



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 11/6/2019

Agenda Placement: 8A

Napa County Planning Commission Board Agenda Letter

TO: Napa County Planning Commission
FROM: Brian Bordona for David Morrison - Director
Planning, Building and Environmental Services
REPORT BY: Brian Bordona, Deputy Director of PBES - (707) 259-5935
SUBJECT: Presentation - Trends in the Winery Industry

RECOMMENDATION

WINE INDUSTRY BUSINESS TRENDS

Request: Presentation and discussion on wine industry trends by Rob McMillan, Executive Vice President and Founder of Silicon Valley Bank's Wine Division. This item 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: Brian Bordona, Deputy Director, Planning, Building & Environmental Services, 259-5935 or brian.bordona@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 September 2013, November 2014, February 2016, and June 2017. Membership of the Commission has changed since then and Commissioners expressed interested in receiving an update in wine industry trends. Format of this item will consist of a presentation by Rob McMillan, Executive Vice President of Founder of Silicon Valley Bank's Wine Division, and conclude with questions and comments lead by the Commission Chair. Attached is Rob McMillan's

Biography.

The purpose of this agenda item is for educational purposes on trends in the wine industry. It is not intended as policy discussion on winery development regulations or operation. The Commission may accept public comments or questions at the Commission's discretion.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact? No

County Strategic Plan pillar addressed:

ENVIRONMENTAL IMPACT

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

BACKGROUND AND DISCUSSION

This item will consist of a brief presentation by Rob McMillan, Executive Vice President and Founder of Silicon Valley Bank's Wine Division, concerning market trends and current business conditions for the wine industry. Following the presentation, Mr. McMillan and staff will be available to respond to questions and comments. The Commission may also accept public comments or questions at the Commission's discretion.

Mr. McMillan lives and works in Napa Valley and has over 30 years experience in wine-related banking. He is recognized within the United State and abroad as a subject matter expert on wine industry trends. He previously presented to the Commission in 2013, 2014, 2016, and 2017.

SUPPORTING DOCUMENTS

A . Rob McMillan Biography

Napa County Planning Commission: Approve

Reviewed By: Brian Bordona