

ALAB MEETING MINUTES

Monday, January, 7, 2013

Members and Alternates Present: Cindy Steinbeck, Jean-Pierre Wolff, Tom Ikeda, Bill Struble, Claire Wineman, Eric Michielssen, Mark Battany, Chuck Pritchard, Joy Fitzhugh, David Pruitt, and Dan Rodrigues.

Absent Members: Mark Pearce, Don Warden, Richard Hawley, Dick Nock, Lisen Bonnier, and Neil Roberts

Guests Present: David Blakely and Christine Rogers, EVC committee; Jen Porter, Paso Robles Wine Country Alliance; Lisa Bodrogi, CCWA; Jerry Diefenderfer, District 5 appointee; Jenna Smith, Central Coast Ag Network; and Jackie Crabb, Farm Bureau.

Staff: Marty Settevendemie, Marc Lea and Lynda Auchinachie, Agriculture Department.

Call to Order: 6:04 PM. Quorum present.

- **Open Comment:** Eric Michielssen shared that there will be a seed exchange at the Grange Hall on February 20, 2013. Joy Fitzhugh indicated that comments are being solicited for the South Central California Steelhead Recovery Plan. Joy encouraged all ALAB members to review the plan that is estimated to cost \$23 million. Representatives of the wine industry indicated that they continue to make donations to many organizations in our local area that assist people in need.

1. Announcements from ALAB Members & County AG Dept Staff Updates (Marty Settevendemie and Marc Lea, Agriculture Department)

- Marty Settevendemie informed members that the Public Health Department is conducting an outreach program aimed at improving protection of the health of people and animals. The training will be held at the UC Auditorium January 31, 2013, at 5.30 pm.
- Marty also indicated that 2012 crop report surveys have been mailed out and are due by January 25, 2013.
- Marc Lea provided a membership update indicating that both Cindy Steinbeck and Tom Ikeda have been reappointed for four more years of service on ALAB. There was also confirmation that our guest, Jerry Diefenderfer, will be the District 5 appointee.

2. Previous Minutes:

MOTION: Approve minutes: **Motion – Chuck Pritchard. 2nd – Cindy Steinbeck. Approved: Unanimous. Abstention: Joy Fitzhugh due to absence.**

3. ALAB Membership Items: Election of Chair & Vice-Chair Representatives (Vice-Chair Wolff and Marc Lea, Agriculture Department)

- Jean-Pierre Wolff suggested forming a nomination committee to make recommendations for officers. Jean-Pierre indicated he was willing to be Chair and Cindy Steinbeck volunteered to be Vice Chair.

MOTION – Elect Jean-Pierre Wolff as ALAB Chair. **Motion:** Eric Michielssen. **Second:** Claire Wineman. **Approved: Unanimous. Abstentions: none.**

MOTION – Elect Cindy Steinbeck as ALAB Vice Chair. **Motion:** Tom Ikeda. **Second:** Bill Struble. **Approved: Unanimous. Abstentions: none.**

- Jean-Pierre Wolff suggested inviting Debbie Arnold to an ALAB meeting. Jean-Pierre indicated that her predecessor came to the meetings regularly and he would like to see that legacy continue.

4. Updates on the status of recent Planning Department policy measures (Marc Lea, Agriculture Department)

- Marc Lea shared that the proposed olive oil processing and farmstand rules were adopted by the Board of Supervisors (BOS). Marc shared that Karen Nall will be putting together guidelines to help explain the new farmstand rules.
- Marc indicated that no action was taken on the changes to the Agricultural Cluster ordinance and policies, and that the next BOS discussion on this topic will be in February 2013. ALAB members expressed an interest in closely following any developments on the Ag Cluster ordinance. Agriculture Department staff will monitor for any potential upcoming hearings or further Board of Supervisors discussion and will report back with any additional information at the February ALAB meeting.
- There was discussion that the Events ordinance changes are in a collaboration phase that includes surveying various business sector groups, especially the “Uniquely SLO” cluster. The survey results are intended to be used for a possible economic analysis.
- Lynda Auchinachie indicated the Agriculture Department is working to accurately identify the location and types of irrigated crops for the Public Works Paso Robles Basin modeling project.

5. Presentation on the development of the “Economic Contributions of SLO County Agriculture” (Jeffrey Langholz and Fernando DePaolis, Agricultural Impact Associates LLC, Marty Settevendemie and Marc Lea, Agriculture Department)

- Marty Settevendemie introduced Dr. Jeffrey Langholz and Dr. Fernando DePaolis who will be leading a study on the economic contributions of agriculture to San Luis Obispo County. Marty indicated that the annual crop report prepared by the Agriculture Department simply reports on gross value of agriculture production and does not account for additional economic contributions to the county. Marty shared that the department commissioned the study because a more comprehensive understanding of agricultural economic contributions would be a valuable tool to educate and promote the industry to the public and decision makers.
- Jeff Langholz indicated that their firm has a market niche preparing economic evaluations of California agricultural production. The study prepared in 2012 for Monterey County was highly praised as a tool that helps explain the true importance of agriculture and the ripple effects to a local economy. Monterey’s equivalent advisory group to ALAB had considerable input. Jeff indicated that they were hoping to have the work completed by April 30, 2013.
- Jean-Pierre Wolff suggested forming a subcommittee to help form the scope of work.
- Fernando DePaolis discussed the methodology using IMPLAN and other resources. IMPLAN is a well-established modeling program. Local experts will also be consulted and the study team can be contacted through Marc Lea.
- Cindy Steinbeck confirmed that wine processing will be considered.
- Chuck Pritchard suggested that environmental components such as the protection of habitat, sequestration of carbon, etc. be included in the study. Jeff Langholz indicated there was not funding for an extensive study on ecosystem services, but perhaps due to the importance of

the topic there could be some discussion included in the study.

- Claire Wineman discussed the relative magnitude of sectors and how this may be captured in the study.
- Jeff Langholz emphasized to ALAB members that the study would be focused on “economic contributions” and not “economic impacts.” A contribution study looks at the positive contributions whereas an impact study would also include costs.
- Jean-Pierre questioned what differences there may be between the Monterey study and our local study. Jeff Langholz indicated that ag processing will not play as big a role in the San Luis Obispo County study. He also indicated it’s less likely that there will be a geographical subunit emphasized like the Salinas Valley was detailed in the Monterey County study since our county does not have an equivalent geographical subunit. That section may be replaced with an ecosystem services discussion or an evaluation of the diversity of crop types in SLO County.
- Lisa Bodrogi initiated a discussion on how agricultural tourism would be addressed. Fernando DePaolis indicated that IMPLAN does not break down the tourism industry to the level in which agricultural tourism could be separated from the greater tourism industry.
- Marty Settevendemie indicated the cost of the study is \$15,000. Marty also recommended a subcommittee provide input on the scope of work. ALAB members agreed that a subcommittee should be formed and this issue will be discussed at the February 2013 meeting.

Future Agenda Items: February 4, 2013, Diablo disaster response discussion, formation of a subcommittee to provide input on the scope of work for the economic contribution study, and agricultural cluster ordinance and policies.

Meeting adjourned: 7:40 PM.

Respectfully submitted by Lynda Auchinachie, County Agriculture Department.