

ATTACHMENT K

Additional Letters of Support and Opposition Received after February 5, 2013

Opposition

- February 4, 2013:** E-mail from Lisa Morgan, Carmel Resident
February 4, 2013: E-mail from Charlie and Gayle Luderman, Carmel Resident
February 8, 2013: E-mail with attachment from Christine Williams, Carmel Valley Resident
February 8, 2013: E-mail from Margaret Robbins, Carmel Valley Resident

Support

- February 6, 2013:** E-mail with attachment from Alison Goss, Carmel Businessperson
February 7, 2013: E-mail from James and Barbara Miller, Carmel Resident
February 7, 2013: E-mail from Katie Rhyans, Monterey Resident
February 7, 2013: E-mail from Dave, Manco Abbott (Colleen Adams) in Monterey
February 7, 2013: E-mail from Ken Nelson, Monterey County Resident
February 7, 2013: E-mail from Lorrie Harter, Peninsula Resident
February 8, 2013: E-mail from Nan Lesnick, Monterey Businessperson
February 8, 2013: E-mail from Tod and Stacia Sambar, Pebble Beach Resident
February 8, 2013: E-mail from Krystal Estrada, Salinas Resident
February 8, 2013: E-mail from Richard Burton, Resident
February 8, 2013: E-mail from Kris Butler, Carmel Resident
February 8, 2013: E-mail from Tony Baker, Carmel Businessperson
February 8, 2013: E-mail from Amy Furtado, Seaside Resident
February 8, 2013: E-mail from Stephanie Henderson, Pacific Grove Resident
February 8, 2013: E-mail from Marnie Jardine, Carmel Valley Resident
February, 8 2013: E-mail from Genevieve Brosseau, Monterey Resident
February, 8 2013: E-mail from Jennifer Levey, Seaside Resident
February, 8 2013: E-mail from James King, Carmel Valley Resident
February, 8 2013: E-mail from Susan and Donald Britton, Carmel Valley Resident
February, 8 2013: E-mail from Nancy Nivling, Monterey Resident
February, 8 2013: E-mail from Sandra Pratt, Carmel Resident
February, 8 2013: E-mail from Jim Brown, Monterey Resident
February, 8 2013: E-mail from Daniel Johnson, Monterey County Resident
February, 8 2013: E-mail from Ron Morgan, Monterey Resident
February, 8 2013: E-mail from Jim and Bette Fisher, Pacific Grove Resident
February, 8 2013: E-mail from Sarah Rossi, Monterey Resident
February, 8 2013: E-mail from Michael Tenner, Seaside Resident
February, 8 2013: E-mail from Sharon Barrientos, Salinas Resident

February, 8 2013: E-mail from John and Robyn Roszel, Carmel Resident
February, 8 2013: E-mail from John Michiels, Carmel Resident
February, 8 2013: E-mail from Trish Cosand, Pebble Beach Resident
February, 8 2013: E-mail from Christine Kemp on behalf of the owner, Bucquet Trust
February, 8 2013: E-mail from Sara Alewine, Salinas Resident
February, 8 2013: E-mail from Melissa Michiels, Carmel Resident
February, 8 2013: E-mail from Craig Johnston, Resident
February, 8 2013: E-mail from Darrah Blanton, Carmel Valley Resident
February, 8 2013: E-mail from Russ Wilks, Carmel Valley Resident
February, 8 2013: E-mail from Marcia Atkinson, Salinas Resident
February, 8 2013: E-mail from Tine Crivello, Monterey Resident
February, 8 2013: E-mail from Ben Quismundo, Seaside Resident
February, 8 2013: E-mail from Christopher Campbell, Carmel Resident
February 11, 2013: E-mail from Taum and Diane Dell'Armo, Resident
February 11, 2013: E-mail from Jocelyn Becerra, Salinas Resident
February 11, 2013: E-mail from Debra D. Graham, Monterey Resident
February 11, 2013: E-mail from Debbie Simpson, Carmel Resident
February 11, 2013: E-mail from Ben Morehead, Pebble Beach Resident
February 11, 2013: E-mail from Adam Dutter, Monterey County Resident
February 11, 2013: E-mail from Eddie Arias, Resident
February 12, 2013: E-mail from angrymola@yahoo.com, Resident
February 12, 2013: E-mail from John Roszel, Carmel Resident

Lister, Daniel M. x6617

From: kevin morgan [kevinmorgan@sbcglobal.net]

Sent: Monday, February 04, 2013 8:55 PM

To: Lister, Daniel M. x6617

Subject: BevMo Application

To Whom It May Concern,

I strongly urge you to deny the BevMo application, Ref:PLN120769. As parents of a 8th, 6th and 4th grader the oldest ready to enter Carmel High School, I strongly disagree with the location. It is right in the middle of a Middle School and High School, and next to The Bagel Bakery which is a very popular hang out for the kids. As a parent who is currently trying to decrease the amount of alcohol and drugs at Carmel High School I think it would be irresponsible for us to allow a store that specializes in selling alcohol allowed to be put in a place where many kids hang out. Has this application been publicized allowing parents to be aware of it ? I believe if it were you would have many other parents protesting.

Thank you for your time in this matter,
Lisa Morgan
3485 Rio Rd.
Carmel, CA 93923

Lister, Daniel M. x6617

From: CWL330@aol.com
Sent: Monday, February 04, 2013 7:51 PM
To: Lister, Daniel M. x6617
Subject: "NO" to BevMo Liquor outlet at Crossroads Carmel

To: Dan Lister
Monterey County Planning Dept
Salinas, CA

February 4, 2013

Dear Dan, my wife and I wish to protest the planned location of the BevMo high volume liquor warehouse store at the Crossroads Carmel. This location is within a mile of 500 students at Carmel Middle School and about the same distance from 700 teenagers at Carmel High School. Our local teens today are subjected and many unfortunately involved in unsupervised dangerous and sometimes life threatening activities. To put this temptation on the regular walking or driving pattern that is taken by our precious children, especially those from the high school which allows off campus lunch period, is just not wise. There are adults hanging out in this area (check the Rio Road to Hwy 1 intersection any day) who can be coerced (or paid) into purchasing alcohol for them, so ID checks are not a real protection. Perhaps you have children that you would want to protect as long as you can from "adult only" activities. Hold that thought as you weigh this proposed project which could be placed somewhere else farther from our precious ones. Why do we need another liquor outlet in this neighborhood? Both Safeway and Savemart right next door already provide this product.

Thank you for your consideration,
Charlie & Gayle Ludeman,
25510 Via Mariquita,
Carmel 93923

Lister, Daniel M. x6617

From: Hancock, Denise 796-3077
Sent: Friday, February 08, 2013 8:46 AM
To: 100-BoS Everyone; Bauman, Lew x5113; McKee, Charles J
Cc: Novo, Mike x5192; Lister, Daniel M. x6617; Rotharmel, Linda M. x5240
Subject: PUBLIC COMMENT RECEIVED 02-12-13 No. 15 FW: For Tuesday 2/12 hearing PLN120769
Attachments: BevMoProtest2.7.13.docx

*Denise Hancock, Board Clerk
Monterey County
Clerk of the Board of Supervisors
168 W. Alisal St., 1st Floor
Salinas, CA 93901
831-755-5066
<http://www.in.co.monterey.ca.us/cob/>*



From: Gowin, Henry M.
Sent: Friday, February 08, 2013 8:33 AM
To: Novo, Mike x5192; 112-Clerk of the Board Everyone
Subject: FW: For Tuesday 2/12 hearing PLN120769

For the BevMo/Crossroads Application file:

(Mike Novo - please ask the planner to respond to the inquiry below.)

From: Christine Williams [<mailto:christinewms777@gmail.com>]
Sent: Thursday, February 07, 2013 9:32 PM
To: 100-District 2 (831) 755-5022
Subject: For Tuesday 2/12 hearing PLN120769

Supervisor Calcagno,

Attached, please find my personal response to the issue of the BevMo application. While many people may not see a problem with this application, I have many concerns, especially concerning the reason so many extra alcohol venues have been approved all over the Peninsula, that are exceptions to the limitations placed by state code.

Do we have a policy or definition of how an application asking for Public Necessity and Convenience is determined by the County?

Thank you for taking my concerns seriously.

Sincerely,
Christine Williams

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

Board of Supervisors
168 W Alisal
Salinas, CA 93901

February 7, 2012

RE: BevMo PLN120769

Chair Amenta and Supervisors,

I personally have several questions, concerns and comments about the application from BevMo. I request that you to **deny** this application.

1. They need exception upon exception for approval. We've been told they are asking for an exception for more quantity that normally allowed? I have been completely unable to find out if that is true.
2. There is **no necessity nor convenience** provided by a BevMo. Carmel, stores at the mouth of the Valley, as well as the stores near Rio Road provide plenty of wine tasting and off sale venues.
3. EVERY census tract area surrounding this location is over-saturated for what is allowed. (See Staff Report: page 2) Does the ABC automatically approve, if the County approves? Or does the County look to ABC and if they shrug their collective shoulders, the County approves? What is our community standard for a limit on alcohol venues? Do we have a policy for how to decide?
4. Public health and safety is an issue that should be carefully addressed.
5. The BevMo's I've seen and been in, have bright, lights and big bold brightly lighted signs. IF this is approved, **design approval should be mandated**. The rural theme required by the CVMP followed, and the appearance of a warehouse box store avoided. (See attached photos)
6. If approved, **tastings** should be limited to only a few per year, if at all. The parking lot in this area is already highly congested much of the time and the ingress and egress into this area off of Carmel Rancho road is confusing. The County needs to consider limits in their conditioning if this is seriously being considered for approval.
7. Is there a **water issue**, since tastings might use glassware that needs to be washed. Has the Environmental Health Department been consulted?
8. I was told **tastings would occur on Fridays and Saturdays**, from 3-6pm, with a maximum of **8oz served**, in 1-ounce servings. Carmel Valley Road as well as Highway 1 require alertness, day or night. Again, limit tastings please.
9. I've been told by the BevMo representative, that no one works in a BevMo who is under 21 years of age. Nowhere on their job application site is that stated. Therefore I wonder if it's actually the case.
10. Carmel High has a high rate of alcohol consumption. Do we need to tempt our teens further? Regardless of BevMo's high standards for their employees, and limits on minors entering their store, kids will find a way around it.

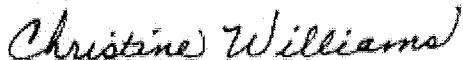
11. I do want to commend BevMo for being willing to modify this store, if approved, to meet community concerns. If approved, I hope that those conditions will be put in writing and done as promised.

I have read the support letters sent in prior to Feb 1. I find it amusing that almost all of them mention the exact same issue...that caviar and cigars are available in BevMo. There is a BevMo in Salinas, not that far away. There are shops that sell quality cigars on the Peninsula, and I would presume caviar is available in Carmel also.

Additionally, and lastly, I do not believe that the smaller locally owned stores (which we like to support) will appreciate the competition. (Think the Thunderbird Bookstore vs Borders and Amazon) Smaller, locally owned shops make Carmel and the Valley the attractive places they are. We don't need more big chain stores spoiling the very thing that draws tourists.

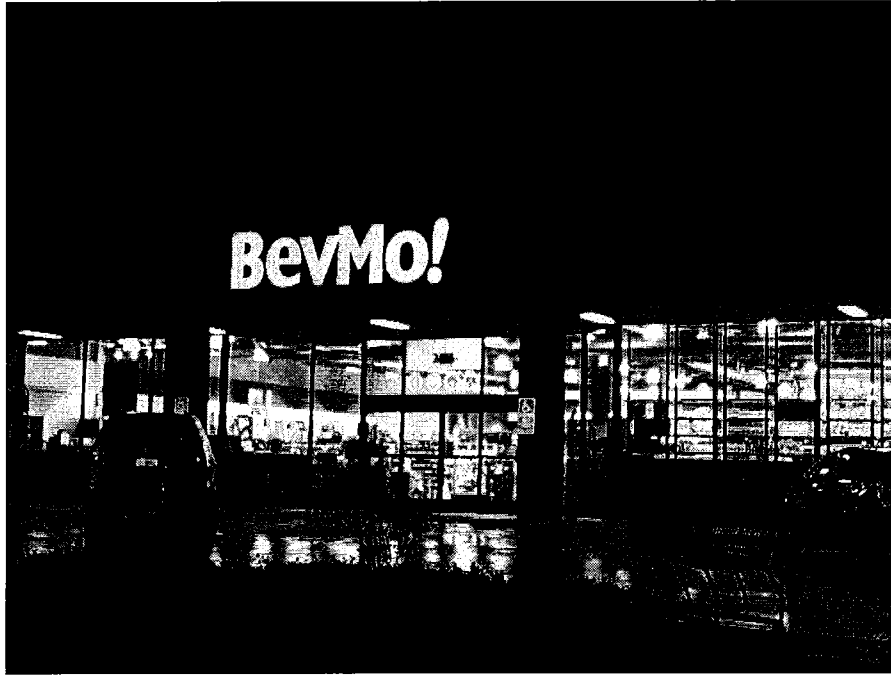
PLEASE deny this application.

Sincerely,

A handwritten signature in cursive script that reads "Christine Williams".

Christine Williams

Attached: BevMo advertising, BevMo photos, BevMo job description



Typical BevMo advertising and view from 35 feet away (Photo by C Williams, Crow Canyon Rd, San Ramon)



Research done by Christine Williams, 2/7/13

Point 1: BevMo has Carmel listed as a place to seek employment already, on their website. I find that odd, since they have no County approval yet.

Point 2: They are looking to fill 6 positions, it appears for their Salinas store....from General Manager, Assistant Manager, Sales Associate, Wine Specialist, and 2 others. NOWHERE can I find that one must be 21 or older to work there (although that's what I've been told by the representative lobbying for my support for this BevMo).

Returning Applicant? [Sign In](#)

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[Jobs by Location](#)

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[Sales Associate](#)

[Other Positions](#)

We are always looking for qualified people to fill the following **positions** at most of our locations:

- [Assistant Store Manager](#)
- [Head Clerk](#)
- [Shipping-Receiving Clerk](#)
- [Store Manager](#)
- [Wine Specialist](#)

Job Description

General summary:

Demonstrates exceptional customer service and selling skills. Is knowledgeable in all product categories, and readily assists customers to determine needs. Fosters a collaborative work environment, ensuring a positive internal and external customer experience.

Major Duties and Responsibilities:

1. Sales/Service:

- Consistently creates a welcoming environment for the customer by greeting and assisting and well as quickly responding to customer inquires and needs.
- Knowledgeable in all merchandise categories and able to make appropriate suggestions for customers.
- Ensures that all customers receive good service and quality merchandise.
- Locates merchandise for customer when not available in store.
- Identifies opportunities to drive traffic into the store through community events (weddings, parties, etc.) and communicates to Manager.
- Fully understands and can communicate party planning guide to all interested customers.
- Regularly communicates with Store Manager and Assistant to keep informed on all sales, promotions, and campaigns.

2. Human Resources:

- Maintains open and flexible availability to accommodate store needs.

- Ensures company standards are met for store and associate appearance at all times.
3. Operations:
- Assists in the maintenance of the store to ensure cleanliness and organization at all times.
 - Stock and organize merchandise as necessary.
 - Assist in ordering merchandise as directed by managers.
 - Assists in the execution of the Merchandise Calendar, campaigns, and sales promotions as necessary.
 - Knowledgeable on all pricing, signage, and display and can communicate to customers.
 - Assist in Receiving regular vendor deliveries and replenishing sales floor in a timely manner.
 - Enforce all company policies and procedures, including health, safety, and security.
 - Performs any other duties as directed by supervisors.

ONLINE ADVERTISING

BevMo is a highly commercialized box store, aggressively marketing their products. Compared to any other store in the area of Carmel, Carmel Valley, this is an unprecedented type of store seeking to move in.

Partial online ad

[Sign In / Register](#)

[My ClubBev!](#)

[Customer Service](#)

[Track an Ord](#)

HOME

WINE

SPIRITS

BEER

& MORE

GIFTS

TASTINGS

BLI

Search

View inventory available for

Please Select

**PICK UP
PICK UP**

NEW

- [Partners](#)
- WINE**
- [Vineyard](#)
- [Cabernet](#)
- [Sauvignon](#)
- [Champagne/Sparkling](#)
- [Chardonnay](#)
- [Gewurztraminer](#)
- [Merlot](#)
- [Other](#)
- Reds**
- [Other](#)
- Whites**
- [Pinot Noir](#)
- [Riesling](#)
- [Rose/Blush](#)
- [Sauvignon](#)
- [Syrah/Shiraz](#)
- [Zinfandel](#)
- [USA](#)
- [France](#)
- [Italy](#)
- [More...](#)

SPIRITS

<p>5¢ WINE SA</p> <p>NEW & EXCLUS 5¢ SALE WINES!</p>	<p>5¢ SALE WIT</p> 	<p>GRGICH HIL</p> <p>GRGICH HILLS CHARDONNAY NAPA VALLEY</p> <p>\$34.99 ClubBev!</p>
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- [Bourbon](#)
- [Brandy](#)
- [Gin](#)
- [Liqueur](#)
- [Other](#)
- [Whiskies](#)
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- [Cocktails](#)
- [Rum](#)
- [Scotch](#)
- [Tequila](#)
- [Vodka](#)
- BEER**
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- [Ciders](#)
- [Imported](#)
- [Beers](#)
- [Malt](#)
- [Beverages](#)
- GIFTS**
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- [Luxurious](#)
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X-RATED	KINKY	CIROC
<p>X-RATED FUSION LIQUEUR 750ML</p> <p>\$23⁹⁹ ClubBev!</p>	<p>KINKY LIQUEUR 750ML</p> <p>\$19⁹⁹ ClubBev!</p>	<p>CIROC RED BERRY VODKA 750ML</p> <p>\$25⁹⁹ ClubBev!</p>


LINDEMAN	SAM SMITH	WYDER'S
<p>LINDEMAN'S FRAMBOISE 25.4 OZ</p> <p>\$9⁴⁹ ClubBev!</p>	<p>SAM SMITH'S ORGANIC CHOCOLATE STOUT 18.7 OZ</p> <p>\$3⁹⁹ ClubBev!</p>	<p>WYDER'S PEAR CIDER 6-PK</p> <p>\$7⁹⁹ ClubBev!</p>

Wines

Clearance

Hot Wines

Under \$10

MIXT ▶	CHOCOLO	STOLZLE
MIXT COSMO MIXER 1 LITER	ALMONDS & SEA SALT CHOCOLATE BA 3.2 OZ	STOLZLE WHITE WINE GLASS 16.75 OZ
\$2⁹⁹	\$3⁹⁹ 	\$7⁹⁹
ClubBev!	ClubBev!	ClubBev!

Sign up to receive our e-newsletter, and much more! Send us your [email address here.](#)

5¢ Sale Wines: Must be a ClubBev! member, and valid on select wines only. Price of first bottle is BevMo's regular, undiscounted price. Second bottle is 5¢ more, and must be the same as the bottle purchased at full price. Limited time only.

Lister, Daniel M. x6617

From: Hancock, Denise 796-3077
Sent: Friday, February 08, 2013 8:47 AM
To: 100-BoS Everyone; Bauman, Lew x5113; McKee, Charles J
Cc: Novo, Mike x5192; Lister, Daniel M. x6617; Rotharmel, Linda M. x5240
Subject: PUBLIC COMMENT RECEIVED 02-12-13 No. 15 FW: BevMo

*Denise Hancock, Board Clerk
Monterey County
Clerk of the Board of Supervisors
168 W. Alisal St., 1st Floor
Salinas, CA 93901
831-755-5066
<http://www.in.co.monterey.ca.us/cob/>*



From: Gowin, Henry M.
Sent: Friday, February 08, 2013 8:43 AM
To: 112-Clerk of the Board Everyone; Novo, Mike x5192
Subject: FW: BevMo

For the BevMo/Crossroads file:

From: MM_Robbins [mailto:mm_robbins@comcast.net]
Sent: Thursday, February 07, 2013 5:03 PM
To: 100-District 2 (831) 755-5022
Subject: BevMo

Dear Supervisor Calcagno,

On Tuesday, February 12th, I hope you will consider a "NO" note on the license application of BevMo. The problems at Carmel High and Carmel Middle School with alcohol, in my opinion come from the over concentration of places selling and serving alcohol in Carmel and Carmel Valley. Do to the high numbers of DUI's in this area, Sun Street has opened a place to give DUI classes in Carmel. (For the rest of Monterey County, only two places are needed!) SunStreet hsa told me that the more places selling and serving, the more problems with alcohol abuse. Most of the support letters come from people who want a place to buy cigars and caviar--both of which are available in Carmel.

Thank you,
Margaret Robbins

Lister, Daniel M. x6617

From: alison goss [aligoss@gmail.com]
Sent: Wednesday, February 06, 2013 5:08 PM
To: Lister, Daniel M. x6617
Subject: Huge Support for BevMo! in the Community...
Attachments: 1050_001.pdf

Dear Mr. Lister;

Please see my attached letter. The proposed BevMo store is so, so important to the health of this community...and their strict and clean policy on beverage sales (and keeping minors out of the store) should be a model for everyone who cares about responsibility to our citizens. Please vote in favor...thank you so much.

Regards,
Alison

--
Alison Goss
Mahoney & Associates
Commercial Real Estate
www.mahoneycommercial.com
831-238-3356
DRE License 01815323

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February 6, 2013

County of Monterey Planning Department
168 West Alisal Street
Salinas, CA 93901
Attn: Dan Lister

RE: Support for BevMo! Application PLN120774

Dear Mr. Lister:

I am a businessperson in Carmel and I write today in strong support of BevMo!'s application for a determination of Public Convenience or Necessity.

I must disclose that I represent Mrs. Bouquet as her leasing agent for the Carmel Rancho Shopping Center but my support has more to do than just putting a tenant into the Center. I represent businesses throughout the mouth of Carmel Valley and Carmel. The vacancies in the retail and office buildings have hurt not only the owners but also all of the businesses in the area. BevMo! Is widely received by all of the owners and businesses I talk with with open arms. The residents in the area have called me to tell me how happy they are that they don't have to go to Salinas anymore for their BevMo! and the customers and business owners are excited to shop there and to benefit from the foot=traffic BevMo! will bring to the area.

It is a huge plus to the community and to the health of our economy overall.

In talking with the owners and staff of BevMo!, they are excited that they can highlight local wineries for their boutique wine tastings and, as any customer of BevMo! knows, the stores are a delight to shop in because they are brightly lit, attractively and fastidiously staged, staffed by wholesome, cheerful salespeople and set a high standard for larger retail establishments, no matter what product they sell.

I strongly urge the Planning Department and the Board of Supervisors to support this application.

Sincerely,



Alison Goss
Mahoney & Associates Commercial Real Estate
501 Abrego Street
Monterey, CA 93940
831-646-1919 x 105

Lister, Daniel M. x6617

From: Hancock, Denise 796-3077
Sent: Friday, February 08, 2013 8:47 AM
To: 100-BoS Everyone; Bauman, Lew x5113; McKee, Charles J
Cc: Novo, Mike x5192; Lister, Daniel M. x6617; Rotharmel, Linda M. x5240
Subject: PUBLIC COMMENT RECIEVED 02-12-13 No. 15 FW: BevMo store application for Carmel Rancho Shopping Center

*Denise Hancock, Board Clerk
Monterey County
Clerk of the Board of Supervisors
168 W. Alisal St., 1st Floor
Salinas, CA 93901
831-755-5066
<http://www.in.co.monterey.ca.us/cob/>*



From: Gowin, Henry M.
Sent: Friday, February 08, 2013 8:42 AM
To: 112-Clerk of the Board Everyone; Novo, Mike x5192
Subject: FW: BevMo store application for Carmel Rancho Shopping Center

For the BevMo/Crossroads project file:

From: Jim Miller [<mailto:jim@jimiller.net>]
Sent: Thursday, February 07, 2013 5:25 PM
To: 100-District 2 (831) 755-5022
Cc: Alison Goss
Subject: FW: BevMo store application for Carmel Rancho Shopping Center

From: Jim Miller [<mailto:jim@jimiller.net>]
Sent: Thursday, February 07, 2013 5:21 PM
To: 'district'
Cc: Alison Goss
Subject: FW: BevMo store application for Carmel Rancho Shopping Center

From: Jim Miller [<mailto:Jim@JIMiller.net>]
Sent: Thursday, February 07, 2013 5:07 PM
To: 'district4@co.monterey.ca.us'
Cc: Alison Goss (aligoss@gmail.com)
Subject: BevMo store application for Carmel Rancho Shopping Center

Dear Supervisor Calcagno:
We are long term residents of Carmel who do most of our grocery shopping in the mouth of Camel Valley. We would welcome a BevMo store in the long vacant space in Carmel Rancho. We are familiar with this company

2/13/2013

locations in other California cities that we have visited and find them to be very good operators. They run nice clean stores and would be welcomed were sure by Carmel area residents.

Please support this application

James and Barbara Miller
26011 Ridgewood Rd
Carmel, CA 936923

Lister, Daniel M. x6617

From: Katie [katierhyans20@gmail.com]
Sent: Thursday, February 07, 2013 8:35 PM
To: 100-District 5 (831) 647-7755
Subject: Carmel BevMo

Follow Up Flag: Follow up
Flag Status: Orange

Hello there,

My name is Katie Rhyans and I am a resident in Monterey. I could not be more excited to have a BevMo! coming to Carmel!! I have been waiting for this store to come over here instead of having to drive all the way to Salinas for it. I'm disappointed in the negative comments coming from only a few residents. Everyone that I've spoken to about the opening couldn't be more excited. I hope things will go smoothly for the opening of BevMo! and can't wait to be a regular customer there. I hope you take into consideration my feedback on this matter.

Regards,

Katie Rhyans

Lister, Daniel M. x6617

From: Colleen Adams [cadams@mancoabbott.com]
Sent: Thursday, February 07, 2013 4:16 PM
To: 100-District 5 (831) 647-7755
Subject: BevMo in Carmel
Follow Up Flag: Follow up
Flag Status: Orange

I am eagerly awaiting the arrival of BevMo in the Carmel area. Since Rancho Cellars vacated it left us without a handy place to go for good wines, and the helpful service and advise I always looked forward to.

When I lived in SCA there were a number of BevMo locations and was "the" place to go for wines.

Monterey certainly has a thriving wine industry and seemingly wine is preferred over the "harder" imbibing options, therefore a store like BevMo will fill a need.

Please consider favorably the opportunity to locate in Carmel.

Thanks Dave



Raising the standards where people live, work and play

Colleen Adams
Property Manager
831.646.1900 | ext. 8004 | fax 831.656.1299
cadams@mancoabbott.com | www.mancoabbott.com
Fresno | Monterey | Bakersfield | DRE# 01327188

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Lister, Daniel M. x6617

From: Ken Nelson [kenatnli@yahoo.com]
Sent: Thursday, February 07, 2013 8:45 AM
To: 100-District 5 (831) 647-7755
Subject: Proposed BevMo at Carmel Rancho Shopping Center

Follow Up Flag: Follow up

Flag Status: Orange

Dear Mr. Potter,

I would like to register my support for allowing BevMo to move into the Carmel Rancho Center. I've heard it said that this new store will only contribute to the rash of underage drinking in the Carmel area. Underage drinking has and will be a problem throughout the entire country. I seriously doubt that this new store would have a negative impact in that regard. What it will do is provide the public with an excellent additional option for purchasing beer, wine and spirits. I've patronized several other BevMo's in Monterey and Santa Clara counties and have always had a great shopping experience. I believe this BevMo would definitely compliment the local and greater (Monterey Co.) economy and I sincerely hope you will support it.

Sincerely,

Ken Nelson
Monterey County Resident

Lister, Daniel M. x6617

From: Lorrie Harter [lorrie.harter@cagwin.com]
Sent: Thursday, February 07, 2013 7:48 AM
To: 100-District 5 (831) 647-7755
Subject: BevMo at the mouth of the valley
Follow Up Flag: Follow up
Flag Status: Orange

Dear Dave,

I am a resident on the peninsula and find the opposition to the proposed BevMo ridiculous. BevMo is a quality store that will add jobs to our area. Currently we have to go to Salinas or Gilroy to go to a BevMo so we waste a lot of fuel and time in the process. We still shop and support our local specialty stores and will continue to do that. Grocery stores provide more of a threat to the local liquor store than BevMo does. Please support BevMo coming in to Carmel Rancho.

Sincerely,

Lorrie Harter
Local Resident

2/13/2013

Lister, Daniel M. x6617

From: Nan Lesnick [nan@nanlesnick.com]
Sent: Friday, February 08, 2013 10:44 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

Please bring Bev Mo to Carmel!!!

Nan S. Lesnick



NAN LESNICK

Wealth Management Reflecting Traditional Values

2100 Garden Road, Suite C-302

Monterey, CA 93940

Telephone: 831-656-0236

Toll Free: 888-LESNICK (888-537-6425)

Fax: 831-656-0229

*Registered Representative and Investment Advisor Representative with securities and investment advisory services offered through Transamerica Financial Advisors, Inc.
Member FINRA, SIPC and Registered Investment Advisor.



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Lister, Daniel M. x6617

From: Stacia Sambar [stacia@sambar.com]

Sent: Friday, February 08, 2013 10:41 AM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Tod & Stacia Sambar
973 Pioneer Rd
Pebble Beach, CA 93953*

Lister, Daniel M. x6617

From: Kashmere Delain [kashmeredelain@yahoo.com]
Sent: Friday, February 08, 2013 10:27 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Krystal Estrada
23 Villa Street
Salinas, CA 93901*

Lister, Daniel M. x6617

From: Richard Burton [richard.burton@gmail.com]
Sent: Friday, February 08, 2013 10:21 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

*Supervisor Potter & Board Members
County of Monterey*

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

First Name

Last Name

Address

City, State ZIP

Lister, Daniel M. x6617

From: Butler, Kristin [Kristin.Butler@cbtnorcal.com]
Sent: Friday, February 08, 2013 10:18 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755;
bcc=zaninoviche@bevmo.com&subject=Help%20Us%20Bring%20BevMo!%20to%20Carmel
Subject: Allow BevMo in Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

Kris Butler
P. O. Box 350
Carmel, CA 93921
(831) 915-8330

2/13/2013

Lister, Daniel M. x6617

From: Tony Baker [tony@cheftonybaker.com]
Sent: Friday, February 08, 2013 10:18 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Cc: aligoss@gmail.com
Subject: Help Us Bring BevMo! to Carmel
Supervisor Potter & Board Members

County of Monterey

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

This shopping center is in need of some love and a responsible tenant such as BevMo will be a welcomed addition that I for one would be happy to support as I am in that area often.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Tony Baker
19603 Longview Terrace
Salinas
CA93908*



TONY BAKER

Montrio Bistro, Chef/Partner
tony@cheftonybaker.com
(831) 648-1024

www.montrio.com/
www.facebook.com/montriobistro

ALSO VISIT:



www.rio grill.com
www.facebook.com/riogrillrestaurant



www.tarpys.com
www.facebook.com/tarpysroadhousemonterey

City, State ZIP

Lister, Daniel M. x6617

From: Amy Villarreal [amy_furtado@hotmail.com]
Sent: Friday, February 08, 2013 10:15 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

**Supervisor Potter & Board Members
County of Monterey**

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity. And my business would triple if BevMo was in our area!!

Sincerely,

***Amy Furtado
1583 Waring St
Seaside, Ca 93955***

Lister, Daniel M. x6617

From: Stephanie Henderson [stormybythesea@hotmail.com]
Sent: Friday, February 08, 2013 10:12 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Stephanie Henderson
786 Lighthouse Ave Apt B
Pacific Grove CA 93950*

Lister, Daniel M. x6617

From: Marnie Jardine [mac2122@aol.com]
Sent: Friday, February 08, 2013 10:12 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Marnie Jardine
17461 Cachagua Rd.
Carmel Valley, CA 93924*

Lister, Daniel M. x6617

From: Hancock, Denise 796-3077
Sent: Friday, February 08, 2013 11:26 AM
To: 100-BoS Everyone; Bauman, Lew x5113; McKee, Charles J
Cc: Novo, Mike x5192; Lister, Daniel M. x6617; Rotharmel, Linda M. x5240; 112-Clerk of the Board Everyone
Subject: PUBLIC COMMENT RECEIVED 02-12-13 No. 15 FW: Help Us Bring BevMo! to Carmel

*Denise Hancock, Board Clerk
Monterey County
Clerk of the Board of Supervisors
168 W. Alisal St., 1st Floor
Salinas, CA 93901
831-755-5066
<http://www.in.co.monterey.ca.us/cob/>*



From: Gowin, Henry M. **On Behalf Of** 100-District 2 (831) 755-5022
Sent: Friday, February 08, 2013 10:08 AM
To: 112-Clerk of the Board Everyone; Novo, Mike x5192
Subject: FW: Help Us Bring BevMo! to Carmel

Kindly add this email to the BevMo/Crossroads Project Application file:

From: genevieve brosseau [<mailto:gmbrosseau@gmail.com>]
Sent: Friday, February 08, 2013 10:05 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

Supervisor Potter & Board Members
County of Monterey

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

Genevieve Brosseau
77 Porta Vista
Monterey, CA 93940

2/13/2013

Lister, Daniel M. x6617

From: Jennifer Levey [jenniferlevey@yahoo.com]

Sent: Friday, February 08, 2013 4:44 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

To my elected officials

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

I have just discovered BevMo and as a resident of Monterey, I am so excited to hear they may be coming to Monterey County and Carmel! I would highly encourage the approval of this store to bring more jobs to the area, affordable beverages (given the high price of some wines in the local area) and contribute to the revitalization of the Carmel Rancho shopping center.

Sincerely,
Jennifer Levey
5 Sandpiper Court
Seaside, CA 93955
831-359-3283

Lister, Daniel M. x6617

From: James King [thejamesking@yahoo.com]

Sent: Friday, February 08, 2013 4:03 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

Dear Supervisor: I enjoy buying wine at BevMo in Salinas, but it would be more convenient if they could open an outlet here in Carmel. Plus, it would be an excellent source of tax revenue.

James King
2 Miramonte Rd
Carmel Valley, CA

Lister, Daniel M. x6617

From: BrittonDes@aol.com
Sent: Friday, February 08, 2013 2:52 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

Supervisor Potter & Board Members
County of Monterey

Re: Beverages & More, Inc. (BevMo) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As residents of the area and customers of BevMo, we support its proposed new location at 26538 Carmel Rancho Blvd. We urge you to approve BevMo's application for a Letter of Public Convenience or Necessity.

BevMo will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo, we know their stores are clean and safe and that BevMo is a responsible retailer that will bring needed economic benefits to our city. While we know there is concern in the community about the excessive amount of high school underage drinking, we are familiar with BevMo's operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area.

We are also confused as to why this would be a problem for the area, when the previous tenant was also a liquor store. No one had any objection with that.

Again, please support BevMo's application and approve its Letter of Public Convenience or Necessity.

Sincerely,

Susan and Donald Britton
1/2 Paso Hondo
Carmel Valley, CA 93924
brittondes@aol.com

Lister, Daniel M. x6617

From: Nancy Nivling [bittermint2007@gmail.com]

Sent: Friday, February 08, 2013 2:38 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Nancy E. Nivling
201 Glenwood Circle, #15C
Monterey, CA 93940*

Lister, Daniel M. x6617

From: Sandy Pratt [carmelart@sbcglobal.net]
Sent: Friday, February 08, 2013 2:34 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Mrs. Sandra L. Pratt
4245 Canada Lane
Carmel, CA 93923*

Lister, Daniel M. x6617

From: Jim Brown [JCBrown_99@yahoo.com]

Sent: Friday, February 08, 2013 2:07 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

Supervisor Potter,

Thank you for considering the BevMo project in Carmel. It would be very nice to keep our Peninsula dollars local, instead of spending in Salinas.

Jim Brown

Monterey

Lister, Daniel M. x6617

From: Daniel Johnson [bigj11778@gmail.com]

Sent: Friday, February 08, 2013 1:48 PM

To: 100-District 2 (831) 755-5022

Subject: Re: Carmel Bevmo

On Feb 8, 2013 1:46 PM, "Daniel Johnson" <bigj11778@gmail.com> wrote:

On Feb 8, 2013 1:30 PM, "Daniel Johnson" <bigj11778@gmail.com> wrote:

02-07-2013

To whom it may concern,

I have heard Bevmo the beverage shop wants to move into Carmel and I think this will be a wonderful addition to the area. I have lived in Monterey County almost my entire life and am a customer of Bevmo and am excited to have another location

I am also pleased because Bevmo is not your corner liquor store. They are a very well run store and practice very strict age policy making them one of the most responsible retailers today. I believe they don't even allow you in the store if you are less than 21 years of age. If we had more shops like Bevmo who is taking action to stop under age drinking we would all be better off.

On one of my shopping trips there were three younger shoppers at the checkout and the cashier carded each one of them and one of them didn't have their ID so the cashier denied the sale to them. Most places would have just carded the person intending to pay and they would have left with the booze. That's

Another reason I like Bevmo is the service is second to none. The people who work there are passionate about what they do

and are very knowledgeable.
This kind of service is an asset to
the area for us and for the
tourists visiting. Bevmo will
become a destination on the map
for Tourist. They are a classy
retailer and a add value to

Bevmo is a fun and enjoyable to
shop and I look forward to
shopping in Carmel instead of
driving to Gilroy or Capitola. Plus
I get to keep my money here for
our county instead of theirs. And
I will frequent Camel more now
since I can do all my shopping

34 year resident of Monterey
County and Father of two
beautiful children.

Lister, Daniel M. x6617

From: Kathy and Ron Morgan [morgankr@redshift.com]

Sent: Friday, February 08, 2013 1:48 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

Dave:

I strongly support a BEVMO store at the mouth of the valley. It will save gas (mine and other Bevmo customers who live on the Peninsula) and help traffic (at least in a small way). Thanks.

Ron Morgan, Monterey

Lister, Daniel M. x6617

From: betranagan@aol.com

Sent: Friday, February 08, 2013 1:31 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Jim & Bette Fisher
217 2nd St.
Pacific Grove, CA 93950*

Lister, Daniel M. x6617

From: Sarah Rossi [srossi11@gmail.com]
Sent: Friday, February 08, 2013 1:02 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

*Sincerely,
Sarah Rossi
16 Skyline Crest
Monterey, Ca 93940*

Lister, Daniel M. x6617

From: Michael Tenner [tgoldenboy2@yahoo.com]
Sent: Friday, February 08, 2013 12:44 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Michael Tenner
337 Carentan Road
Seaside, CA 93955*

Lister, Daniel M. x6617

From: Sharon Barrientos [sharon.ginger.barrientos@gmail.com]
Sent: Friday, February 08, 2013 12:43 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Sharon
Barrientos
351 Homestead Ave
Salinas, CA 93901*

Lister, Daniel M. x6617

From: Don Roszel [droszel@gmail.com]
Sent: Friday, February 08, 2013 12:42 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333;
100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

Supervisor Potter & Board Members
County of Monterey

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

John & Robyn Roszel
10507 Fairway Court
Carmel, CA 93923
831-250-7618

Lister, Daniel M. x6617

From: John Michiels [john@ridgecapinv.com]
Sent: Friday, February 08, 2013 12:09 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333;
100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

I support the approval if Bev Mo in Carmel. The city/county needs the revenue to continue services with out another tax increase.

Thank you

John Michiels

Lister, Daniel M. x6617

From: Trish Cosand [4cosands@sbcglobal.net]
Sent: Friday, February 08, 2013 12:09 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*First Name Trish
Last Name Cosand
Address P.O. Box 1482
City, State
Pebble Beach, CA 93953*

Lister, Daniel M. x6617

From: Kemp, Christine [ckemp@nheh.com]
Sent: Friday, February 08, 2013 11:56 AM
To: 100-District 2 (831) 755-5022
Subject: BevMo permit - February 12, 2013 Hearing

Lou –

Our office represents the Bucquet Trust, owners of the property which will be leased by BevMo at the mouth of Carmel Valley. Having this lease go forward is of utmost importance to our client.

On behalf of the Bucquet Trust, I urge you to support staff's recommendation and vote yes to adopt the Resolution finding that a Public Convenience or Necessity will be served by the issuance of the BevMo licenses.

Thank you,

Christine

Christine Kemp

Noland, Hamerly, Etienne & Hoss
A Professional Corporation
333 Salinas Street
Salinas, CA 93901
(831) 424-1414 ext. 271
(831) 424-1975 (fax)
ckemp@nheh.com
www.nheh.com



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2/13/2013

Lister, Daniel M. x6617

From: Sara Alewine [sealewine@att.net]
Sent: Friday, February 08, 2013 11:54 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

*BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. **The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area.** I wish all alcohol retailers operated with the same high standards as BevMo!*

BevMo also offers an extensive selection of soft drinks and sparkling water for consumers who prefer non-alcoholic beverages. If you have not been to a BevMo, you should definitely check out their selection of black cherry sodas, root beers and ginger beers. My granddaughter loves the variety of soft drinks I get for her to try from BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Sara Alewine
823 Lemos Avenue
Salinas, CA 93901*

Lister, Daniel M. x6617

From: MELISSA MICHIELS [mamichiels@me.com]
Sent: Friday, February 08, 2013 11:13 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Melissa
Michiels
10058 Oak Branch Circle
Carmel, CA 93923*

Sent from Melissa's iPhone.

Lister, Daniel M. x6617

From: Craig Johnston [craigjohnston@sbcglobal.net]

Sent: Friday, February 08, 2013 11:13 AM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help

Please allow Bev Mo in Carmel!!!

Craig Johnston

Lister, Daniel M. x6617

From: shalomcbi@aol.com
Sent: Friday, February 08, 2013 11:10 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

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BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

Darrah Blanton
Administrative Assistant
Congregation Beth Israel
5716 Carmel Valley Road
Carmel, CA 93923
831.624.2015 Direct
831.624.4786 Fax
Visit us on the web: www.carmelbethisrael.org

The information contained in this e-mail may be confidential, proprietary and/or legally privileged information. If you are not the intended recipient, please notify the sender by reply e-mail or by calling 831-624-2015 immediately and delete this message from your system. Thank you for your cooperation.

2/13/2013

Lister, Daniel M. x6617

From: russ wilks [russwilksjr@gmail.com]

Sent: Friday, February 08, 2013 10:56 AM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

Has my vote - convenient for us locals rather than having to motor to BevMo Salinas...good tax rev, employment booster and adds to the storefronts...and good operation..hope you will enable the project.

Sincerely,

russ wilks
Carmel Valley

Lister, Daniel M. x6617

From: Marcia Atkinson [marcia@jhwcpa.com]
Sent: Friday, February 08, 2013 10:55 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMol to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMol) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMol, I support its proposed new location at 26538 Carmel Rancho Blvd. I live on the Peninsula and work in Salinas. The location in Carmel is more convenient for me. I urge you to approve BevMol's application for a Letter of Public Convenience or Necessity.

BevMol will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMol, I know their stores are clean and safe and that BevMol is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMol's operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMol!

Again, please support BevMol's application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Marcia Atkinson
5015 Peninsula Point Drive
Salinas, CA 93955*

Marcia V. Atkinson, CPA, MST
Jeffrey Wriedt & Co., CPA's
35 Winham Street
Salinas, CA 93901
(831) 757-4066
(800) 464-4128
(831) 424-2776 fax

We are required by IRS Circular 230 to inform you that, unless otherwise expressly indicated, any federal tax advice contained in this communication, including attachments and enclosures, is not intended or written to be used, and may not be used, for the purpose of (i) avoiding tax-related penalties under the Internal Revenue code or (ii) promoting, marketing, or recommending to another party any tax-related matters addressed herein.

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(20130208)

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

2/13/2013

Lister, Daniel M. x6617

From: krtekicker@aol.com
Sent: Friday, February 08, 2013 10:52 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

*Sincerely,
Tina Crivello
701 Archer St
Monterey, CA 93040*

Sent from my iPhone

Lister, Daniel M. x6617

From: Jean & Ben [baqjr@sbcglobal.net]

Sent: Friday, February 08, 2013 10:50 AM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Ben Quismundo
1011-B Hilby Avenue
Seaside, CA 93955*

Lister, Daniel M. x6617

From: Chriscam6@aol.com

Sent: Friday, February 08, 2013 10:46 AM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

*Sincerely,
Christopher Campbell
P.O. Box 1175
Carmel, CA 93921*

Lister, Daniel M. x6617

From: Taum & Diane Dell'Armo [dellarmo@earthlink.net]

Sent: Monday, February 11, 2013 9:03 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

For heaven's sake, can we stop with foolish rants.

Bring Bev-Mo to Carmel.

Bring new business to Carmel.

Be business-friendly.

Taum & Diane Dell'Armo

dellarmo@earthlink.net

Lister, Daniel M. x6617

From: jocelyn becerra [jocelynbby@aol.com]

Sent: Monday, February 11, 2013 7:32 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Jocelyn
Becerra
1050 Sherman Drive
Salinas, CA 93907*

Lister, Daniel M. x6617

From: Jim & Deb [jimanddeb75@comcast.net]

Sent: Monday, February 11, 2013 7:24 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Debra D Graham
2 Antler Place
Monterey, Ca. 93940*

Lister, Daniel M. x6617

From: Debbie Sampson [debbiesampson@sbcglobal.net]

Sent: Monday, February 11, 2013 6:48 PM

To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Debbie Sampson
26058 Highway 1
Carmel, CA 93923*

Lister, Daniel M. x6617

From: Benjamin Morehead [bmorehead1@yahoo.com]
Sent: Monday, February 11, 2013 6:09 PM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

*Supervisor Potter & Board Members
County of Monterey*

Re: Beverages & More, Inc. (BevMo!) PLN 120769, Agenda Item 15

Dear Supervisor Potter:

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Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

*Ben Morehead
1021 Sombbrero Road
Pebble Beach CA 93953*

Lister, Daniel M. x6617

From: Adam Sutter [adam.m.sutter@gmail.com]

Sent: Monday, February 11, 2013 11:18 AM

To: 100-District 2 (831) 755-5022

Subject: Bevmo Opening

Dear Whom It May Concern,

I recently have heard that a Bevmo is trying to open in Carmel and I, for one, think this is a fabulous idea. Not only will this help tourists grab that easy bottle before returning to the hotel room, but for the 2 main aspects that Bevmo focuses on, Education and Recommendation.

Every time I have visited existing Bevmo's and posed what I thought was a tough wine question, there was almost always a sommelier there with an answer. With this being Monterey County and our wine business rapidly growing and soon to be above of Napa itself, this is huge! The more people know and understand wine, the greater our renown for amazing wines will become. Also whats education if you haven't had any of the wines yet?

Thankfully Bevmo employees are extremely focused on Recommendations as well. If you want a slightly tanic merlot, you could easily ask them. If your a brand new wine lover and dont know what you love yet, the friendly employees will gladly spend the time walking you around and showing every wine you might enjoy. I've also over heard an employee planning out drinks for an entire wedding of over 150 guests. It's pretty clear what the answer should be.

It all boils down one simple fact. Monterey County is Wine. Bevmo is Wine. The 2 go hand in hand and when allowed to move in, I believe both will prosper in extraordinary ways, helping not only business, but the people as well.

Thank You,

Adam

Life Long Resident and Traveler of Monterey County

Lister, Daniel M. x6617

From: Eddie Arias [eddiearias22@hotmail.com]

Sent: Monday, February 11, 2013 9:43 AM

To: 100-District 2 (831) 755-5022; 100-District 1 (831) 647-7991; 100-District 3 (831) 385-8333; 100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755

Subject: BevMo In Carmel

Hello, I would like to give you my experience with the BeMo in the Salinas store. Yesterday I went in and had the wine tasting for 5 cents! Can you believe it? I tasted 6 delicious wines. The Sommelier there at the Salinas store was named Phil, he was amazing. Every suggestion or question I asked him he gave me a straight answer. He is so knowledgeable and informative. I know he will fill the shoes of the Carmel store. You have no worries about that. You have trained your employees to give the best customer service. I believe the city of Carmel would be losing out if they do not accept the BevMo in Carmel. Not only will it bring in revenue into the city, it will create new jobs. It's a win win situation!! Please allow the new store to grace your city of Carmel. It would only be way of expanding your creativity. Not only will you have a more than normal variety of beer, wine, sprits, etc. you will have a cost effective choice for the people of Caramel. Please allow the new BevMo to grace your community.

Thank you

Lister, Daniel M. x6617

From: Angry Mola [angrymola@yahoo.com]
Sent: Tuesday, February 12, 2013 9:23 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333;
100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: Help Us Bring BevMo! to Carmel

I know there is a debate on bringing a BevMo to Carmel. I wanted to voice my support to bring one to the peninsula. If you chose not to move forward I like many others will continue to take our money and support stores in other counties. While I'd like to keep money here in Monterey County I understand if you let me take it outside the county.

Lister, Daniel M. x6617

From: Don Roszel [droszel@gmail.com]
Sent: Tuesday, February 12, 2013 8:16 AM
To: 100-District 1 (831) 647-7991; 100-District 2 (831) 755-5022; 100-District 3 (831) 385-8333;
100-District 4 (831) 883-7570; 100-District 5 (831) 647-7755
Subject: BevMo! in Carmel is an excellent addition to our retail options

Supervisor Potter & Board Members
County of Monterey

Dear Supervisor Potter:

As a resident of the area and a customer of BevMo!, I support its proposed new location at 26538 Carmel Rancho Blvd. I urge you to approve BevMo!'s application for a Letter of Public Convenience or Necessity.

BevMo! will be a positive addition to our community and is the type of good neighbor retailer we support for our neighborhood. Being familiar with BevMo!, I know their stores are clean and safe and that BevMo! is a responsible retailer that will bring needed economic benefits to our city. While I know there is concern in my community about the excessive amount of high school underage drinking, I am familiar with BevMo!'s operations and policies as a responsible retailer. The fact they do not even allow persons under the age of 21 to enter their stores is one example of their professional standards in this area. I wish all alcohol retailers operated with the same high standards as BevMo!

Plus, it will save me the 35 mile round trip journey to the BevMo! store in Salinas. If you and the other supervisors approve BevMo's application, you will be helping the environment ;0)

Again, please support BevMo!'s application and approve its Letter of Public Convenience or Necessity.

Sincerely,

John Roszel
10507 Fairway Ct
Carmel, CA 93923