



Agenda Date: 4/12/2005
Agenda Placement: 9A

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Greg Clark for David Whitmer - Agricultural Commissioner
Agricultural Commissioner
REPORT BY: Greg Clark, Assistant Agricultural Commissioner/Sealer, 253-4357
SUBJECT: Glassy-winged Sharpshooter Public Service Announcement Video

RECOMMENDATION

Presentation by Agricultural Commissioner of 30-second Glassy-winged Sharpshooter education and outreach public service announcement video that will air on local television.

EXECUTIVE SUMMARY

The Agricultural Commissioner has an ongoing education and outreach component to the County's Glassy-winged Sharpshooter (GWSS) Program and utilizes the professional services of Balzac Communications to develop resource materials for distribution to members of the public, agricultural industry, community groups and other government entities. Balzac Communications and the Agricultural Commissioner have produced a 30-second public service announcement video to be shown on local television. The Agriculture Commissioner will provide a preview of the video prior to its general release that allows the Board of Supervisors to be kept informed of the Agricultural Commissioner's education and outreach efforts pertaining to GWSS.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

Since early 2000 the Agricultural Commissioner has worked effectively in calling the attention of the Board of Supervisors, agricultural industry, and public to the threat posed by the Glassy-winged Sharpshooter (GWSS), an insect that carries and spreads a lethal disease of grapevines called Pierce's Disease. In addition, the Agricultural Commissioner has utilized the services of Balzac Communication to help in the development, production and distribution of resource materials, including video, advertisements, posters, brochures, pamphlets, magnets, etc., that address the need to educate the residents and businesses about GWSS and how they can help in the efforts to keep Napa County "GWSS Free."

Balzac Communications and the Agricultural Commissioner have worked to produce education and outreach materials that are interesting and captivate people's attention. While some materials used are humorous, the message communicated is still treated seriously. The video that has been produced and set to air on local television will help in keeping the threat posed by GWSS and Pierce's Disease alive in the minds of County residents, visitors, businesses, and employees.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Michael Stoltz