



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: CEO & Agricultural Commissioner's Office  
Department No.: 051  
For Agenda Of: September 1, 2009  
Placement: Hearing Requests/  
Administrative  
Estimated Time: 10 Minutes on Sept. 15, 2009  
Continued Item: No  
If Yes, date from:  
Vote Required: Majority

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**TO:** Board of Supervisors  
**FROM:** Department Director(s) Michael F. Brown, County Executive Officer and  
William D. Gillette, Agricultural Commissioner  
Contact Info: William H. Boyer, County Communications Director,  
(805) 568-3400  
**SUBJECT: Request to Set Special Presentation & Reception September 15, 2009**  
**RE: County's Agriculture Awareness & Promotion Project**

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**County Counsel Concurrence**

As to form: N/A

**Auditor-Controller Concurrence**

As to form: N/A

**Other Concurrence:**

As to form: No

**Recommended Actions:**

That the Board of Supervisors:

- A. Receive a report on efforts during the past year by the County to help market and promote awareness of the County's agriculture industries. A reception in the Board Conference Room will follow at 12:00 p.m.

**Summary Text:**

During the past year, the County formed an Agriculture Awareness & Promotion Committee headed by Fourth District Supervisor Joni Gray to develop strategies and implement projects to help increase the public's awareness of the positive benefits of agriculture throughout Santa Barbara County, the County's top industry.

The report will highlight the efforts of the committee during the past year locally and will present information about the County's award-winning exhibit at the 2009 California State Fair. Following the presentation, a reception will be held in the Board Conference Room at noon.

**Background:**

In addition to Supervisor Gray, the working committee also includes Agricultural Commissioner William D. Gillette; County Communications Director William Boyer; Santa Barbara County Farm Bureau President Kevin Merrill; Steve Lavagnino, District Representative for U.S. Rep. Elton Gallegly, and Linda Williams, Assistant to Supervisor Gray.

As highlighted in his annual report by Agricultural Commissioner Gillette, farming and ranching operations are one of the most important industries and economic drivers in Santa Barbara County, with a combined annual gross value of more than \$1.1 billion with a net overall economic impact of more than \$2 billion annually.

Special resolutions have been presented during Board of Supervisors' hearings and news shows for County government television, Channel 20, have been produced and broadcasted highlighting agriculture, farming and ranching in all five Supervisors' districts, including cattle ranchers; the local lemon industry; nursery and hot house flower growers; broccoli; strawberries; wine makers and grape growers; the Santa Barbara County Fair, and the 4H youth organizations.

Additional video coverage for Channel 20 is being completed about the County's exhibit promoting agriculture and tourism at the 2009 California State Fair. The videos also have been made available to the public and to local schools as part of curriculum development about the importance of local ranching and farming activities.

**Performance Measure:**

**Fiscal and Facilities Impacts:**

Budgeted: No

**Fiscal Analysis:**

**Staffing Impacts:**

**Legal Positions:**

**FTEs:**

**Special Instructions:**

**Attachments:**

**Authored by:**

William Boyer, County Communications Director

**cc:**

William Gillette, Agricultural Commissioner

Linda Williams, Fourth District Office