

Summer Burlison

From: KENNETH AYER <kenayer@comcast.net>
Sent: Wednesday, March 07, 2018 10:39 AM
To: Summer Burlison
Cc: Ulli Biso
Subject: Half Moon Bay Distillery

Dear Ms. Burlison,

We strongly support the application of the Half Moon Bay Distillery to move its location to 155 Broadway. This will have much more parking than the existing location, be closer to Highway 1 and thus slightly reduce traffic in Princeton, and just makes much more sense. This is an important local business and their plan is reasonable and beneficial.

Sincerely

Kenneth Ayer

Jean McKenna- Ayer

Summer Burlison

From: Amy Conte <amyc@kff.org>
Sent: Wednesday, March 07, 2018 9:45 AM
To: Summer Burlison
Cc: 'Ulli Bisono'
Subject: Half Moon Bay Distillery Project

Dear Ms. Burlison,

I am writing to personally express support for Half Moon Bay Distillery's project at 155 Broadway in Half Moon Bay. There is ample parking available in Princeton and many in that area including myself just walk on foot. It will improve the area and Half Moon Bay's economy in general. Please take this into consideration. The owners are responsible, exemplary business owners who support both the community and would be conscious of any impact on the area.

Best,

Amy Conte

Amy Conte / Executive Assistant, Office of the President and CEO
Kaiser Family Foundation / San Francisco, CA
AConte@kff.org / 650 854 9400



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Important Note: The Kaiser Family Foundation has moved!
Please update your records and direct future correspondence to:

185 Berry Street
Suite 2000
San Francisco, CA 94107

Our phone numbers remained unchanged.

Summer Burlison

From: Mary Corcoran <mcorcoranhmb@gmail.com>
Sent: Monday, March 12, 2018 3:47 PM
To: Summer Burlison
Cc: ulli@hmbdistillery.com
Subject: Application for Half Moon Bay Distillery Conditional Permit: Please Approve

Greetings Ms. Burlison:

As a local business owner in the tourism sector, I work with groups visiting our Coastside community and know and work with Half Moon Bay Distillery frequently.

I highly recommend granting this business the conditional permit. I understand one of the issues the County has raised is about parking. Moving the business to the proposed Broadway location will actually improve parking and access, not detract from it. It's a very short walk from 2 local hotels and within a mile of 2 others. There is plenty of street parking available. We are working to promote the Princeton area as a "walkable destination," and the new location will help immensely. For example, I currently lead groups on walks and hikes - this move will actually bring the Distillery closer to the other activities we engage as part of our walking tours.

Sincerely,

Mary Corcoran
Partner,
Half Moon Bay Coastside Tours
225 Cabrillo Highway South, Suite C108

Half Moon Bay, CA 94019
[650-720-7050](tel:650-720-7050)
cell: [650-218-0436](tel:650-218-0436)

mary@hmbcoastsidetours.com
<http://hmbcoastsidetours.com/>

Summer Burlison

From: Evan Cranston <ev3cra@gmail.com>
Sent: Tuesday, March 06, 2018 6:25 PM
To: Summer Burlison
Cc: Ulli Biso
Subject: Support of Half Moon Bay Distillery Move

Hi Summer,

I'm a big fan of Half Moon Bay Distillery and the vibrancy they add to communities they enter, whether for hosting an event or for a business location.

I wanted to share my support of their move to 155 Broadway and communicate how positive this will be for their neighbors as they bring a great positive energy and community engagement where they go.

Best,

~Evan

Summer Burlison

From: Kelly Hoffman-Davis <kelly@thegraphicworks.com>
Sent: Wednesday, March 07, 2018 12:31 PM
To: Summer Burlison
Cc: ulli@hmbdistillery.com
Subject: Half Moon Bay Distillery

Good Morning Summer-

I'm writing this morning to show my support of the new proposed location of the Half Moon Bay Distillery. As a local business owner, Half Moon Bay Coastside Chamber of Commerce Past President, Farallone View Elementary School PTO Board member I have worked first hand with Ulli and her husband and see what a positive impact they have on our community. The new location would breathe new life into an area that has been run down for years. Tourists and locals alike will benefit from this improvement, not to mention the surrounding businesses.

kelly hoffman-davis
owner+designer

ph 650 728 1555
www.thegraphicworks.com

office 1300 main street montara california 94037
mailing post office box 371073 montara california 94037

Summer Burlison

From: Ed Boell <gboell@comcast.net>
Sent: Tuesday, March 06, 2018 4:34 PM
To: Summer Burlison
Cc: Ulli Bisono
Subject: HMB Distillery Permit

Dear Ms. Burlison,

Georgette and I have resided in Moss Beach for almost fifty years. We have enjoyed witnessing the positive Coastal growth in that time. One fairly recent addition to the Coastside business community is the Half Moon Bay Distillery. Local owners, Ulli and Caesar Bisono have created a community friendly small business. The Bisono's themselves have contributed to many charities and support systems in the Half Moon Bay areas. Their plan to relocate the business to 155 Broadway in Princeton was met with overwhelming approval by all residents who became aware of it. The advantage of the Broadway location is there is much more parking on existing streets than the Harvard Ave. location. In addition further pedestrian traffic will be increased to and from the adjacent businesses on Capistrano Rd. My hope in this case and others like it San Mateo County Government will act as an advocate and facilitator for small local business rather than delay and obfuscation.

Thank you for your consideration in this matter. I will interested to hear your thoughts on this matter.

Sincerely,

Georgette and Edward Boell

Sent from my iPhone

Summer Burlison

From: elizabeth@hmbwineandcheese.com
Sent: Monday, March 12, 2018 6:58 PM
To: Summer Burlison
Cc: ulli@hmbdistillery.com
Subject: Half Moon Bay Distillery

Hi Summer,

My name is Elizabeth Benney. I am the General Manager at The Half Moon Bay Wine & Cheese Co. and a resident of Half Moon Bay. I am writing in support of Ulli and Caesar Bisono and their business, the Half Moon Bay Distillery. My business has stocked these products from the very beginning and I can attest to their integrity as business owners and neighbors. The Half Moon Bay Distillery has been an outstanding addition to the coastside. Many are looking forward to the opening of their new location as they are a top destination for visitors and locals alike. The new location, in short walking distance to all Princeton Harbor has to offer, is sure to be a boost for the whole area.

Thank you,
Elizabeth Benney
GM, Certified Sommelier
The Half Moon Bay Wine & Cheese Co.
421 Main Street, Half Moon Bay
650.726.1520
elizabeth@hmbwineandcheese.com

Summer Burlison

From: Eric Trojak <oenomkr@gmail.com>
Sent: Tuesday, March 06, 2018 4:41 PM
To: Summer Burlison; ulli@hmbdistillery.com
Subject: HMB Distillery

I understand that you will be considering a conditional use permit for Half Moon Bay Distillery on March 15th. I will be unable to attend but wish to express my whole hearted support for this business in their effort to move into a new location. In my opinion, the issue of parking is really a non-issue. There is plenty of off and on street parking available in the area and many of the people who visit the Distillery walk to it from several blocks away. Please grant this permit as this will continue to help make Princeton the place it can and should be.

--

Eric Trojak
Box 597
El Granada, CA 94018
oenomkr@gmail.com

Summer Burlison

From: Robert Fernandez <rfernandez44@yahoo.com>
Sent: Sunday, March 11, 2018 4:29 PM
To: Summer Burlison
Subject: The new distillery in Princeton, CA that is trying to get approval

Summer:

As a life-long resident of the coastside and a person who is involved in our community, I give my support to the establishment of the proposed distillery at the new location requested. A new business of this type fits readily into the way the coastside now is, a tourist destination, and will bring revenue to the county as well as jobs and something new for the people of the coast. Business is the life blood of our economic system and it is what makes us strong. I encourage you to expedite its approval.

Robert J. Fernandez

Summer Burlison

From: John H Gruver <imjgruver@gmail.com>
Sent: Tuesday, March 06, 2018 7:03 PM
To: Summer Burlison
Cc: Half Moon Bay Distillery
Subject: Half Moon Bay Distillery permit

Dear Ms. Burlison,

The Bisons are friendly, dedicated folks who produce some great gin and vodka here on the Coast. Their current location is spartan, yet they give very interesting, informative, and most enjoyable tours, even though the location is so compact.

The facility at 155 Broadway, being so much closer to the more touristy sections of Princeton, would give increased pedestrian access to those great tours.

Sincerely,

John H Gruver
722 Buena Vista St.
Moss Beach, CA 94038
imjgruver@gmail.com
Cell: 650.576.9063

Summer Burlison

From: Anita Hart <anitakhart@yahoo.com>
Sent: Wednesday, March 07, 2018 8:31 PM
To: Summer Burlison
Cc: ulli@hmbdistillery.com
Subject: Half Moon Bay Distillery's move to 155 Broadway

Hello Summer Burlison,

I'm writing to support Half Moon Bay Distillery's move to 155 Broadway. Their current space is too small to accommodate more than a handful of visitors. HMB Distillery is quiet, holds short hours of operation and doesn't serve much liquor. If parking spots are an issue, I'd like to point out that there is ample public parking available in Princeton, both street parking as well as designated parking for established businesses. Most visitors, once they have parked their car in one spot, will walk around and explore the area on foot. I support HMB Distillery as a "walkable" destination, with the other businesses and coast so close. I also think it would benefit people's health as well.

Thank you for your time,

Anita Hart
Friend and Supporter of Half Moon Bay Distillery

Summer Burlison

From: Jessica Kahn <jkahn@mac.com>
Sent: Tuesday, March 06, 2018 12:14 PM
To: Summer Burlison
Cc: Ulli Bisono
Subject: support for Half Moon Bay Distillery project

Dear Ms. Burlison,

I wanted to take a moment to write to you in support of the conditional use permit being requested by the Half Moon Bay Distillery, to open at their new location and tasting room at 155 Broadway in Princeton.

I have known Caesar and Ulli Bisono for several years now, and view them as real assets to the Coastside community in which they reside and operate their business. They're wonderful people, and their business, The Half Moon Bay Distillery, was recently voted as the #1 "thing to do" in/near Half Moon Bay on TripAdvisor. They deserve a chance to open up shop at this improved location, much closer to, and in some cases now visible from, all of the other walkable attractions in Princeton.

Caesar and Ulli invest so much of themselves into Half Moon Bay and its neighboring villages, and I request that the County of San Mateo support them in return, by approving their application for conditional use permit at 155 Broadway.

Thank you,

Jessica

Summer Burlison

From: Joe <joev71@hotmail.com>
Sent: Sunday, March 11, 2018 10:32 AM
To: Summer Burlison
Subject: Half Moon Bay Distillery

Summer,

Unfortunately we will be out of town and unable to attend the public hearing for the Half Moon Bay Distillery's new Broadway Location.

We would like to strongly urge your support for this project. There can be no doubt that this new location of the Half Moon Bay Distillery is a vast improvement to the Princeton Harbor area.

The Distillery is a good neighbor in its current location and there should be no expectation that this would change in the the new location.

The Bisonos are an exceptional part of the Half Moon Bay and Princeton communities.

We believe that approving this application is the right thing to do.

Sincerely,

Joe and Katy Vohs

736 Toulouse Ct

Half Moon Bay

Sent from my iPhone

Summer Burlison

From: l77t@yahoo.com
Sent: Tuesday, March 06, 2018 7:16 PM
To: Summer Burlison
Subject: Half Moon Bay Distillery

Dear Ms. Burlison,

I urge you to please to approve whatever is necessary for the HMB distillery to thrive at its current location. The principles in this business are both responsible and gregarious people who will run their business in accordance with all regulations. I have known them both for many years. They understand how a well run business can be an asset to the community. Hopefully I can attend the meeting on the 15th and speak in their support. Thank you for your consideration.

Laurence Turino
408.335.9708

Summer Burlison

From: Lialin, Tony <tlialin@illumina.com>
Sent: Wednesday, March 07, 2018 9:19 AM
To: Summer Burlison
Cc: ulli@hmbdistillery.com
Subject: Half Moon Bay Distillery

Hi Summer,

I am unable to attend the planning meeting scheduled for next week as I will be traveling for business so I thought I'd take the time to write you an email in regards to the Half Moon Bay Distillery's new proposed site. As a bay area native and a coastside local in El Granada since 2005 I have seen a lot of change. The positive economic changes from companies like the HMB Distillery are the ones that I'm most excited about.

Just a few positive changes that come to mind from a company like this are and their relocation include:

- 1)Increased Tax Revenue for the County
- 2)Increased Economic Growth
- 3)Increase in Coastside Walkability Score
- 4)Continued growth opportunity for the business

Being the father of three young girls I'm excited about more money (in the form of taxes) for the local schools, I'm excited about a woman owned business just down the street and excited about HMB Distillery's use of science and technology in the production of small batch craft spirits. Having a business within easy walking distance of several others also sets a very positive tone. I'm tracking steps on my watch these days as I want to be healthy and around for my girls for a while.

To expand on the whole walking aspect from above as you know the new Distillery location sits within easy walking distance from the Oceano Hotel, Mavericks's Event center, HMB Brewing Company, Mezza Luna, OPL, Maverick's surf shop, Ketch Joanne's, HMB Kayak and countless other businesses. With it's #1 ranking on Yelp for a tour to take on the coastside this business and it's new location will mean that every other business that I've listed above stands to benefit. These businesses are all with a five minute walking distance from the new distillery location. They will be seen and intern get more business themselves.

I personally could envision my sales team staying at Oceano and walking to the Distillery for a tour and team building exercise. The number of combinations of visits involving the distillery and other businesses listed above seems endless.

The general area in around the distillery has many businesses with lots of parking like Oceano, the Oceano Mall, the harbor and the list goes on. Another business that offers so much and within walking distance of so many others in an area with so much parking seems like a big win to me.

Please feel free to email me any questions you might have in regards to my email or phone me directly at 650-284-9732. As you can tell I'm a strong supporter of business that make sense on the coastside and this one and their new location certainly does!

Sincerely,
Tony
Tony Lialin
Executive Strategic Account Manager
Illumina, Inc.
650-284-9732.cell

Summer Burlison

From: carol markegard <carolmarkegard@gmail.com>
Sent: Monday, March 12, 2018 10:11 PM
To: Summer Burlison
Subject: Half Moon Bay Distillery

Hi Summer

I just wanted to send a quick note to support the Half Moon Bay Distillery. The owners are very involved with the community and are always donating their time and products to Half Moon Bay for example the Pumpkin Festival. I have done a tour at the current location and love the vodka it is the best. I think it's very important to support the locally produced goods that our business in Half Moon Bay provide. The Distillery could definitely use more space and the new location is in walking distance from the harbor. I would be nice to see it being closer and more accessible.

Thank you for taking the time to read this.

Carol Markegard a Half Moon Bay local.

Sent from my iPhone

Summer Burlison

From: Mary Oldham <mary@hmbbrewingco.com>
Sent: Monday, March 12, 2018 11:15 AM
To: Summer Burlison
Cc: Ulli Bisono
Subject: Support for Half Moon Bay Distillery

Good morning Summer

As Marketing Director for The Half Moon Bay Brewing Company, I see the value of having another viable business in close proximity here in Princeton.

The Half Moon Bay Distillery will benefit the Princeton area, increase foot traffic, and will be a compliment to the other businesses in the harbor and Princeton area.

I am writing this to give my support to Half Moon Bay Distillery for their application for a conditional use permit for their new location.

I understand from Ulli Bisono that there will be a discussion on March 15th. I am unable to attend the discussion but would like this letter to represent my support.

As a Coastside resident for 30+ years, I see the value of Princeton as an economic engine, as well as being a place where locals and visitors alike can stroll the streets to different attractions, and The Half Moon Bay Distillery will be a great addition to our area.

I hope you and the county the staff agree with me and will facilitate this process so Half Moon Bay Distillery becomes a close neighbor to The Half Moon Bay Brewing Company

Thank you for your consideration.

Sincerely,

Mary Oldham
Director of Marketing
Half Moon Bay Brewing Company
390 Capistrano Rd.
Half Moon Bay CA 94019
650-728-2739 Ext: 204
mailing: POB 879 El Granada CA 94018
www.hmbbrewingco.com
www.maverickseventcenter.com
www.pacificstandardtaproom.com
www.innatmavericks.com

Summer Burlison

From: Brian Overfelt <brianoplhmb@gmail.com>
Sent: Sunday, March 11, 2018 8:55 PM
To: Summer Burlison
Cc: Ulli Biso
Subject: My approval for the HMB Distillery

Dear Summer Burlison,

Id like to send/express my support for Ulli and Caesar of the HMB Distillery. I was really looking forward to their opening a long time ago and am confused and baffled to such a delay. I own the Old Princeton Landing just down the street from their proposed business and support them 100%. I feel that good neighbors is important and I am looking forward in all of us being neighbors. Anyway, I am writing this letter to support them and think they would be a great addition to the neighborhood.

Sincerely,

Brian Overfelt
Owner/ Old Princeton Landing

Sent from my iPhone

Summer Burlison

From: Dariusz Paczuski <dariuszpaczuski@gmail.com>
Sent: Tuesday, March 06, 2018 7:25 PM
To: Summer Burlison
Subject: Supporting Half Moon Bay Distillery

Dear Ms. Burlison, I am writing to support Half Moon Bay Distillery's proposal for a conditional use permit at 155 Broadway in Half Moon Bay. I have visited their current location, and support their plans to expand, including tours which will be open to the public. I know they care deeply about their community and I believe they will use this permit for good.

Craft distilleries are sprouting up around the country and consistently bring people together and prosperity to the communities that support them. The proposed new locations should enrich the Princeton Harbor area and offer a unique experience for locals and visitors alike. I hope you approve this proposal, which I believe will be heard [on 3/15/18](#).

Sincerely,

Dariusz Paczuski

[650.556.4069](tel:650.556.4069)

www.linkedin.com/in/dariuszpaczuski

Summer Burlison

From: Elizabeth Jean Poore <tourwithliz@gmail.com>
Sent: Tuesday, March 06, 2018 7:40 PM
To: Summer Burlison
Subject: Half Moon Bay distillery

Good evening,

My name is Elizabeth Poore-Jennings. I was dismayed to learn that there is still a "roadblock" preventing my favorite distillery from expanding to a larger location within walking distance of Princeton. Lack of parking seems a very odd excuse for not approving the project. The new location not only has more space than their current location, it's easily within walking distance of the public parking lots that benefit all the other businesses in Princeton. Why is this business being singled out for extra hurdles?

Half Moon Bay distillery is a productive, popular feature in the area. It's rare in this day and age for residents who love their home as much as HMB residents to be able to purchase goods truly made in their home town. Many local businesses also profit from having them around by serving their quality beverages.

The owners of the business, the Bisonos, are hard working, honest, entrepreneurial people and an asset to their town. They are some of the best people I've had the privilege of calling "friend".

There is literally no practical downside to HMBD improving their location and adding another reason for visitors to come enjoy Princeton and HMB.

In addition to all that, this inconsistent and unpredictable application of whatever rules and policies allow other businesses to exist in that area but not this one really gives all of California a bad name.

I would greatly appreciate, as would many others, if you would do what you can to expedite this process.

Thanks for your time, and I very much look forward to visiting my favorite people in their new location soon.

Sincerely,

Elizabeth Poore-Jennings

Summer Burlison

From: scott@padgett-pyne.org
Sent: Wednesday, March 07, 2018 5:35 PM
To: Summer Burlison
Subject: Comment Re: Half Moon Bay Distillery CUP

Dear Ms. Burlison,

I write to comment on the pending application by the Half Moon Bay Distillery for a conditional use permit at the address of 155 Broadway in Princeton. I strongly support the issuance of the permit for which the owners have applied.

I am a resident of the county, living in the Miramar neighborhood just south of the harbor area. I am well acquainted with the applicants and their business; I have visited their current premises on Harvard Avenue several times. I believe the 155 Broadway premises will be a boon to the area and will greatly improve the accessibility of the Distillery by pedestrians.

To elaborate: there is, as I'm sure you know, much more parking available within walking distance of the Broadway location than is the case for the current Harvard Avenue location. I believe that having the Distillery at the Broadway site will in fact **reduce** traffic in the Princeton area, as many visitors will be able to walk to the new location without having to move their cars once parked in the area--such as in the large lot north of Harbor Village, or the public lots adjacent to the harbor proper. Walking from the harbor to the Broadway location, less than 1/4 mile, is reasonable in most visitors' eyes; walking nearly 3/4 mile from the harbor to the older Harvard Avenue location is not (particularly considering that Princeton itself has no sidewalks!). With that in mind, I believe that the Broadway location is far more pedestrian-friendly.

You may already have heard that the Distillery has recently been ranked the "#1 thing to do in Half Moon Bay" by the Trip Advisor web site (see:

https://www.tripadvisor.com/Attraction_Review-g32469-d10239391-Reviews-Half_Moon_Bay_Distillery-Half_Moon_Bay_California.html

for details). I believe that having a walkable location will be a very good thing for all of us as more and more people seek out the Distillery for visits.

Thank you for your time and attention.

Best regards,
Scott Pyne
scott@padgett-pyne.org
Mirada Road
Half Moon Bay 94019

Summer Burlison

From: Jennifer Lee Segale <gardenerj@gmail.com>
Sent: Tuesday, March 06, 2018 10:37 AM
To: Summer Burlison
Subject: HMB Distillery Support

Hi Summer -

I am writing as a resident and business owner in Half Moon Bay, to show complete support of the HMB Distillery. As a lifelong resident on the Coastside, I understand the challenges and needs of this community, and urge you to support local new businesses in their new ventures - like HMB Distillery. Thus far they have brought nothing but support and attraction to the coast (participating at the pumpkin festival and other local events/charities), and have been a huge asset. We need more businesses like this in our small town, and hope you can support their efforts.

Thanks, Jenn

--

Jennifer Lee Segale - gardenapothecary.com

Wildflower Farms/Garden Apothecary

(650) 726-5883

post office box 1015, half moon bay, california, 94019

Curious about herbs and gardening? Sign up for our [newsletter!](#)

Summer Burlison

From: Tim Oldham <toldham@gmail.com>
Sent: Monday, March 05, 2018 11:03 AM
To: Summer Burlison
Cc: ulli@hmbdistillery.com
Subject: Comments supporting the HMB Distillery

To: Summer Burlison
San Mateo County Planning and Building Dept.

Hi Summer,

We've met before in collaboration on various other Princeton projects. I am an investor in the Inn at Mavericks and the HMB Brewing Co.

I heard from Ulli Biso that their application for a conditional use permit for the HMB Distillery at their new location will be up for discussion on Mar 15. I'm not able to attend the hearing but wanted to write you in support of their business and pending use permit.

As I think we've discussed before, Princeton and the greater public can benefit from more visitor-serving businesses and activities - especially those that encourage pedestrian traffic.

In my experience with guests and customers at our two Princeton hospitality businesses, they love that they can stroll shops and local attractions in the Princeton area without having to drive their cars from place to place. The HMB Distillery's move to its new location on 155 Broadway would be a wonderful enhancement to the area and encourage more visitor and pedestrian use.

I hope you and the other county staff agree and will help to facilitate this process so they can complete their relocation.

Thank you for your consideration.

Best regards,
Tim Oldham

415-298-5787

Summer Burlison

From: Susan Young <susan.young7@gmail.com>
Sent: Tuesday, March 06, 2018 8:17 PM
To: Summer Burlison
Cc: Ulli Biso
Subject: Half Moon Bay Distillery

Attention Summer Burlison:

Half Moon Bay Distillery's new location at 155 Broadway is well located. The area of Princeton Harbor already has ample designated lot and street parking for established businesses in the area. Once visitors have parked their car in one spot, most will walk around to explore the area and the new location of Half Moon Bay Distillery is in a walkable destination. Their new location will greatly improve the "walkable score" of the Princeton area. We look forward to Half Moon Bay Distillery located in this new location.

Thank you,
Susan Young - Half Moon Bay