

# ATTACHMENT H

## Support Letters

- **January 21, 2013:** Letter from Sarah Adams, Carmel Resident and owner of the Raw Connection, Inc. within Carmel Rancho Shopping Center
- **January 21, 2013:** Letter from Sally T. Selner, Carmel Resident
- **January 21, 2013:** Letter from Amy Anderson, Carmel Resident
- **January 22, 2013:** E-mail from George & Sherrill Ash, Carmel Resident
- **January 22, 2013:** E-mail from Bruce Dunlap, Pebble Beach Resident and owner of CPA firm within Carmel Rancho Shopping Center
- **January 22, 2013:** E-mail from Colleen Adams, Carmel Resident
- **January 23, 2013:** Letter from Pamela Jo Walters, Carmel Resident
- **January 23, 2013:** E-mail from W. R. Phillips, Carmel Resident
- **January 30, 2013:** Letter from Ken Nelson, Salinas Resident
- **February 1, 2013:** Letter from Bonnie Ann Hill, Carmel Resident
- **February 1, 2013:** Email chain from Bonnie Ann Hill and Jeanie Lewis, Carmel Resident
- **February 3, 2013:** E-mail from Sandy Wise, Carmel Resident

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

I am a retailer in the same shopping center that BevMo is applying for. It would be a tremendous advantage for me and the other retailers in this shopping center if BevMo was approved. It will bring customers in who have never been here before. Two of the spaces that BevMo is interested in have been empty for 4 to 5 years. Based on the other stores that I have seen, their stores are clean, they have friendly staff, and they have products which no other store in the area carries. I know that SaveMart who will be next door is very excited as well that BevMo is moving in.

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

Sincerely,

( Sarah Adams  
Owner  
The Raw Connection, Inc.

January 21, 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 resident of Carmel and I write today in strong support of BevMo!'s application for a determination of Public Convenience or Necessity.

I have been a BevMo! customer for ten years, and have found them to offer a safe, well-appointed specialty retail store. They have a better selection than what is currently offered in the area, including bar accessories, caviar, and other specialty food items, which is why I routinely travel to their Santa Clara or Burlingame store to shop or buy from the store online. Having a BevMo! in Carmel would be more convenient based upon my needs and wants.

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

Sincerely,

Sally T. Selner  
24694 Santa Rita Street  
Carmel CA 93923

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

I have been to a BevMo! Only twice, up in the Bay Area, and found it to offer a convenient, safe, well-maintained specialty retail store. They had a better selection than what is currently offered in the Monterey area, including bar accessories, cigars, caviar, and other specialty food items. Having a BevMo! in Carmel would be more convenient and this type of retailer in Carmel would not be a burden on the community. In fact, I think it would be a stable, long-term presence at the Carmel Rancho shopping area, something we need rather than empty stores. A stable business presence would also provide steady employment.

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

Sincerely,

A handwritten signature in cursive script that reads "Amy Anderson".

Amy Anderson  
Resident, Carmel

Dan,

My wife and I live in the Highlands and were excited to learn that a quality store like BevMo! will be moving into our area. They have a better selection than what is currently offered in the area, including bar accessories, cigars, caviar, and other specialty food items which will save many trips to Seaside and Salinas for us and our neighbors. We are looking forward to the convenience of having BevMo! so close.

Please pass along our strong support for this project to the Board.

Thanks very much.

George and Sherrill Ash  
16 Yankee Point Drive  
Carmel, CA 93923  
(831) 596-7371

Dear Mr. Lister,

I am a Pebble Beach resident and a business owner in Carmel Rancho (a partner in a CPA firm). I support BevMo's application for a determination of Public Convenience or Necessity.

I have been an occasional BevMo customer for years. They are a well maintained and successful speciality retail operation with lots of experience. They would bring more business to our area and they would provide more convenience to our locals. Based on my experience I believe their presence would not be a burden on our community and would be a benefit to our community.

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

Thank you

Bruce Dunlap, CPA, CVAC  
PMBHD, CPA's and Consultants  
100 Clock Tower Place, Suite 120  
Carmel, Ca 93923

Salinas, CA 93901  
Attn: Dan Lister

RE: Support for BevMo! Application PLN120774

Hello Mr. Lister,

I have been a resident of Carmel for 16 years, since moved here from Southern California. Having enjoyed shopping at BevMo stores in that area I strongly support their application for a Public Convenience or Necessity.

I am a property manager and understand the strength they represent as an anchor tenant in any shopping center. BevMo will certainly generate a large following of repeat customers that will enjoy the selection of wines and specialty items. Surrounding tenants will surely benefit from the increased business created by their flow of customers. In no way could BevMo be considered a burden on the community but rather a welcome addition to the area.

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

Best regards,

Colleen Adams



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

I have been a BevMo! customer for 2 years, and have found them to offer a convenient, safe, well-maintained specialty retail store. They have a better selection than what is currently offered in the area, including bar accessories, cigars, caviar, and other specialty food items, which is why I routinely travel to their Salinas store to shop. Having a BevMo! in Carmel would be more convenient and, based on my experience at BevMo!, this type of retailer in Carmel would not be a burden on the community.

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

Sincerely,

Pamela Jo Walters  
PO Box 4826  
Carmel, CA 93921

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

As the shopper in my family, I believe that a BevMo! would be beneficial to the community shopping experience. I believe that they in one location and most likely at competitive prices would provide a rather expansive selection of beverages, cigars, caviar, and other specialty food items than generally available elsewhere. I believe that having a BevMo! in Carmel would be convenient and offer enhanced selection of products to shoppers.

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

Sincerely,

W. R, Phillips

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

Re: Application # PLN120774 – BevMo! Store, Carmel Rancho II Shopping Center

Dear Mr. Lister,

I wanted to take time to offer my support for allowing BevMo! to set up a retail center at the Carmel Rancho Shopping Center. I live near Salinas and have frequented the BevMo! store on North Davis Rd. and, when in Gilroy, the store there. Their wide variety of beer, wine and liqueurs is outstanding. I come to Carmel often and would love the option to patronize a BevMo! there. I can't help but think that the Carmel community would greatly support this store as well.

I encourage the Planning Department and the Board of Supervisors to support this application, it would be a great addition to the community.

Regards,

Ken Nelson  
Salinas, Ca.  
(831) 594-9574

Dear Daniel:

I received an email message this afternoon from a neighbor in my homeowners association about the new business, BEVMO opening at the mouth of Carmel Valley. This message was suggesting that we protest the proposed business.

I am writing in the support of the BEVMO. It is important to bring new businesses to our community. A business will succeed or fail based on the needs of the community.

Please convey that there are individuals who support this business and others that may be proposed in our community in the future.

Thank you,

Bonnie

**Bonnie Ann Hill**

25985 Rio Vista Drive

Carmel, CA 93923

831-626-1236

Daniel:

I also wanted you to see my response to the letter about the protest.

Bonnie

**Bonnie Ann Hill**

25985 Rio Vista Drive

Carmel, CA 93923

831-626-1236

----- Forwarded Message -----

**From:** Bonnie Hill <bonnieannahill@sbcglobal.net>

**To:** Jeanie Lewis <jeanielewis@comcast.net>

**Sent:** Friday, February 1, 2013 4:00 PM

**Subject:** Re: Fwd: Protest letter to: Daniel Lister (listerdm@co.monterey.ca.us) BEVMO is PLN120769

Hi Jeanie:

Kids will buy liquor and there is no way to stop it.

One of the main places kids buy is at Safeway at the Crossroads. I really do not understand what the problem with BevMo going in at the shopping center. Save Mart sells alcohol and it will only create competition and better pricing for the consumer. Yes, Garzones was a grocery store that became a wine shop and is now vacant...this is a sign of what can compete and what is economically viable. Let the economy dicatate what businesses will succeed or fail.

If individuals have an issue with under age drinking, maybe it would be best to find a way to focus on a methd to enforce the law and not inhibit fair business practice in our community. Focus on how to educate our minors.

This is not something I feel is our place to protest...let the economy judge the viability of a business and focus on the real problem of educating our youth.

Bonnie

**Bonnie Ann Hill**

25985 Rio Vista Drive

Carmel, CA 93923

831-626-1236

**From:** Jeanie Lewis <jeanielewis@comcast.net>

**To:**

**Sent:** Friday, February 1, 2013 3:25 PM

**Subject:** Fwd: Protest letter to: Daniel Lister (listerdm@co.monterey.ca.us) BEVMO is PLN120769

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. J.

**From:** Catalina Szalay <crhouse@comcast.net>

Hi Jeanie,

What do you think about this? BevMo is planning on moving in next to SaveMart. Carmel teenagers already consume more alcohol then Pacific Grove and Monterey teenagers do. It's proximity is too close to Carmel High and Carmel Middle school. Can you please send this information out to our neighborhood. Maybe we can have neighbors write letters to Daniel Lister before Tuesday, which is when the board of supervisors meet to approve or deny the BevMo application.

Thank you,

Catalina

On Feb 1, 2013, at 1:34 PM, Patricia Roden wrote:

Hello,

I am forwarding you this information regarding the BevMo Liquor store chain that is attempting to open at Carmel Rancho, next door to SaveMart.

Protest letters are needed as soon as possible to be emailed to Daniel Lister ([llisterdm@co.monterey.ca.us](mailto:llisterdm@co.monterey.ca.us)) BEVMO is PLN120769 The board of supervisors meet to approve or deny the BevMo application for alcohol sales license on Tuesday.

Letters of protest need to be sent by Monday at the LATEST.

This is important considering the excessive alcohol use of CUSD students.

Please refer to the attached PowerPoint created by Heath Rocha of Carmel Unified, that documents the alcohol use of CUSD students.

Thank you and pass this on to as many people as you can!!!

Thank YOU!

Tricia Roden

**From:** "MM\_Robbins" <[mm\\_robbins@comcast.net](mailto:mm_robbins@comcast.net)>

**To:** "neil and dale agron" <[nagrone@comcast.net](mailto:nagrone@comcast.net)>

**Sent:** Thursday, January 31, 2013 11:39:22 AM

**Subject:** Fwd: student info

protest letters needed. m

**From:** "MM\_Robbins" <[mm\\_robbins@comcast.net](mailto:mm_robbins@comcast.net)>

**To:** "dick stott" <[rhstott@pacbell.net](mailto:rhstott@pacbell.net)>

**Sent:** Thursday, January 31, 2013 11:23:29 AM

**Subject:** Fwd: student info

we need protest letters. in census tract 116.02 where BEVMO wants to operate (right next to SAVEMART) onjly 8 liquor licenses are permitted and there are already 18 in operation. Send protest letter to: Daniel Lister ([llisterdm@co.monterey.ca.us](mailto:llisterdm@co.monterey.ca.us)) BEVMO is PLN120769. letter needs to reach him no later than monday. margaret

**From:** "Heath Rocha" <[hrocha@carmelunified.org](mailto:hrocha@carmelunified.org)>

**To:** "MM\_Robbins" <[mm\\_robbins@comcast.net](mailto: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.

<image001.png>

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

RE: Support for BevMo! Application PLN120774

Dear Mr. Lister:

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

I have been a BevMo! customer for \_\_\_ years, and have found them to offer a convenient, safe, well-maintained specialty retail store. They have a better selection than what is currently offered in the area, including bar accessories, cigars, caviar, and other specialty food items, which is why I routinely travel to their Salinas or \_\_\_\_\_ store to shop. Having a BevMo! in Carmel would be more convenient and, based on my experience at BevMo!, this type of retailer in Carmel would not be a burden on the community.

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

Sincerely,  
Sandy Wise

