

**Want to learn more about County regs regarding CANNABIS & WINERIES?  
Don't miss this fact-filled discussion on Sonoma County LAND USE policies**

ALL ABOUT

# LAND USE POLICY

PRESENTED BY

**Wine & Water Watch**

WineWaterWatch.org

SATURDAY

**February 16th, 1-3pm  
Graton Community Club**

8996 Graton Rd., Downtown Graton

**HEAR SPEAKERS with DECADES  
of EXPERIENCE in SONOMA  
COUNTY LAND USE POLICIES**

- Laura Waldbaum
- Ernie Carpenter
- Rue Furch
- Tom Conlon



*"Never doubt that a small group of thoughtful  
committed citizens can change the world; indeed,  
it's the only thing that ever has."*

—Margaret Mead

## ANSWERS TO CRUCIAL QUESTIONS FROM PEOPLE YOU TRUST

- Cannabis Regulations • Winery Event Regulations • Local Coastal Plan due this spring
- General Plan for 2020 • Chemical Use (SoCo #3 in CA for cancer rates)

**Why care about Land Use Policies?** *Knowing which General Plan elements have the most impact; knowing what it means to your neighborhood; knowing how we can have input on the decisions being made is power. Don't let special interests co-opt your quality of life. These policies will affect the county for generations to come. **Community input is critical!***

**ERNIE CARPENTER** Ernie has lived in Sonoma County since 1969. He is a psychiatric social worker and an original Social Advocates for Youth staff. Ernie served on the Sonoma County Board of Supervisors 1981-1997 representing the West Sonoma County. He is a former Coastal Commissioner, Planning Commissioner, Supervisor and current muckraker. He has an ongoing interest in progressive drug policies and government, and currently works as a consultant on environment and government.

**RUE FURCH** has worked for years with local farm groups, seeking to protect family farms. Rue has served as a County Planning Commission for 16 years and has a reputation for doing her homework and asking tough questions. She was appointed by two West County supervisors and has twice been the Commission's chairperson. She recently chaired a statewide conference on responsible water use and succeeded in prioritizing water resources in the county's new general plan. Rue was named California Woman of the Year by the state Assembly, 2006, Environmentalist of the Year by the Sonoma County Conservation Council, County Planning Commissioner of the Year by the California County Planning Commissioners' Association.

**LAURA WALDBAUM** is an environmental activist. For the past 20 years she has worked to implement changes to County policies and influence land use decisions to protect fish habitat in the Mark West Creek Watershed. She has been involved with litigation opposing several County land use decisions; served on the County's "working group" to modify the Vineyard & Orchard Site Development Ordinance; and is currently a member of Sonoma County's Cannabis Advisory Group representing the environment.

**TOM CONLON** is an applied anthropologist and an expert in energy-efficiency social marketing. He has founded several 'green' businesses, including one acquired by Autodesk in 2008. A Fellow of the Society for Applied Anthropology, Tom represented District 1 on the Sonoma County Climate Action 2020 Stakeholder Advisory Group, and he has served on the boards of other local organizations including the Economic Development Board's Business Environmental Alliance, the Rotary Club of Sonoma Valley, and Transition Sonoma Valley. In the late 1980s he helped initiate the Organic Market News and Information Service and early drafts of the California Organic Foods Act (1990).