



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 8/19/2020

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 - Digital and E-Commerce in the Wine Industry

RECOMMENDATION

Digital and E-Commerce in the Wine Industry

Request: Presentation and discussion on the role of winery e-commerce in the marketing and sales of wine by Paul Mabray, CEO of Emetry.

Staff Recommendation: Informational Item. No action necessary.

Staff Contact: Brian Bordona 707-259-5935 or brian.bordona@countyofnapa.org.

(THIS ITEM IS SET TO BE DISCUSSED AT 9:00 A.M.)

EXECUTIVE SUMMARY

Proposed Action:

This is an informational item; no action is proposed.

Discussion:

From time to time, the Commission raises questions regarding trends in the wine industry. This item will consist of a presentation by Paul Mabray, CEO of Emetry, speaking on the role of digital and e-commerce in the marketing of wine. Mr. Mabray last spoke to the Commission in 2013 on the topic of direct to consumer wine sales. The presentation will conclude with questions and comments lead by the Commission Chair.

The purpose of this agenda item is to provide information only; it is not intended as the forum for a discussion or

debate regarding existing or future policies governing winery visitation. The Commission may also accept questions from members of the public if desired.

FISCAL & STRATEGIC PLAN IMPACT

Is there a Fiscal Impact? No

County Strategic Plan pillar addressed:

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: No action is proposed and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

This item will consist of a brief presentation by Paul Mabray, CEO of Emetry, concerning digital and e-commerce in the marketing of wine. Following the presentation, Mr. Mabray and staff will be available to respond to questions and comment from the Commission. The Commission may also accept public comments or questions at the Commission's discretion.

Mr. Mabray lives in Napa and has been a "powerful change agent in the wine industry for over twenty years." He previously presented to the Commission in 2013. More information about Mr. Mabray is attached.

Note: this agenda item is not intended as a discussion of policy matters or as the forum for a discussion of the impacts of winery visitation, but as an opportunity for the Commissioners and staff to better understand an important aspect of the wine industry.

SUPPORTING DOCUMENTS

A . Paul Mabray Bio

Napa County Planning Commission: Approve

Reviewed By: Brian Bordona