

Wine Growers Strategic Planning Meeting
September 17, 2018

The aspirations of the group were to: Streamlined Vineyard development process/ have regulatory certainty; alignment of who we are - we are an Agriculture, hopsitality driven area; and employees have what they need to work here - housing, transportation, etc.

Solutions included: Educate on interplay of tourism & existing regulation; build housing - don't collect fees; and, establish a fee for Silverado Trail (aka 7 mile drive).

Aspiration: Streamlined Vineyard development process/ Regulatory certainty		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Length of time to receive project approval	7 year permitting of bare ground on Howell Mtn	Competitiveness; ability to compete locally / internationally
Certainty of the process; rules do not change in the middle and if you comply with the rules you should be approved		
Interagency coordination is not happening	Faster to open a winery in Chile vs. Carneros	Financial impacts - time, money, lack of business
What is in the General Plan doesn't "stick," interpretations change	Multiple layers of agencies (County, Fish and Wildlife, Water, etc.)	
Not in my back yard	Visitation	County is horribly inefficient b/c of fear of ligitation
	Visitor Experience	
		Viability of Agriculture

Red indicates top vote getter(s).

Solution			
Actions to Solve	Who Needs to Be Involved	Pros Cons	
Build certainty into the planning process	All of us - wineries, vintners, growers	Reduced barriers to entry	EGO
	Community		Backlash from some parts of the public
Streamline processes	Hospitality Industry	Less financial impact	Enough employees
Adherence / enforcement		More diverse commerce	
Communicate to the public			
Participation and awareness		Stability	
Regulation that is highly regulated		Cost of doing business goes down	
Lobbying efforts			
		more opportunities for future	
		Keep Napaian's in Napa	
		County resources diverted	
		Stability	

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Aspiration: Alignment of who we are - we are an Agriculture, hopsitality driven area		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
County does nt understand or believe (who we are) and Community (Mixed Messages) (Inconsistent enforcement of message)	Spend \$/ Limit expansion of winery	Singled out as bad actor; sole cause of bad environment
	Regualations don't create sustainability	
	# of desired tourist does not match infrastructure	natural fire break of allow Delays/increased costs/ restricts permits
Disconnect with the Communty; they do not understandw what we (industry) do to protect, take care (e.g. vineyard for aquafire help environment health but perception is that we are horrible)	Narrow margin of Measure C	Cost of doing business too high
	perception fo community that we take environment for granted	Running a business cost/per person with visitation limits
	Better stewards of land than regulations	Measure C - bigger divid in our community
	Look outside	Confusion
Lack of Understanding of interconnectedness	Santa Clara Valley	
Lack of mutual respect (Business, County, Community)		
Magnet/ Awe/ Draw for People		
Don't Kill the Goose		

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Solution			
Actions to Solve	Who Needs to Be Involved	Pros Cons	
Educate on interplay of tourism & existing regulation	Industry	Be stronger community	EGO
	Electeds		Confusion & Info
Educate elected officials (truck time, OJT)	Community	Sustainable Ag	Lack of facts
Leadership Napa Valley for Elected Officials	Education	Lasting Ag	Messaging and angles
Onboarding	3rd Party Marketing	Enviromental Impact	
All be more involved / aware of both / all sides	Tourists		
		Other Areas: examine models	
Education in schools (primary through post ed)	Library		
Tell our story better: Vineyard usage % per land acre			
Quick facts			
Community events Gatherings to engage community (e.g. WILD at Napa County Library)			

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Aspiration: Employees have what they need to work here - housing, transportation, etc.		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Workforce housing (low + medium cost)	Commute from long distances high rent - lack of ownership	High staff turnover
Traffic congestion		Productivity
viable public transportation	Peak hour on 29 & AC	Higher wages
	No trains / limited bike trails	Access to quality skilled workforce
		Quality of life
		Drives visitors and workers away
		Air quality
		Need parking to support transport congestion

Solution			
Actions to Solve	Who Needs to Be Involved	Pros Cons	
Build housing - Don't collect fees	Developers	More worker productivity	Increase traffic
Reduce regulatory barriers	City / County / LAFCO		infrastructure
Educate community about benefit of housing	Neighbors, Schools	Reduce traffic	Cost a lot of money
	Industry Groups	Reduce congestion	More growth
Roundabouts	State Highway	Better air quality	
Fee for Silverado Trail (aka 7 mile drive)	Rail		
Employer van pool or County run	County /Cities		
Autonomous vehicles/ Uber / Lyft etc	Landowners		
Rail	Employers		

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