

THE RUSSIAN RIVER CHAMBER OF COMMERCE

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~~WE'VE GOT SOMEPLACE YOU'RE GONNA JUST LOVE!~~
September 25, 1996

CITY OF SANTA ROSA
P.O. Box 1678
Santa Rosa, CA 95402

OCT 04 1996

To:

U.S. Army Corps of Engineers
Santa Rosa City Council
Santa Rosa Board of Public Utilities

**DEPARTMENT OF
COMMUNITY DEVELOPMENT**

From:

Judy Boyce, Executive Director, Russian River Chamber of Commerce.

The board of directors has asked me to speak for them and our membership of over 200. 001

The Chamber office received over 300 calls last year questioning the safety of the river and since the Santa Rosa Wastewater EIR/EIS was issued on July 31, the number of calls has significantly increased. It is reasonable to assume that the perception of pollution has had a great impact on the desirability of the Russian River as a tourist destination.

Not only the businesses directly supported by the tourism industry, but virtually all businesses and residents of the Russian River area are impacted by negative perceptions of the safety of the river. We strongly maintain that the EIR/EIS inadequately addresses the severe impact of not only pollution, but the perception of pollution, on tourism and therefore, the well being of virtually everyone along the Russian River.

I join my colleagues at the Russian River Region Visitors Bureau and others who have proposed that closer examination of the impact on tourism is necessary and crucial. The issue deserves more than three pages in the EIR/EIS.



