



Agenda Date: 4/3/2007  
Agenda Placement: 8D  
Set Time: 10:00 AM  
Estimated Report Time: 20 Minutes

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

---

**TO:** Board of Supervisors  
**FROM:** Dave Whitmer - Agricultural Commissioner  
Agricultural Commissioner  
**REPORT BY:** Dave Whitmer, Agricultural Commissioner / Sealer, 253-4357  
**SUBJECT:** Great Wine Capitals Update

---

### **RECOMMENDATION**

Supervisor Dodd and Agricultural Commissioner to discuss participation in the Great Wine Capitals.

### **EXECUTIVE SUMMARY**

Supervisor Dodd and Agricultural Commissioner Whitmer, were invited to join Napa Valley Vintner and St. Helena Chamber of Commerce representatives as part of the Napa County delegation at the Great Wine Capitals General Assembly in Mendoza, Argentina November 12 - 17, 2006. In October, 2006 a funding agreement was entered into by and between the County and the St. Helena Chamber of Commerce to facilitate the participation of then Chairman Dodd and Agricultural Commissioner Whitmer in the Great Wine Capitals. During the discussion with the Board about the merits and term of the funding agreement, the Board indicated an interest in receiving a report from Supervisor Dodd and Agricultural Commissioner Whitmer about their participation in order to determine the merit of continued participation by the County and any potential extension of the term of the funding agreement to facilitate that participation. The purpose of today's discussion is to provide that report and discuss continued County participation.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

There is no Environmental Impact for this item.

## **BACKGROUND AND DISCUSSION**

The Great Wine Capitals is an organization of representatives from the most distinguished wine regions of the world. The Great Wine Capitals work to encourage international winery tourism, as well as economic, academic and cultural exchanges between the regions that are members. The County is being asked by the St. Helena Chamber of Commerce and Napa Valley Vintners to be active partners with them in the Great Wine Capitals Global Network. The goal for this item is for the Board to discuss this request and decide if and/or how the County should be involved.

Currently, the Great Wine Capitals Global Network includes representatives from Melbourne, Australia, Bordeaux, France, Napa Valley-San Francisco, Porto, Portugal, Cape Town, South Africa, Bilbao-Rioja, Spain, Florence, Italy and Mendoza, Argentina. Only one region is selected to represent a country and in our case, the Napa Valley has been designated the "great wine capital" for the United States of America. Napa County participation in the Great Wine Capitals has been led by the St. Helena Chamber of Commerce and the Napa Valley Vintners.

Each year the Great Wine Capitals hold a conference called the Annual General Meeting in one of the regions. In 2005, Napa County shared host responsibilities with San Francisco. In 2006, the conference was held in Mendoza, Argentina. In 2007, Porto, Portugal will be the host region.

The Great Wine Capitals has been in existence for nine years and is managed by the Bordeaux Chamber of Commerce. The Napa Valley has been a member of the Global Network since its inception, but active local participation did not occur in Napa County until 2003. The Napa Valley-San Francisco General Assembly had the best attendance, with approximately 125 representatives attending, including approximately 25 representatives from local businesses and members of the Napa County Board of Supervisors and local city councils.

Ninety-six individuals attended the General Annual Assembly in Mendoza, Argentina. 11 of those individuals were representatives of Napa Valley. Attendees are comprised of one of three groups: persons directly involved in the wine industry, persons involved in supporting the wine industry (bankers, lawyers, chambers of commerce, vintners associations, marketing groups) and government officials. Historically, the governments of other member countries have paid for the costs of their respective delegations, including local government representatives. A frequent request made to the Napa Valley-San Francisco representatives is that other members want greater interaction with our local policy makers and government officials. For the general meeting in Mendoza, Argentina, then Chairman Dodd and Agricultural Commissioner Whitmer were requested by the St. Helena Chamber and NVV to be part of assembly panels and participate directly as representatives of the County of Napa.

The St. Helena Chamber of Commerce and Napa Valley Vintners are responsible for coordinating and facilitating the participation of the Napa Valley-San Francisco delegation and each organization contributes about \$20,000 toward the registration fees for our region. When the General meeting was in Napa County in 2005, the County Board of Supervisors partnered with and contributed \$7,500 to the St. Helena Chamber of Commerce to help sponsor the 2005 Annual General Meeting. In 2006, the SH Chamber and the NV Vintners requested that the County provide \$2,500 to defray some of the costs associated with the local delegation's annual registration fee. The funding agreement adopted on October 17, 2006 continued County support providing the Chamber with \$2,500 in FY 06/07 toward the annual registration and additional resources to cover County of Napa officials travel costs. The Chamber coordinated the participation of Supervisor Dodd and Agricultural Commissioner Whitmer who attended the Annual General Meeting in Mendoza, Argentina in November, 2006.

During discussions with the Board about County participation in October, 2006, the Board indicated an interest in having Supervisor Dodd and Agricultural Commissioner Whitmer return and discuss their experience representing the County at the General meeting in Mendoza; and to discuss continued participation in future General meetings of the Great Wine Capitals.

This item is intended to provide an opportunity for these discussions.

**SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Andrew Carey