



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 2/17/2016

Agenda Placement: 8A

## Napa County Planning Commission Board Agenda Letter

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**TO:** Napa County Planning Commission  
**FROM:** Charlene Gallina for David Morrison - Director  
Planning, Building and Environmental Services  
**REPORT BY:** John McDowell, Deputy Planning Director - 299-1354  
**SUBJECT:** Trends in Winery Business Study Session

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### **RECOMMENDATION**

#### **SET MATTER - 9:00 A.M.**

#### **WINE INDUSTRY BUSINESS TRENDS STUDY SESSION**

**Request:** Presentation and discussion on wine distribution and sales trends, winery law and economic factors influencing the wine industry. In response to prior requests from the Commission for continuing education on winery economics, three presentations will be given from private practice wine industry subject matter experts followed by panelist questions and discussion. Presenters are Richard Mendelson, wine law expert, author and professor with Dickenson, Peatman and Fogarty; Craig Underhill, Certified Public Accountant with Brotemarkle, Davis and Company; and Rob McMillan, Executive Vice President and Founder of Silicon Valley Bank's Wine Division. This study session is for educational/informational purposes and is not intended as a forum on winery related land use regulations.

**Staff Recommendation:** Informational Item. No action necessary.

**Staff Contact:** John McDowell, 299-1354 or [john.mcdowell@countyofnapa.org](mailto:john.mcdowell@countyofnapa.org)

### **EXECUTIVE SUMMARY**

#### **Proposed Action:**

This is an informational item; no action is proposed.

#### **Discussion:**

A study session on this topic was previously presented to the Commission in November 2014. Membership of the Commission has changed since then and the Commission accepted an offer from the Napa Valley Vintners to have the subject matter experts return. Format of the study session will consist of a brief staff introduction of the speakers, followed by presentations from each of the three subject matter experts, and concluding with questions and discussion lead by the Commission Chairman. Each speaker has a power point slide program that will be made available afterward to any interested party.

The purpose of this agenda item is for educational purposes on trends in the winery business. It is not intended as policy discussion on winery development regulations or operation. This is not a public hearing, but the Commission is encouraged to take comments and questions from any interested parties.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

No action is proposed and, therefore, CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

Curriculum Vitae:

Richard Mendelson - Author, Professor, Lawyer

- Attorney, Dickenson, Peatman & Fogerty since 1986; specialist in wine law, land use and intellectual property
- Director, Wind Law and Policy Program, University of California Berkeley since 2007, teach classes on "Wine Law" and "Products of Place"
- Author, *From Demon to Darling: A Legal History of Wine in America* (UC Press 2009) and *Wine in America: Law and Policy* (Wolters Kluwer 2011)
- Visiting Professor, Universities of Bordeaux and Aix-Marseille - Vineyard and Law Degree Program, University of California Davis School of Management - Wine Executive Program, Sonoma State University - Wine MBA Program
- Past President, International Wine Law Association; Chair, annual CEB California Wine Law Forum

Craig Underhill, Certified Public Accountant, Brotemarkle, Davis & Co.

- CPA for over 28 years and has been with BDCo since 1995
- Business financial and strategic planner
- Educator to wine business since 2004
- Sonoma State Wine MBA Program guest speaker
- UC Davis Extension International Wine Industry guest speaker since 2012
- Board Chair for Junior Achievement past 17 years in Napa County

Rob McMillan - Executive Vice President and Founder, Silicon Valley Bank's Wine Division

- Subject Matter Expert for Wine Bloomberg, Reuters and other Media Outlets
- Speaker in the US and abroad cited Nationally in *CNBC, LA Times, PBS, Barron's, Forbes, NBC Universal, NY Times, Wine Spectator, Decanter*, and many others
- Managing Committee Silicon Valley Bank 1999-2002 (NASDAQ: SIVB)
- Worked in wine banking starting 1982
- Guest Speaker SSU and UC Davis MBA Programs
- Only Banker named to Wine Industry Top 100 Most Influential People List
- Published author of various reports on industry trends picked up worldwide and used in numerous universities in Europe and the US
- Lives and has worked in the Napa Valley since 1996

**SUPPORTING DOCUMENTS**

None

Napa County Planning Commission: Approve

Reviewed By: Charlene Gallina