

# MORE MESA PRESERVATION COALITION



## MMPC e-Update

November 2015



### How You Can Help ...

#### Let us know about a single column format.

We hear repeatedly from Constant Contact, the company that publishes our updates, that a large number of our supporters read this update on mobile devices. (In fact, October's update was read on computers 52% of the time and 48% of the time on mobile devices.)



Several months ago we began working closely with Constant Contact to develop a "platform responsive" template, one that would

### Ask The President

**Q: What happened at the Board of Supervisors (BOS) Meeting on the new community plan: with regard to its impact on More Mesa?**

**A: The significant inaccuracies were rectified.**

Last month we reported details of an imminent Board of Supervisors meeting concerned with review and acceptance of the new community Plan for the Eastern Goleta Valley. One of the dangerous inaccuracies in the Environmental Impact Report (EIR), was an issue concerning Biological Resources, specifically, the severity of impact on Biological Resources due to development. This issue was resolved exactly as we suggested. The second, also in the EIR and concerning Visual Resources, was modified and amended in a way that probably should be easily resolved in the event that any development is ever proposed. It clarified the need for a detailed EIR addressing the impact on Visual Resources for the specific development proposed.

### What's Happening With Potential Development?

Mr. Jared Ficker, a representative of KSSG, the owner of More Mesa, was the last speaker in the public comment period of the BOS meeting discussing the Community Plan last month. He testified that, "We do support adoption of the plan and note that there are no proposed changes affecting the More Mesa property." Further he said the owner agreed with staff the any development would be subject to full environmental review.

Later in his testimony, he did however remark that some of the development standards needed to be revisited at a later time ... a phrase that would seem to indicate that the owner did not agree with the fact that there were no proposed changes

template, one that would both optimize the presentation, depending on the platform, and also would mirror our distinctive two column format. Our repeated efforts resulted in documents that were confusing at best. It appears that the most effective responsive platform is a single column.

Please let us know if you would prefer a single column format or if the double works for you, no matter what the platform. You can contact us at [mmpc@moremesa.org](mailto:mmpc@moremesa.org).

Thanks so much!

*Valerie Olson*  
*President, MMPC*

***It is the mission of the More Mesa Preservation Coalition to preserve More Mesa, in its entirety, for all time. We've been at it since 2000.***

with the fact that there were no proposed changes.

### [This Month on More Mesa](#)

Like all of us, every living thing on More Mesa is waiting for rain!



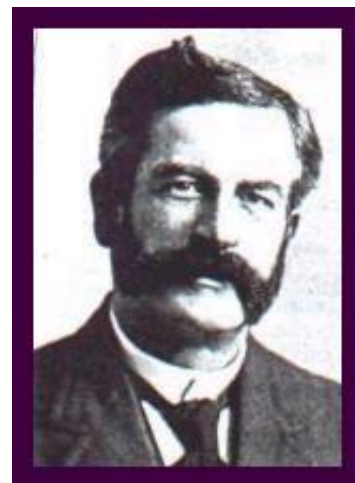
*Soon It's Gonna Rain?*  
*(Photo by Bill Clausen)*

### [The Past - The Kellogg Farm Saga Continues](#)

In last month's update we talked about the Kellogg Farm and how John More resented its presence in the very midst of his kingdom. "King John" consistently pestered Frank Kellogg (Florentine's son) to sell, and Kellogg, who was proud of what he had accomplished with his family's 60 acres flatly refused. Finally after thirty years, the beleaguered Kellogg, in an effort to rid himself of More's offers, remarked jokingly, "If you want it for \$1,000 an acre, the ranch is yours." While agricultural land was indeed increasing in value, as you can see from the data below, Kellogg felt very safe with his off-hand offer.

- 1856: Daniel Hill sells land to his son-in-law, T. Wallace More at \$5/acre
- 1877: T. Wallace sells Kellogg his 60 acre farm for \$150/acre
- 1907: Land in the Goleta Valley sold for \$300/acre
- 2015: The price of agricultural land in Santa Barbara County is \$40,000/acre

(To find out how Kellogg's joke was received, look for the final episode of the Kellogg saga in our January issue. Information from "Goleta, The Good Land" by Walker Tompkins.)



*Frank Kellogg*

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