



Agenda Date: 8/2/2005  
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Set Time: 11:00 AM  
Estimated Report Time: 15 Minutes

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**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:** CyberMill ClubHouse presentation.

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### **RECOMMENDATION**

Agricultural Commissioner requests the Board receive a brief report and acknowledge the accomplishment of youth who submitted entries for the CyberMill ClubHouse's "Stories of the Valley" Digital Movie Contest.  
(Supervisor Wagenknecht)

### **EXECUTIVE SUMMARY**

The CyberMill ClubHouse is a private nonprofit that gives young people ages 9-22 the opportunity to access, use and benefit from today's technology. From February to May 2005, the CyberMill held a digital movie contest with the theme of "Stories of the Valley." Most of the entries that were submitted by youth dealt with the Glassy-winged Sharpshooter and the threat that the pest poses to the winegrape production in Napa County. The Agricultural Commissioner's Office was asked to help judge the entries since it is tasked with preventing the introduction of the pest into the county. Each youth who submitted an entry received a "Milly" award similar to the Oscars that are given each year during the Academy Awards. And while the youth learned about the Glassy-winged Sharpshooter and how to use digital media, they also helped the Agricultural Commissioner's Office ongoing education and outreach program. As a result, the Agricultural Commissioner and the CyberMill ClubHouse have agreed look for other opportunities to partner.

### **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 had an ongoing, effective and innovative public awareness program that educates county residents and businesses about the threat that the Glassy-winged Sharpshooter (GWSS) poses to the local economy and environment. The success of the Agricultural Commissioner's public awareness campaign is due in large part to the partnerships that have been developed with state and local government, businesses, and other organizations.

From February to May 2005, the CyberMill ClubHouse, a private nonprofit that gives young people ages 9-22 the opportunity to access, use and benefit from today's technology, held a digital movie contest with the theme of 'Stories of the Valley.' Most of the entries that were submitted by youth dealt with the Glassy-winged Sharpshooter and the threat that the pest poses to the citizens and businesses of Napa County. The CyberMill not only requested that the Agricultural Commissioner provide background information about GWSS, but also requested assistance in judging contest entries. While prizes were given for first, second and third place entries, all youth who submitted an entry received a "Milly" award, similar to the Oscars that are given each year during the Academy Awards.

As a result of the contest, the Agricultural Commissioner and the CyberMill ClubHouse have embarked on a partnership designed to help both entities educate county residents and businesses about their respective programs. Youth that are involved with the CyberMill will continue to learn about technology and its uses, while the Agricultural Commissioner will work with CyberMill staff to develop educational content highlighting the various environmental and consumer protection programs undertaken by the department, including weights and measures, pest prevention, and invasive weed control.

### **SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Britt Ferguson