

## Lemos, June

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**From:** Chuck & Suzye <cmtsro@mcn.org>  
**Sent:** Wednesday, May 18, 2016 8:55 AM  
**To:** Lemos, June  
**Subject:** Overtime Brewing

If the City of Fort Bragg wants to encourage new businesses please reconsider the onerous capacity fee that has been imposed on Overtime Brewing.

Thank You, Chuck Taylor

## Lemos, June

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**From:** Suzye <suzyeo@sbcglobal.net>  
**Sent:** Wednesday, May 18, 2016 7:35 PM  
**To:** Lemos, June; Jones, Marie; Ruffing, Linda; Varga, Tom; Barber, Teri Jo; Prairie, Crystal; Smith, John; Daniels, Heath; coneill@fortbragg.com  
**Subject:** Overtime Brewery: Please distribute to all Council Members and Planning Commission Members and appropriate departments

> We have recently become aware and are extremely concerned about the many obstacles that Overtime Brewery have encountered in their pursuit of opening their business in Fort Bragg. We attended the Planning Commission meeting where Overtime was approved for their business. As we recall, it appeared clear to us that they are to open a brewery with some Mendocino wines, other beverages and some food to accompany their beer. We believe it is to be a brewery highlighting local brewed beer with some food.

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> We have been informed that clear communication with various city departments has been difficult resulting in additional fees that appear unreasonable. At the Planning meeting we attended we interpreted many of the comments that the City was "new business" friendly and the City supported and welcomed new businesses. With the many vacant store fronts we view daily this appears hard for us to believe.

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> We have observed in our seven years of living in Fort Bragg that North Coast Brewery and other venues such as Piaci's, Sea Pal, Djangos, Golden West, Sea Valley and most restaurants serve and highlight craft beers. We have talked with tourists who specifically come for North Coast beers and other craft beers. It seems clear to us that another venue with locally brewed beers will contribute to this growing national trend and only serve to bring more people to visit our community.

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> We hope that the various City departments will review their actions, improve their communication, better assist new businesses in the various departments and truly be "new business friendly". We understand that it is a two way street and that the various departments are busy with their own nuances and regulations. The Overtime owners are extremely competent and reasonable individuals with much experience. If they feel communication has been hampered we believe that the city needs to take notice of this and work with Overtime to resolve differences and work together to truly be "new business friendly".

> We also hope that capacity fee imposed with be dismissed due to the City's communication difficulties with Overtime Brewery or at least be significantly reduced to reflect the true nature of this business venture. It would be a significant loss to the city and our community if this business does not open.

Sincerely,  
Suzye Ogawa and Chuck. Taylor  
245 W. Fir St, Fort Bragg, CA

## Lemos, June

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**From:** Chuck <cmta@sbcglobal.net>  
**Sent:** Thursday, May 19, 2016 8:39 AM  
**To:** Lemos, June  
**Subject:** Overtime Brewing

Please inform any and all responsible parties that we The City of Fort Bragg need the energy and ambitions of people like the folks behind Overtime Brewing. Thank You

## Lemos, June

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**From:** patty joslyn <22pearls@gmail.com>  
**Sent:** Thursday, May 19, 2016 8:27 PM  
**To:** overtimebrewing@gmail.com; Lemos, June  
**Subject:** Overtime Brewery

From our house we walk every morning around the sweet, sometimes sad, town of Fort Bragg. There are several empty storefronts, many which could use a new coat of paint. In our eyes and minds we think and say Yeah! to folks wanting to start up something new. Let's continue to bring life and resources to town. Let's bring people and monies and down right joy. Not only do we need to open our arms and thoughts we also must also entice and make things a bit easier. **The good folks connected to Overtime Brewery are hard-working forward-thinking people.** Let's, as a community, invite them in with ease and truth. And let's try like heck to keep their costs in a range called reasonable with no more or new surprises. It's Wonderful to think our great town could be even better. Thank uou for your time in reading this and looking beyond today.

Patty Joslyn and Larry Babic

all is connected to the divine.  
any given moment is a place of blessing.

[www.22pearls.blogspot.com](http://www.22pearls.blogspot.com)

## Lemos, June

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**From:** Steven Taylor <slt1954@gmail.com>  
**Sent:** Thursday, May 19, 2016 9:42 PM  
**To:** Lemos, June  
**Subject:** Overtime Brewery

Dear Ms. Lemos,

I was able to attend the Planning Commission meeting where Overtime was approved for their brewery business. It appeared clear to me that the commission is to open a brewery with some Mendocino wines, other beverages, and small plate foods.

I've become aware that communication with the various city departments has been difficult and "unclear" resulting in additional fees that appear unreasonable and would create a stumbling block for any new business. At the planning meeting, many of the comments from the City were interpreted as being "new business" friendly and that the City supportive and welcoming to new businesses. With the many vacant storefronts throughout town, I would think that the city has to be even more "Business friendly".

I have seen over my years of visiting Fort Bragg that North Coast Brewery and other venues such as Piaci's, Sea Pal, Django's, the Golden West, Sea Valley and most restaurants serve and highlight craft beers. I have spoken with many tourists who specifically come for the "craft beer and food experience" featuring local craft beers and, of course, the beautiful scenery. It seems to me

that a new brewery owned and run by Fort Bragg locals can not only contribute to the local economy (to local jobs, to city tax coffers, as another tourist destination)

I hope that the city of Fort Bragg will review their actions, improve their communication, better assist new businesses be more "new business friendly". I understand that the various departments within the city are busy with their own nuances and regulations. The owners of Overtime are extremely competent and reasonable individuals with much experience in the world of food and brewing. If Overtime feels communication has been hampered, I believe the city should take notice of this and work to resolve these differences and work together. That to me is "business friendly".

I also hope that capacity fee imposed will be dismissed, if for no other reason, due to the city's "communication difficulties" that they had with Overtime Brewery...or at least be significantly reduced to reflect the true nature of this business venture being a brewery. I believe that the city of Fort Bragg would be making a mistake to not embrace and for lack of a better word, nurture this business. A business that will only add to the local community in so many ways.

Side note: I am not a Fort Bragg resident at this time, but hope to be one soon! I have family that lives in town and I visit multiple times a year. I am also a craft beer enthusiast. I belong to a

homebrewers organization, The LA Ale Club and am friends with many people in the brewing industry. The northern California has been a "beer destination" for quite some time and is only growing. Adding Overtime Brewing to that beer-map will only increase the North Coast as a tourist destination.

Thank you for your time and consideration,

Steven Taylor

1430 Stone Gate Street

Monterey Park CA 91754

## Lemos, June

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**From:** Katee Taylor <kateet@gmail.com>  
**Sent:** Friday, May 20, 2016 2:18 PM  
**To:** Lemos, June  
**Subject:** Overtime Brewery

Please accept this statement as our support for Overtime Brewing Co. and as our expression of concern over the capacity fees that are being imposed on them since initial approval last Aug. I understand this promising future business is being assessed an exorbitant fee, evaluated as a restaurant establishment and not as brewery, which seems unjust and needs immediate correction or some reform. This incredible fee would be make it virtually impossible for this new business ( a great potential asset for our community) , to ever come to fruition. Please reconsider your decision on assessing this fee and enable the Overtime Brewing Co. to progress in this business endeavor without any further delays or obstacles. We are Fort Bragg citizens, property owners, tax payers, business owner, partners and parents and Thank you for your service and your reflective consideration in this matter.



## Lemos, June

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**From:** carolynmae@juno.com  
**Sent:** Friday, May 20, 2016 3:40 PM  
**To:** Lemos, June  
**Subject:** overtime brewing company

Dear City Council Members--

This is to request that you reconsider the \$70,000 fee that the new local business Overtime Brewing Company is being assessed--they are not a restaurant and should not be charged wastewater capacity fees as if they were. I have heard that they have hired a consultant who is a specialist in brewery wastewater treatment, and that both speaks to their sincerity in dealing with their water use and to the possibility that they should not need to pay any capacity fees at all. If they are assessed such fees, they should be based on their use permit (craft brewery not restaurant), and they should be permitted to make payments since they were not informed of such a fee until almost a year after it was assessed.

Overtime Brewing Company is exactly the kind of business the city economic plan wants to encourage--homegrown, attractive, and sure to contribute to taxes that the city depends on. Fort Bragg wants to be business friendly, and better communication between city departments and clear steps to follow to open a business here, including fee assessments, are essential.

Please provide the city council members and the planning commission members with a copy of this letter.

Thank you.

Carolyn Schneider  
Fort Bragg  
707-513-6657

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The New York Times

Finding Love Again, This Time With A Man <http://thirdpartyoffers.juno.com/TGL3141/573f92561aead125519cbst01vuc>

## Lemos, June

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**From:** Everett Taylor <etaylor@drywall@hotmail.com>  
**Sent:** Sunday, May 22, 2016 3:19 PM  
**To:** Lemos, June  
**Subject:** Overtime Brewing

Dear City Council,

Well here it is, almost June, the projected month of opening of the new Overtime Brewery.

Last August's meeting at town hall showed overwhelming support for this new business, but misinformation or lack of communication has caused many delays in the progress. Knowledge of an exorbitant capacity fee back in August may have been easier to factor in, or a deal breaker.

Having to facilitate an on site waste water pre-treatment plant is feasible, but not with an excess tag on top of it. Meanwhile, the owners of Overtime Brewing are paying lease on a building they cannot yet use, acquiring equipment they can't install and additionally missing the peak tourist season, doing what should have been done by now, making beer and creating revenue.

If you sincerely want to encourage new business growth and to the immediate, this particular homegrown, grassroots startup to run, stop shooting it in the foot. Let them get their doors open and either waive, substantially decrease, or negotiate this excessive fee as it was not initially presented or disclosed.

## Lemos, June

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**From:** Gina Hazelwood <ginahazelwood@gmail.com>  
**Sent:** Monday, May 23, 2016 6:56 AM  
**To:** Lemos, June  
**Subject:** Overtime Brewing

City of Fort Bragg,

I am writing to you as a former resident (age 4-18) and now a frequent visitor of the beautiful City of Fort Bragg. Overtime Brewing would be a great addition to what I call my home town. For a city in need of revenues, as many are, Overtime Brewing couldn't come at a better time. The economic impact of breweries across the country are quite significant, generating revenues in the form of taxes, tourism, labor and others. Because Fort Bragg survives heavily on tourism, partnering with Overtime Brewing for a common goal of bettering the community should be considered a move in the right direction to help many residents and businesses. To have not one, but two brewery stops would attract many seeking vacations centered around visiting new breweries similar to what the wine industry has done for Napa. Brewery tourism provides some stability to the significant seasonality swings Fort Bragg currently experiences by offering events, festivals, and facility tours focused year-round or in non-peak visitor months.

There are also proven statistics from other California cities who are now reaping the benefits of having opened their doors to craft breweries. For example, San Diego has seen this business sector as the fastest growing in the last decade contributing to the region's tourism industry dollars. The National University System Institute for Policy Research (NUSIPR) evaluated data from San Diego's craft brewery industry and measured the following staggering statistics:

1. In 2011, brewers and brew pubs generated a \$299.5 million direct economic impact in San Diego County
2. The industry made \$680.8 million in sales, with a high percentage of these revenues staying within the region.
3. Relatively good wages are earned by brewery workers. Overall, the industry sustained or created approximately 2,796 jobs in the region.
4. San Diego's Stone Brewery is the third largest visitor destination in North County after the San Diego Zoo Safari Park and Legoland
5. Brewery tourists in San Diego were studied to be mostly married, highly educated men with jobs and disposable income, 75% of which have a bachelor's degree or higher, employed full time, and have a household income of \$80,000 or higher. The majority of these tourists traveling to the area had planned to visit on average 2.08 breweries while visiting the area. On average 58.5% were staying over night for an average of 3.16 nights, mostly with friends (28.1%), with another 28.1% staying in hotels or motels.

In addition, other examples can be found across the nation. The International Economic Development Council (IEDC) is a non-profit membership organization that serves economic development professionals and recently hosted a seminar/webinar featuring executives from breweries as well as economic experts from universities and municipalities. A few main points from this seminar that are important for Fort Bragg to consider are as follows:

1. Craft breweries tend to have "labor inefficiencies" when compared to large corporate beer producers. Craft breweries tend to produce 112 barrels per employee where large multinational corporations produce approximately 2,888 barrels per employee. Craft breweries' need to have more people involved in lower production levels essentially helps them grow local economics by creating pools of jobs that didn't otherwise exist. Something Fort Bragg is lacking at the moment with the fishing and lumber industries shrinking.

2. This webinar further discusses how local economies can attract such breweries. The answer summarized that the most critical element is to have city planning officials who "understand the unique needs and benefits of a brewery."

3. Another factor to consider is that the makers and owners of these breweries are personally invested in these communities. They truly want to help build the community. This is key for city planning officials who can focus on these five areas to help grow their local economies:

- a. bottom line support
- b. talent
- c. recruiting
- d. intangibles
- e. differentiators

The City of Asheville in North Carolina helped launch a non-profit "grain coalition" that collects a brewery's spent grain and distributes it to local farmers. And to help develop the talent pool, Asheville created beer-centric certification programs at nearby community colleges and universities.

While Overtime Brewing intends to be a very small brew pub with owners who have no interest in becoming a multi-location or larger enterprise, it is a perfect fit for Fort Bragg to begin to capitalize on the benefits of the craft brewing industry, while still maintaining the small town status Fort Bragg always has been and always will be.

In conclusion, craft breweries are proven to have created jobs, tourism visits, and tax revenues at a time when many regions are still continuing to slowly work through their economic recoveries. Fort Bragg would regret considering a strong partnership with local talent to help continue to make the City thrive keeping this beautiful and important city on the map for generations to come.

Yours Sincerely,  
Gina Hazelwood, CPA

## Lemos, June

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**From:** Martin NAKATANI <badbadtzmartini@gmail.com>  
**Sent:** Monday, May 23, 2016 11:51 AM  
**To:** Lemos, June  
**Cc:** Turner, Dave; Peters, Lindy; Deitz, Scott; Hammerstrom, Doug; Cimolino, Michael  
**Subject:** Overtime Brewing

Dear City Council,

I hope that you vote to approve the lower assessment of water capacity fees and the payment plan for the water capacity fees assessed to Overtime Brewing. I also hope you will help expedite the start up business process with Overtime Brewing. The sooner this business opens, the sooner the city of Fort Bragg will receive revenue from this business.

The people behind Overtime Brewing are hard working, creative, local individuals that are an integral part of this community. They enjoy living and working here and hope to make this an even better community. They will be creating some great artisan beverages that will be a draw for both our residents and visitors. This business will not only generate revenue for the city, but will create jobs, and will also be a great addition to our many wonderful retail and culinary offerings here on the coast.

Please help them add something special to our town.

And do it quickly, I'm really thirsty.

Sincerely,  
Martin Nakatani

Sent from my iPad thingie