



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 3/3/2021

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 - Economic Trends in the Wine and Grape Growing Industry

RECOMMENDATION

WINE AND GRAPE GROWING BUSINESS TRENDS

Request: Presentation and discussion on wine and grape growing industry trends by Garrett Buckland, Partner at Premiere Viticultural Services and 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 or vineyard development 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 general topic has been previously presented to the Commission in September 2013, November 2014, February 2016, June 2017 and November 2019. The Planning Commission has expressed an interest in receiving an update in wine and grape growing industry trends. The format of this item will consist of presentations by Garrett Buckland, Partner at Premiere Viticultural Services and 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.

The purpose of this agenda item is for educational purposes on trends in the wine and grape growing industry. It is not intended as policy discussion on winery or vineyard development regulations or operations. 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 two brief presentations from Garrett Buckland, Partner at Premiere Viticultural Services and Rob McMillan, Executive Vice President and Founder of Silicon Valley Bank's Wine Division. The presentations will focus on market trends and current business conditions for the wine and grape growing industry. Following the presentations, Mr. Buckland and Mr. McMillan will be available to respond to questions and comments from the Commission. 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 has previously presented before the Commission in 2013, 2014, 2016, 2017 and 2019.

SUPPORTING DOCUMENTS

A . Rob McMillan Biography

Napa County Planning Commission: Approve

Reviewed By: Brian Bordona