo is not needed in our area for lack of liquor or convenience. Carmel and Carmel Valley have more than enough alcohol outlets where we can purchase anything we need or want to drink. There are 19 wine tasting rooms and 5 stores with off-sale liquor licenses in the Carmel Valley Village, Safeway plus several other wine tasting rooms west of the Village, as well as 18 venues for purchasing alcohol near the mouth of the Valley. Even those who don't drink are well aware of where alcohol is sold! *(See Exhibits A)*

2. The Business and Professions Code (CA) Section 23815 states: "It is hereby determined that the **public welfare and morals require** that there be a **limitation** on the number of premises licensed for the sale of distilled spirits." Section 23817.4 states: "The Legislature finds and declares that the **public welfare and morals require** that there be a **limitation** to the number of premises licensed for the off sale of beer and wine."

Statistics show that teen binge drinking at Carmel High is the highest in the State, the welfare of our community, as well as our teens, is at stake. \*Healthy Kids Survey attached. See for state results and comparisons: <http://chks.wested.org/>

Traffic DUI's have increased to the point that the 3rd DUI school opened in the County was placed in Carmel, since so many DUI's occur in this vicinity. The welfare of our community is at stake.

3. BevMo stores vary in their appearance. If they should receive permission from you to move forward, we would ask that, as required by the Carmel Valley Master Plan, design review before LUAC be mandated. (CV1.1) \*See attached pictures of the BevMo at Crow Canyon and CV-1.1.

We respectfully ask that you deny this application.  
Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Mibs McCarthy".

Mibs McCarthy, President

*"To preserve, protect and defend the natural beauty and resources of Carmel Valley"*

**Winter 2012 Food and Wine - Carmel Valley Tasting Rooms**

Carmel Valley's available tasting rooms has more than doubled in five years –  
The list, from west to east, all in the VILLAGE area ONLY includes:

1. **19 E Carmel Valley Road, Name Unknown:** Set for approval 10/25/2012  
Conditions include Thurs-Sunday: 11:30-5:30pm only; Limit: 11 patrons. There are no events allow, no dishwashing allowed on-site, no snack foods to be prepared on-site, and limits on bathroom use.
2. **Heller Estate Organic Vineyards** 11am-5:30pm daily; 69 W. Carmel Valley Rd. | 659-6220  
[www.hellerestate.com](http://www.hellerestate.com)
3. **Talbott** 11am-4:30pm daily; 53 West Carmel Valley Road | 659-3500 [www.talbottvineyards.com](http://www.talbottvineyards.com)
4. **Georis** 11am-4:30pm Mon-Thu, 11am-6pm Fri-Sun; 4 Pilot Road | 659-1050, [www.georiswine.com](http://www.georiswine.com)
5. **Chock Rock Vineyards** 11:30am-5:30pm Thu-Mon; Del Fino Pl. | 659-7625 [chockrockvineyards.com](http://chockrockvineyards.com)
6. **Joullian Wines** 11am-5:30pm daily; 2 Village Dr., Carmel Valley | 659-8100, [www.joullian.com](http://www.joullian.com)
7. **Boekenoogen** 11am-5pm daily; 24 West Carmel Valley Road, Carmel Valley | 659-4215  
[www.boekenoogenwines.com](http://www.boekenoogenwines.com)
8. **Bernardus** 11am-5pm daily; 4 West Carmel Valley Road | 659-1900, [www.bernardus.com](http://www.bernardus.com)
9. **Chateau Sinnet** Noon-6pm daily; 13746 Center Street | 659-2244, [chateausinnet.com](http://chateausinnet.com)
10. **Robi Estate Wines (Carmel Valley Vineyards)** 1 Center Street. Sa/Su/Holidays and by appointment 12-6pm | 659-1111
11. **Cima Collina** 19 E Carmel Valley Road Open Daily 12-6pm | 659-2649
12. **Parsonage Winery** 11am-5pm daily; 19 E. Carmel Valley Rd. | 659-7322, [www.parsonagewine.com](http://www.parsonagewine.com)
13. **Holman Ranch** 11am-6pm daily; 19 E. Carmel Valley Rd. Suite C | 659-2640, [www.holmanranch.com](http://www.holmanranch.com)
14. **Joyce Vineyards** 11am-5pm Fri-Sun; 19 E. Carmel Valley Rd. | 659-0312, [joycevineyards.com](http://joycevineyards.com)
15. **Chesebro Wines** 12pm-5pm Fri-Mon; 19 East Carmel Valley Road | [www.ChesebroWines.com](http://www.ChesebroWines.com)
16. **Silvestri Vineyards** 11am-5pm Thur-Sun; 19 E. Carmel Valley Rd. Suite G | 659-1700,  
[www.silvestrivineyards.com](http://www.silvestrivineyards.com)
17. **Dawn's Dream** 19 E Carmel Valley Rod, Ste H | 659-2649. [www.dawnsdream.com](http://www.dawnsdream.com)
18. **Twisted Roots** 12 Del Fino Place, in Lyonshead Gallery. Noon-5pm
19. **Cowgirl Winery** 4 Pilot Road.

**Stores that sell alcohol in the Village (5)**

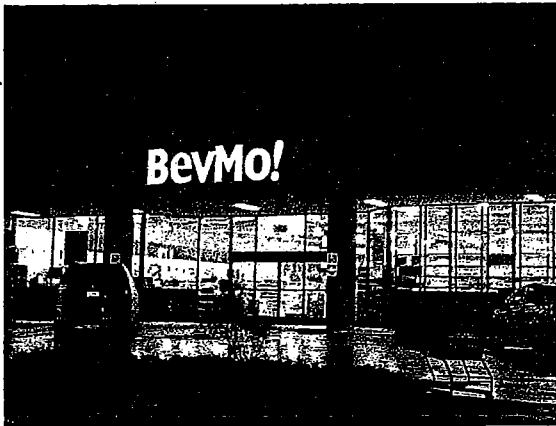
Chevron Mini Mart | Casey's | Carmel Valley Market | The Grapevine Liquor Store | Mahesh's CV Market

Attachment to Carmel Valley Association BevMo protest letter

BevMo at Crow Canyon

Bright, backlit sign (not allowed in Carmel Valley Master Plan area)

Urban type highly lit interior. Warehouse look interior. Products highly visible from parking lot.



Carmel Valley Master Plan CV-1.1

"All policies, ordinances, and decisions regarding Carmel Valley shall be consistent with the goal of preserving Carmel Valley's rural character. In order to preserve the rural character of Carmel Valley, development shall follow a rural architectural theme with design review."

\*Health Kids Survey

Attached. 5 pages of the Carmel Unified School District Healthy Kids Survey, 2010-11

## CARMEL VALLEY MASTER PLAN SUPPLEMENTAL POLICIES

### 1.0 - Land Use

CV-1.1

All policies, ordinances, and decisions regarding Carmel Valley shall be consistent with the goal of preserving Carmel Valley's rural character. In order to preserve the rural character of Carmel Valley, development shall follow a rural architectural theme with design review.

---

**Chair Armenta and Supervisors,**

**Ref: PLN 120769  
Beverages and More(BevMO) license application**

**February 2, 2013**

---

My name is Lorri Lockwood. I have lived in Big Sur for 35 years on a parcel adjacent to Hwy 1. Part of my daily routine is picking up cans and bottles littering my gate area which is adjacent Molera State Park and near a school bus stop. I simplify this chore by leaving my recycle can permanently at the gate for daily use.

A new source of wine and beer litter is not needed. Hwy 1 is a dangerous road to be driven carefully by sober drivers. Approving a new source of alcohol adjacent such a road is irresponsible. Approving such a store near a high school and a middle school is equally irresponsible. I have lived here long enough to know students already run down to grocery stores for beer on their lunch hour and get help from homeless, hitch-hikers to purchase beer for them if they choose not to simply steal it.

The applicants claim Big Sur is in need of this store. Talked with friends and neighbors and learned they, like myself buy mostly at Costco and Trader Joes and prefer one stop shopping there or the grocery chains at mouth of the Valley. Locally, we can purchase beer and wine at the River Inn Store, Ripplewood (where locals get a 10% discount), the Lodge Store at Pfeiffer State Park and the Big Sur Deli next to the post office.

Neighbors with second homes here usually bring food and drink with them or if they fly in, stop at Whole Foods, Costco, Traders before they come down the Coast. Campers often do the same and supplement locally. Members of Pebble Beach golf and tennis clubs get a 15% discount, I am told, from the Lodge store.

Wine tasting at the many vineyards nearby is a week-end hobby as is visiting the local micro-brews. This is not a big bottle store community as a previous bottle store near this site learned and closed years ago.

A large bottle shop adjacent a dangerous highway and near two schools does not make any sense and can only become a magnet for homeless to pan handle or await minors for whom they can make purchases. A deputy may even be necessary daily when school is dismissed.

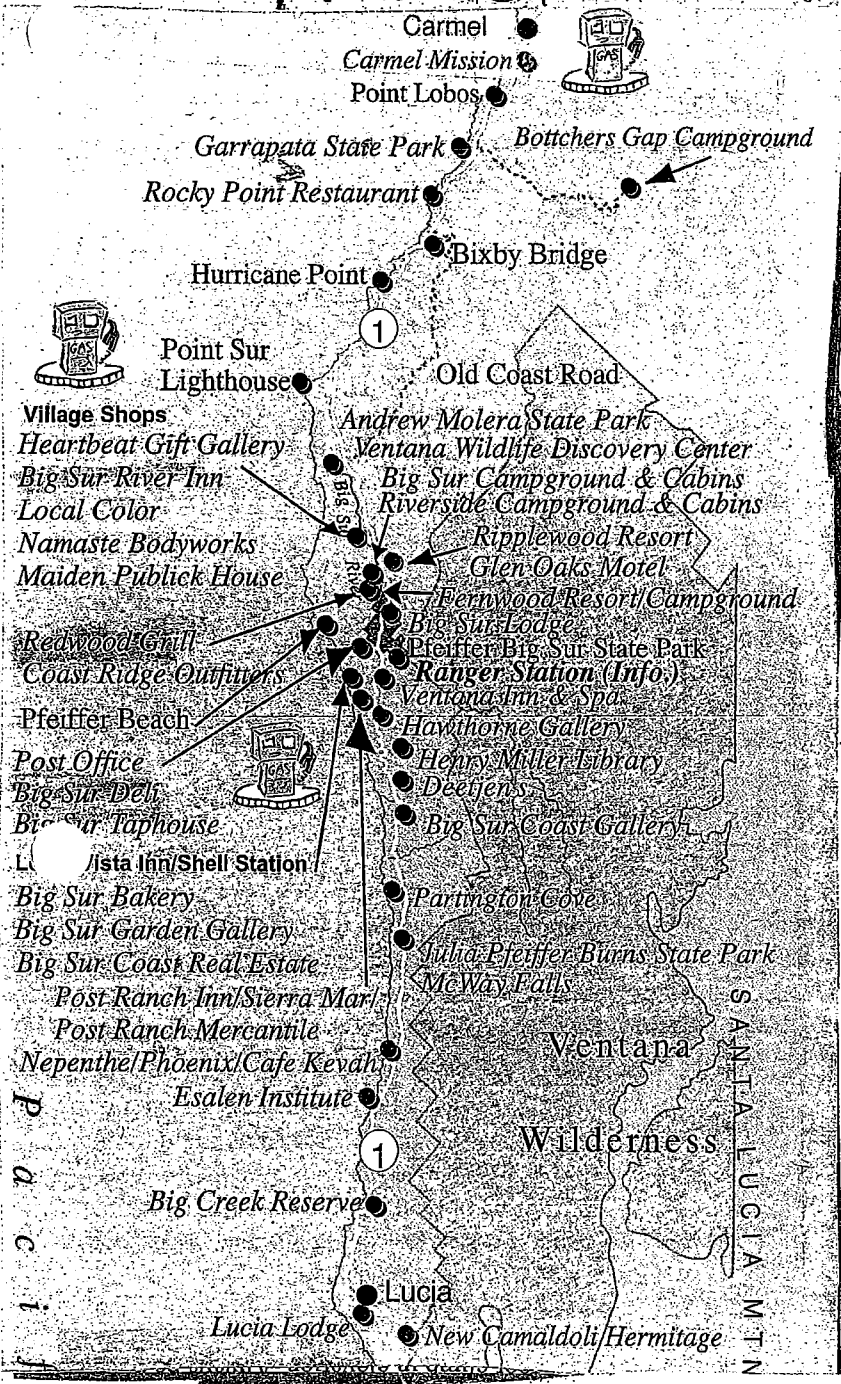
We are a community of small shops. A large bottle shop is not who we are. Please vote no.

Thank you.

Lorri Lockwood  
PO Box 264  
Big Sur, Ca. 93920  
667-2564

---

# 490 Registered Voters



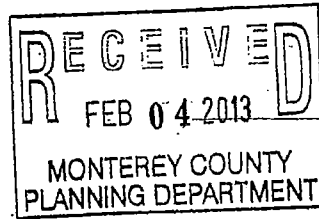
## Carmel Highlands and Big Sur

1. Carmel Highlands Gas Station  
Fern Canyon Rd.  
Carmel CA. 93923  
8-9 am-pm
2. River Inn Store/Restaurant  
Hwy 1 at Pheneger Creek  
8-9 am-pm
3. Fernwood Bar and Store  
47200 Hwy 1  
8-10 am-pm
4. Big Sur Lodge/ Restaurant  
47225 Hwy 1  
8-10 am-pm
5. Big Sur Deli  
47520 Hwy 1  
7:30-9 am-pm

### Not mentioned before!

Restaurants with on and off sale in Highlands and Big Sur:

- Nepenthe, Post Ranch, Ventana, Tickle Pink Inn,
- Highlands Inn Restaurant, Little River Inn Restaurant.



**Chair Armenta and Supervisors,**

**ref:PLN120769  
Beverages and More(BevMo) license application  
February 2, 2013**

**I strongly urge you to deny this application since I believe there are too many places selling alcohol in Carmel and Carmel Valley. According to ABC San Jose Senior Legal Analyst, Ms. Bordenkircher, tract 116.02 (see Exhibit A) had 8 on-sale licenses allowed and 18 have been issued. Mrs. Robbins has been trying unsecessfully to talk with Joff Anadon who is handling the file in Salinas.**

**We did go to the ABC website and looked at tract 116.02. (See Exhibit B).That shows a total of 23 licenses with one license being surrendered (Hola Mexican Restaurant). However, Carmel Bar and Grill has been selling and serving alcohol out of that location since before New Year's. Also, item #4 on the list is really semi private and not advertised to the public.**

**The Salinas licensing supervisor told us, the ABC can't turn down applications. They must look at everyone who wants a license. They do background checks and rely on the Sheriff's department to show a public crime rate that would justify a denial by the Sheriff.**

**It's up to the Board of Supervisors to use commen sense and say no when the number of licenses exceeds the allowed number. Not every thing is a matter of public necessity and convenience.**

**Common sense: Do not issue one more license in tract 116.02 because there is a drinking problem that starts in middle school (less than a half mile from the BevMo location) and it really gets serious at Carmel High (less than a mile from BevMo) -- now number one in then entire state in binge drinking. Please deny the Bevmo request for a liquor license.**

**Alexandra James  
Hacienda carmel**

---

**RE: public records request**

---

**From :** ABC Public Records <PublicRecordsRequest@abc.ca.gov>

Sat, Jan 26, 2013 12:23 AM

**Subject :** RE: public records request

**To :** MM\_Robbins <mm\_robbs@comcast.net>

Hello Ms. Robbins –

While I previously provided documents to your public records request, your current inquiry is out of my area of expertise. Please contact the Salinas District Office at (831) 755-1990 where you will receive the best assistance for this specific inquiry.

*Thanks,*

*Annie*

Ann Bordenkircher  
Senior Legal Analyst  
Dept. of Alcoholic Beverage Control  
Phone: (916) 419-7567  
Fax: (916) 419-2504

---

**From:** MM\_Robbins [mailto:mm\_robbs@comcast.net]

**Sent:** Wednesday, January 23, 2013 3:17 PM

**To:** ABC Public Records

**Cc:** christine williams

**Subject:** Re: public records request

If only 8 are permitted, why have 18 been allowed. What are the criteria? Would appreciate an explanation as soon as it is convenient. Margaret Robbins

---

**From :** "ABC Public Records" <PublicRecordsRequest@abc.ca.gov>

**To :** "MM\_Robbins" <mm\_robbs@comcast.net>

**Sent:** Friday, December 21, 2012 7:01:05 PM

**Subject:** RE: public records request

Hello Ms. Robbins –

We are responding to your public records request for Beverages & More Inc; ABC #527968. The following records are attached from the HQ files:

1. ABC-211 Application dated 11/21/12, non-premises address redacted (1 page)
2. ABC-211-SIG signed 1/14/12, signatures redacted (2 pages)
3. ABC-211-A signed 11/8/12, non-premises address & signatures redacted (3 pages)
4. ABC-227 signed 11/8/12, recorded 11/15/12 (2 pages)

I am told that this license is in census tract 0116.02, with 8 on-sale allowed; 18 issued. The Department makes available quite a bit of on-line information regarding each licensee through its License Query System – please see <http://www.abc.ca.gov/datport/LQsdata.asp?ID=66388190> or contact the Salinas District Office at (831) 755-1990 during normal business hours.

While we normally charge 10¢ per page for copies, please accept these 8 pages as a courtesy without charge.

*Thanks,*

*Annie*

Ann Bordenkircher  
Senior Legal Analyst  
Dept. of Alcoholic Beverage Control  
Phone: (916) 419-7567  
Fax: (916) 419-2504

**From:** MM\_Robbins [mailto:mm\_robbins@comcast.net]  
**Sent:** Thursday, December 20, 2012 4:25 PM  
**To:** ABC Public Records  
**Cc:** christine williams  
**Subject:** Re: public records request

I want to see the application. I want to find out what kind of license. I want to know how many of what type of license are allowed in that specific census tract. I would like to look at the letter from the sheriff. I would like to look at the entire file. Margaret Robbins

---

**From:** "ABC Public Records" <PublicRecordsRequest@abc.ca.gov>  
**To:** "mm robbins" <mm\_robbins@comcast.net>  
**Sent:** Thursday, December 20, 2012 3:17:37 PM  
**Subject:** RE: public records request

Hello MM Robbins –

We received your public records request for #527968; however, you do not state the nature of the documents you want. By law, we have 10 days in which to advise if documents exist that satisfy your request. Often we are able to provide the documents within that timeframe, but the law does permit extensions of time under specific circumstances.

Please advise at your earliest convenience.

*Thanks,*  
*Annie*  
Ann Bordenkircher  
Senior Legal Analyst  
Dept. of Alcoholic Beverage Control  
Phone: (916) 419-7567  
Fax: (916) 419-2504

---

**From:** MM\_Robbins [mailto:mm\_robbins@comcast.net]  
**Sent:** Thursday, December 20, 2012 11:14 AM  
**To:** ABC Public Records  
**Cc:** christine williams  
**Subject:** public records request

Beverages and more. BEVMO, file number 527968 in the Salinas ABC Office. It's being handled by Jes. Time is of the essence. Please let me know if you need more information. I do not have an exact address however, it is located on Carmel Rancho Blvd at the mouth of Carmel Valley. Margaret Robbins

---



# Exhibit B

California Department of Alcoholic Beverage Control  
 For the County of **MONTEREY** - (Retail Licenses)  
 and Census Tract = 116.02

Report as of 10/25/2012

|    | License Number | Status | License Type | Orig. Iss. Date | Expir Date | Primary Owner and Premises Addr.   | Business Name            | Mailing Address                         | Geo Code |
|----|----------------|--------|--------------|-----------------|------------|--|--------------------------|---|----------|
| 1) | <u>131</u>     | ACTIVE | 47           | 8/31/1973       | 1/31/2013  | QUAIL LODGE INC<br>8205 VALLEY GREENS DR<br>CARMEL, CA 93923<br>Census Tract: 0116.02          | QUAIL LODGE              |   | 2700     |
| 2) | <u>286780</u>  | ACTIVE | 41           | 8/9/1993        | 7/31/2013  | ALLEGRO GOURMET PIZZERIA INC<br>3770 THE BARNYARD<br>CARMEL, CA 93923<br>Census Tract: 0116.02 | ALLEGRO GOURMET PIZZERIA |   | 2700     |
| 3) | <u>289347</u>  | ACTIVE | 47           | 11/5/1993       | 10/31/2012 | CARMEL CANTINA INC<br>7166 CARMEL VALLEY RD<br>CARMEL, CA 93923<br>Census Tract: 0116.02       | BAJA CANTINA             |   | 2701     |
| 4) | <u>298964</u>  | ACTIVE | 51           | 11/8/1994       | 10/31/2012 | DEL MESA CARMEL COMMUNITY ASSOCIATION INC<br>CARMEL VALLEY RD<br>DEL MESA CARMEL               | DEL MESA CARMEL          | 500 DEL MESA CARMEL<br>CARMEL, CA 93923 | 2700     |

|     |               |        |    |            |            |   |                                    |   |      |
|-----|---------------|--------|----|------------|------------|---|------------------------------------|---|------|
| 5)  | <u>307367</u> | ACTIVE | 41 | 5/19/1995  | 4/30/2013  | CARMEL VALLEY, CA<br>93923<br>Census Tract: 0116.02   | FROM SCRATCH<br>RESTAURANT         |   | 2700 |
| 6)  | <u>313346</u> | ACTIVE | 41 | 11/20/1995 | 10/31/2012 | LENGACHER, ANDRE<br>3670 THE BARNYARD<br>CARMEL, CA 93923<br>Census Tract: 0116.02                  | LUGANO SWISS BISTRO                |   | 2700 |
| 7)  | <u>315985</u> | ACTIVE | 20 | 3/25/1996  | 3/31/2013  | HIGHLANDS INN<br>INVESTORS II L-PSHIP<br>HWY 1 5M S OF<br>CARMEL, CA 93921<br>Census Tract: 0116.02 | HIGHLANDS INN                      | 120 HIGHLAND DR<br>CARMEL, CA 93923                                 | 2700 |
| 8)  | <u>315985</u> | ACTIVE | 47 | 3/25/1996  | 3/31/2013  | HIGHLANDS INN<br>INVESTORS II L-PSHIP<br>HWY 1 5M S OF<br>CARMEL, CA 93921<br>Census Tract: 0116.02 | HIGHLANDS INN                      | 120 HIGHLAND DR<br>CARMEL, CA 93923                                 | 2700 |
| 9)  | <u>354489</u> | ACTIVE | 20 | 3/20/2000  | 2/28/2013  | CHEVRON STATIONS<br>INC<br>3645 RIO RD<br>CARMEL, CA 93923<br>Census Tract: 0116.02                 | CHEVRON SERVICE<br>STATION         | PO BOX 2292,<br>BUSINESS LICENSE &<br>PERMIT<br>BREA, CA 92822-2292 | 2700 |
| 10) | <u>360453</u> | ACTIVE | 47 | 1/19/2000  | 12/31/2012 | TMOC INC<br>3665 RIO RD<br>CARMEL, CA 93924<br>Census Tract: 0116.02                                | BEST WESTERN<br>CARMEL MISSION INN | 1050 RALSTON AVE<br>BELMONT, CA 94002                               | 2701 |
| 11) | <u>416280</u> | ACTIVE | 41 | 9/7/2004   | 8/31/2013  | PARK, STEVEN PETER<br>Census Tract: 0116.02   | MOUNTAIN MIKES PIZZA               | 26641 CARMEL  | 2700 |

|     |               |        |    |            |            |   |  |  |  |      |
|-----|---------------|--------|----|------------|------------|---|--|--|--|------|
| 12) | <u>427389</u> | ACTIVE | 20 | 10/7/2005  | 9/30/2013  | 541 CARMEL RANCHO<br>BLVD<br>CARMEL, CA 93923<br>Census Tract: 0116.02  | FRESH ORGANICS INC<br>26135 CARMEL<br>RANCHO BLVD<br>CARMEL, CA 93923<br>Census Tract: 0116.02 | CORNUCOPIA<br>COMMUNITY MARKET               | 1500 KEARNS BLVD,<br>STE B200<br>PARK CITY, UT 84060 | 2701 |
| 13) | <u>443891</u> | ACTIVE | 41 | 1/4/2007   | 12/31/2012 | PIZZA FACTORY<br>CARMEL LLC<br>26135 CARMEL<br>RANCHO BLVD, STE<br>D2A<br>CARMEL, CA 93923<br>Census Tract: 0116.02 | PIZZA FACTORY<br>TOSSEM THEYRE<br>AWESOME  | PIZZA FACTORY WE<br>TOSSEM THEYRE<br>AWESOME | PO BOX 187<br>OAKHURST, CA 93644                     | 2701 |
| 14) | <u>447333</u> | SUREND | 47 | 12/19/2006 | 11/30/2012 | RIMARDEN LLC<br>3600 THE BARNYARD,<br>STE A 21A<br>CARMEL, CA 93923<br>Census Tract: 0116.02                        | HOLA MEXICAN<br>RESTAURANT &<br>CANTINA  | HOLA MEXICAN<br>RESTAURANT &<br>CANTINA      | 1665 WEDGEWOOD DR<br>HILLSBOROUGH, CA<br>94010       | 2700 |
| 15) | <u>449737</u> | ACTIVE | 21 | 3/6/2007   | 6/30/2013  | LUCKY STORES INC<br>555 CARMEL RANCHO<br>SHOPPING CTR<br>CARMEL, CA 93923-<br>8708<br>Census Tract: 0116.02         | SAVE MART<br>SUPERMARKETS 703  | SAVE MART<br>SUPERMARKETS 703                | PO BOX 4664<br>MODESTO, CA 95352-<br>4664            | 2700 |
| 16) | <u>451543</u> | ACTIVE | 47 | 5/22/2007  | 4/30/2013  | PROCHASKA, AKEMI<br>3658 THE BARNYARD<br>CARMEL, CA 93923<br>Census Tract: 0116.02                                  | ROBATA GRILL & SAKE<br>BAR   | ROBATA GRILL & SAKE<br>BAR                   |  | 2700 |
| 17) | <u>456080</u> | ACTIVE | 41 | 8/16/2007  | 7/31/2013  | ROBERTSON, JANICE<br>Census Tract: 0116.02  | LUNA BLU   | LUNA BLU                                     |  | 2700 |

|     |               |        |    |                          |  |  |  |  |  |  |      |  |
|-----|---------------|--------|----|--------------------------|--|--|--|--|--|--|------|--|
| 18) | <u>487749</u> | ACTIVE | 47 | 5/11/2010                |  |  |  | L<br>307 MID VALLEY CTR<br>CARMEL, CA 93923<br>Census Tract: 0116.02   |  |  |      |  |
|     |               |        |    | 4/30/2013                |  |  |  | OPITZ, JOSEPH LEE<br>3772 THE BARNYARD,<br>STE I-21<br>CARMEL, CA 93923-<br>8751<br>Census Tract: 0116.02                    | FLANAGANS PUB                            | 3772 THE BARNYARD<br>CARMEL, CA 93923              | 2700 |  |
| 19) | <u>500267</u> | ACTIVE | 47 | 7/28/2010<br>4:31:52 PM  |  |  |  | MAD DOG BIGBIRD<br>ENTERPRISES INC<br>3690 THE BARNYARD<br>CARMEL, CA 93923<br>Census Tract: 0116.02                         | BAHAMA ISLAND<br>STEAKHOUSE              |  | 2700 |  |
| 20) | <u>512933</u> | ACTIVE | 41 | 9/23/2011<br>2:34:26 PM  |  |  |  | NGUYEN, NIKI T<br>3678 THE BARNYARD,<br>STE E-31<br>CARMEL, CA 93923-<br>7001<br>Census Tract: 0116.02                       | MON CHAY                                 | PO BOX 1384<br>MARINA, CA 93933                    | 2700 |  |
| 21) | <u>513349</u> | ACTIVE | 41 | 9/23/2011<br>12:57:40 PM |  |  |  | AL-NIMRI, FADI ISSA<br>315 MID VALLEY CTR<br>CARMEL, CA 93923-<br>8516<br>Census Tract: 0116.02                              | ATHENA CAFE                              |  | 2700 |  |
| 22) | <u>514575</u> | ACTIVE | 47 | 10/28/2011<br>3:14:33 PM |  |  |  | EAGLE RIDGE GOLF<br>FOOD & BEVERAGE<br>INC<br>4860 CARMEL VALLEY<br>RD<br>CARMEL, CA 93923-<br>7936<br>Census Tract: 0116.02 | WEDGEWOOD<br>WEDDING & BANQUET<br>CENTER | 79 DAILY DR, # 300<br>CAMARILLO, CA 93010-<br>5807 | 2700 |  |

|            |        |    |                         |           |  |                        |  |      |
|------------|--------|----|-------------------------|-----------|--|------------------------|--|------|
| 23) 523116 | ACTIVE | 20 | 8/24/2012<br>2:40:15 PM | 7/31/2013 | Census Tract: 0116.02<br>PENINSULA<br>PETROLEUM LLC<br>27800 DORRIS DR<br>CARMEL, CA 93923-<br>8568<br>Census Tract: 0116.02 | PENINSULA<br>PETROLEUM | 1710 INDUSTRIAL RD,<br>STE C<br>SAN CARLOS, CA<br>94070-4115 | 2700 |
|------------|--------|----|-------------------------|-----------|--|------------------------|--|------|

--- End of Report ---

For a definition of codes, view our [glossary](#).

Drinking

Chair Armento and Supervisors

Red: PLN 120769 Beverages and more application for alcohol licenses

I strongly urge you ALL to deny this application. There is a REAL PROBLEM with alcohol use in Carmel and Carmel Valley , starting in the fifth grade. The older the student gets , The worse the PROBLEM becomes. In fact eleventh grade students at Carmel High are number ONE in the state in binge drinking, i.e., drinking until really sick or truly drunk.

I ask that you take a very close look at the slides provided by Mr. Heath Rocha, Director of Student Services Of Carmel Unified School District.

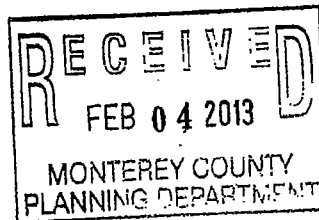
I am also attaching a letter from the Monterey County Sheriff's office. It states the Monterey County Sheriff's office does NOT have crime data that would justify denial, based on illegal drinking that is being done in CARMEL AND CARMEL VALLEY.

I have lived in Carmel over 50 years . We raised our 4 children here in Carmel. I was the last kindergarten teacher at Sunset.

- My husband, Dr. Dick B. Lawitzke, taught driver education, coached at Carmel High School for a number of years..
- PLEASE DO NOT GIVE the permission for any MORE alcohol sales.

• Most Sincerely, *William Lawitzke*

*Carmel 2-3-13*





# MONTEREY COUNTY SHERIFF'S OFFICE

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January 14, 2013

Dan Lister, Assistant Planner  
Resource Management Agency  
Planning Department  
168 W. Alisal Street, 2<sup>nd</sup> Floor  
Salinas, CA 93901

RE: PLN # 12-0769

Dear Mr Lister,

In regards to the California Department of Alcoholic Beverage Control License Application # 527968 for the Beverages and More, Inc. located at the SWC of Carmel Rancho Blvd and Carmel Valley Road, the Monterey County Sheriff's Office does not have crime data that would justify denial of the Type 21 (Off-Premise Sale of Alcoholic Beverages) and Type 42 (On-Sale Beer and Wine, Public Premises) licenses requested by Beverages and More, Inc.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Wingo".

Keith Wingo  
Acting Commander  
Coastal Station - Monterey

**Carmel Valley Women's Network**  
**P. O. Box 557**  
**Carmel Valley, CA 93924**

February 3, 2013

Board of Supervisors  
168 W. Alisal Street  
Salinas, CA 93901

RE: Beverages and More (BevMo) application / PLN#120769

Dear Chairman Armenta and Supervisors:

The Women's Network of Carmel Valley has been meeting monthly to share information of importance in Carmel Valley and to take action when needed. We are concerned about the well-being of our citizens as well as the success of our local businesses and the protection of the natural resources and beauty of Carmel Valley and neighboring communities.

We understand that Carmel High's drinking levels are the highest in the State. Sad news indeed! Students access alcohol at home, from older friends, as well as through shop-lifting. More alcohol outlets will contribute to more access for students. Regardless of BevMo's policies, teens are smart, and will find ways to get alcohol. Let's not make it easier for them.

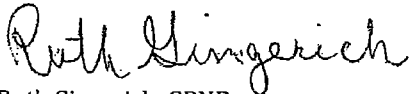
While the problem of addictions, over-drinking and/or doing drugs needs to be combatted on many fronts, a simple place to start is to not allow the proliferation of alcohol outlets.

BevMo must receive not only a license from ABC, which is over and above those allowed by law; but also receive your blessing. They are asking for a higher quantity than is normally allowed and a venue that in an area that is already over-saturated according to state code.

We don't need this store. Its presence, near both the high school and middle school, will only be a health and safety issue for teens. Please do not cave into the pressure of this large company. Please use your common sense, listen to the people, and vote no on this application.

Thank you.

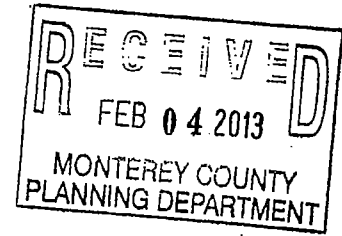
Sincerely,



Ruth Gingerich, CPNP  
Certified Pediatric Nurse Practitioner



SUSTAINABLE CARMEL VALLEY  
11 Via Las Encinas  
Carmel Valley, CA 93924



February 3, 2013

Board of Supervisors  
168 W. Alisal Street  
Salinas, CA 93901

RE: Beverages and More (BevMo) application / PLN#120769

Dear Chairman Armenta and Supervisors,

The application by Beverages and More (BevMo) for an alcohol outlet at the mouth of the Valley should be denied. There is no need for an exception based on Public Necessity and Convenience (PNC). Carmel and Carmel Valley have more than enough places to buy all kinds of alcohol, cigars, caviar, etc. From the Village to the Mouth of the Valley, we can buy alcohol in off-sale retail outlets in at least 12 places. Convenience is already satisfied.

We like to support locally-owned businesses up and down the Valley. A chain store like BevMo will take business away from SaveMart, whose owners live on the Peninsula as well as competing with other businesses that sell liquor. We want to see our neighbors succeed.

Additionally, the Carmel Valley Master Plan states: CV-1.1 "All policies, ordinances, and decisions regarding Carmel Valley shall be consistent with the goal of preserving Carmel Valley's rural character. In order to preserve the rural character of Carmel Valley, development shall follow a rural architectural theme with design review." The location of the proposed BevMo is within the CVMP area. BevMo screams shopping mall or city - hardly rural.

Please deny this application based on the above reasons.

Sincerely,

A handwritten signature in cursive script that reads "Darby Moss Worth".

Darby Moss Worth

**Lister, Daniel M. x6617**

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**From:** Gale Mary [msmarobgale@gmail.com]  
**Sent:** Sunday, February 03, 2013 6:46 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** BEVMO permit a NO NO!!

Dear Mr. Lister,

I just saw the notice of a hearing for BevMo. I can't imagine why anybody thinks it is a good idea to add another liquor store to the mouth of Carmel Valley. Surveys show that our local grade 8-12 student already have far too much access to and use of alcoholic drinks. As a retired educator, I realize that some get their liquor by raiding their parents' supply, but much of it comes from sales outlets.

I am told that our area already exceeds our quota of liquor stores.

Rather than opening up another, we should be trying to shut some down.

All the grocery stores, CVS, and several gas stations have beer, wine, and many have booze. Enough already!

Please don't grant this permit!

Sincerely, Mary Gale  
Carmel Valley

**Lister, Daniel M. x6617**

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**From:** Lorraine Yglesias [lorraineyglesias62@hotmail.com]

**Sent:** Sunday, February 03, 2013 10:14 PM

**To:** Lister, Daniel M. x6617

**Subject:** BEVMO is PLN120769

Mr. Lister,

I object to the proposed idea of BevMo opening up a store in the vacant building located near SaveMart. Alcohol consumption by local high school and middle school aged youth is at all time high and we, as a community, will invite more of this by allowing a liquor store to open SO close to Carmel High School and Carmel Middle School.

Lets be more creative in usage of space for the wellness of our community and our youth.

Lorraine Yglesias Rice (concerned parent)  
28065 Heron Court  
Carmel, CA

2/4/2013

Lister, Daniel M. x6617

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**From:** Lily Eccher [lilyeccher@comcast.net]  
**Sent:** Monday, February 04, 2013 9:10 AM  
**To:** Lister, Daniel M. x6617  
**Subject:** Protest letter

Previously, there was a beer and wine store next to the Keller Williams Realty company just down on Carmel Rancho Blvd. The building sits isolated and vacant and has been for years.

Perhaps, our teenagers get free liquor at home and no need to buy it. Liquor is also sold in SaveMart and all of the other grocery stores. Just a thought. Why should we object to

a store like Bev mo going in there. This is ridiculous.

Lillian Eccher  
Carmel, Ca.

**Lister, Daniel M. x6617**

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**From:** Patricia Brukoff [pbrukoff@gmail.com]  
**Sent:** Monday, February 04, 2013 10:07 AM  
**To:** Lister, Daniel M. x6617  
**Subject:** Vote No on BevMo Application for Liquor Sales

Dear Mr. Lister,

I understand that the discount liquor chain BevMo is planning to open a new store next to SaveMart in the Carmel Ranch Shopping Center (PLN120769). This is a terrible idea that I hope the Board of Supervisors will not approve.

The Carmel Unified School District has done extensive studies showing that teenagers in our local community already consume more alcohol than their peers in Pacific Grove and Monterey. Given that our families are already struggling with this problem, it makes absolutely no sense to locate this store so close to Carmel High School and Carmel Middle School. In addition, the Bagel Bakery immediately adjacent to the proposed store is already a frequent after-school hang-out for unsupervised students from both schools. Having this particular business in this particular location would be like throwing a match on a fire.

Given that our local supermarkets Savemart and Safeway already sell a full selection of alcoholic beverages, there is no unmet need that this vendor fills in our community.

I hope when the Board of Supervisors meets tomorrow that they will put the health and safety of our community's school children above the business interests of an out-of-town company and vote against BevMo's application for an alcohol sales license.

Patricia Brukoff  
Carmel Highlands  
Parent, Carmel River School, Carmel Middle School, Carmel High School

Sent from my iPad

Lister, Daniel M. x6617

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**From:** Allard Family [family.mallard@att.net]  
**Sent:** Monday, February 04, 2013 10:59 AM  
**To:** Lister, Daniel M. x6617  
**Cc:** mm\_robbs@comcast.net  
**Subject:** Please, NO Barnyard/Carmel Rancho BEVMO

Dear Mr. Dan Lister,

It has been brought to the attention of parents of children attending Carmel Unified School District, that a BEVMO store is being considered for the Carmel Rancho Road area next to SAVE-Mart.

As the parent of an 8th grade girl, I am seriously concerned about the implications of a large quantity clearing house type liquor store in an area where our children are frequently spending time with friends. Our daughter will soon be exposed to the high school arena, where many students are experimenting with alcohol. We are encouraging our children to patronize businesses in that area, such as The Bagel Bakery, Erik's Deli, Thrift Stores, Carmel Roasting Company, etc. It would surely send a mixed message to settle a liquor store right in the middle of the businesses we are trying to support with our children.

According to recent statistics provided by Heath Rocha to an awareness group of concerned parents, teachers, principals and counselors called Carmel CARES, there is a significant alcohol and substance abuse problem in our area; **we do not need to serve it up to the youth.**

My husband and I have no issue against the company BEVMO, on the contrary, we are BEVMO members. However there are places for these types of stores. **A small community shopping center located between both middle and high schools is NOT the place.**

Thank you for your consideration of this plea,

Ramie Allard

**Lister, Daniel M. x6617**

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**From:** deniseklein1@comcast.net  
**Sent:** Monday, February 04, 2013 11:06 AM  
**To:** Lister, Daniel M. x6617  
**Subject:** OPPOSITION to BEVMO

Dear Mr. Lister,

I am a resident of Carmel Knolls which is just up the street from the location of the proposed Bevmo going in next to Savemart. I have a 13 and 14 year old in the Carmel Schools and a very much opposed to the addition of a chain store selling alcohol going into our community.

I am in that shopping center every day at Savemart and the Bagel Bakery. It is a very popular area for the middle school kids to go to get a snack after school and they often hang out there until their sport teams begin practice or they get picked up to go home. Having a huge liquor store go in right next to where these kids are hanging out is irresponsible and excessive for this community.

As you know, Carmel high school already has significant issues with teens binge drinking. The city of Carmel is looking at a proposed "Social Host Ordinance" to deal with the issue of underage drinking in homes. This Bevmo would seriously impact all our efforts to make access to alcohol more difficult.

Please look at the number of stores already in the mouth of the valley selling alcohol: Savemart, Safeway, CVS, wine tasting shops, etc. We do not need more. Let's use our retail space for services our community needs!

Thanks  
Denise Klein

2/4/2013

**Lister, Daniel M. x6617**

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**From:** Veronika Doyle [veronika@vmdoyle.com]  
**Sent:** Monday, February 04, 2013 11:47 AM  
**To:** Lister, Daniel M. x6617  
**Cc:** Veronika Doyle  
**Subject:** Vote "no" to Bevmo!  
Chair Armenta and Supervisors

Ref: PLN120769  
Beverages and More (BevMO) license application

My Husband and I strongly urge you to deny this application. As a parent of an eight grader at Carmel Middle School about to enter Carmel High School next year I am very concerned of a discount Liquor store being located in the close proximity of those two schools. It is also right next to a Bagel Bakery which is a very popular student after school hang out. As a parent part of the C.A.R.E.S. committee ( Drug/Alcohol Prevention Parent Advisory Committee) we are working hard to change the fact Carmel High School has a severe drinking problem! ( Much higher than neighboring high schools). We are currently working on a Social Host Ordinance in Carmel to address the availability/serving of alcohol to persons under 21 old or allow underage youth to drink alcohol on private property. This would be a huge step in the other direction!

Approving this liscense for another liquor store is only adding to the problem of underage drinking and Contributing to the Deliquency of Minors. It is one more place the sheriff will have to spend time monitoring as it will be an Attractive Nuisance! There is absolutely no need for another place to purchase alcohol especially a store that solely specializes in it.

I just found about this application by BevMO and I know many in our community are not yet aware of it. I am sure if they more families here knew you would be getting a least a thousand more letters such as mine requesting for the application to be denied.

I have not researched this but I read there are already more alcohol licenses issued in this census tract (116.02) than the only 8 which are permitted.

We would welcome a business that better served our community and is more pro family!

Thank you for your time and concern in this matter,

Veronika and Michael Doyle  
25835 Rio Vista Drive  
Carmel, CA 93923  
831-624-7123

2/4/2013



**Lister, Daniel M. x6617**

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**From:** Kate Gallaway [kategallaway@yahoo.com]  
**Sent:** Monday, February 04, 2013 12:06 PM  
**To:** Lister, Daniel M. x6617  
**Subject:** no bevmo in Carmel

Dear Mr. Lister,

I am a resident of Hatton Fields. I have a 9 and 11 year old in the Carmel Schools and am very much opposed to the addition of a chain store selling alcohol going into our community.

I am in that shopping center every day at Savemart and the Bagel Bakery. It is a very popular area for the middle school kids to go to get a snack after school and they often hang out there until their sport teams begin practice or they get picked up to go home. Having a huge liquor store go in right next to where these kids are hanging out is irresponsible and excessive for this community.

As you know, Carmel high school already has significant issues with teens binge drinking. The city of Carmel is looking at a proposed "Social Host Ordinance" to deal with the issue of underage drinking in homes. This Bevmo would seriously impact all our efforts to make access to alcohol more difficult.

Please look at the number of stores already in the mouth of the valley selling alcohol: Savemart, Safeway, CVS, wine tasting shops, etc. We do not need more. Let's use our retail space for services our community needs!

Thanks  
Denise Klein

2/4/2013

**Lister, Daniel M. x6617**

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**From:** Tricia Dally [tsdally@yahoo.com]  
**Sent:** Monday, February 04, 2013 8:14 AM  
**To:** Lister, Daniel M. x6617  
**Subject:** Against BevMo store close to Carmel Schools

Dear Mr. Lister,

My husband and I are opposed to having a BevMo store open at the mouth of Carmel Valley.

This location would be within walking distance of both Carmel Middle & Carmel High Schools, which already have too many kids consuming drugs & alcohol, and I feel it would provide easier access to alcohol for our kids.

I believe that a "stand alone" store that only, or primarily, sells alcoholic beverages has less incentive to turn away "customers," even if they are underage, and will offer their products at a cheaper price than the supermarkets in order to be competitive, thereby, making their products more affordable for kids. I am also concerned that some of the homeless who are loitering in the area, may be coerced into purchasing alcohol for teens in exchange for money.

Having two children who currently attend CMS, and are about to enter CHS, I feel that it is not in the community's best interest to have another outlet selling alcohol, especially since we already have alcohol available for purchase in the supermarket next door to the proposed BevMo location. The community would be better served with another type of establishment that is more pro-family in that location.

Thank you for your time and your concern on this matter.

Sincerely,  
Tricia (& John) Dally  
10 Los Robles Road  
Carmel Valley, CA 93924  
(831) 659-4345

2/4/2013

**Lister, Daniel M. x6617**

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**From:** Donna Shore [shornikandsons@sbcglobal.net]

**Sent:** Monday, February 04, 2013 3:28 PM

**To:** Lister, Daniel M. x6617

**Subject:** BevMo

Dear Mr. Lister,

I am a resident of Carmel By The Sea. I have a 13 and 9 year old in the Carmel Schools and a very much opposed to the addition of a chain store selling alcohol going into our community.

I am in that shopping center every day at Savemart and the Bagel Bakery. It is a very popular area for the middle school kids to go to get a snack after school and they often hang out there until their sport teams begin practice or they get picked up to go home. Having a huge liquor store go in right next to where these kids are hanging out is irresponsible and excessive for this community.

As you know, Carmel high school already has significant issues with teens binge drinking. The city of Carmel is looking at a proposed "Social Host Ordinance" to deal with the issue of underage drinking in homes. This Bevmo would seriously impact all our efforts to make access to alcohol more difficult.

Please look at the number of stores already in the mouth of the valley selling alcohol: Savemart, Safeway, CVS, wine tasting shops, etc. We do not need more. Let's use our retail space for services our community needs!

Thanks

Donna Shore

2/4/2013

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