



**DIANNE JACOB**  
SUPERVISOR, SECOND DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

**AGENDA ITEM**

**DATE:** October 18, 2006

**TO:** Board of Supervisors

**SUBJECT:** PROMOTING GROWTH OF WINE PRODUCTION IN SAN DIEGO COUNTY (DISTRICT: ALL)

**SUMMARY:**

**Overview:**

In January of 2006, the Ramona Valley region of San Diego County was designated an American Viticultural Area (AVA) by the Federal Government. This up and coming wine producing region is home to 20 vineyards and is just the third AVA to be designated in Southern California.

In response to this great honor coupled with the emerging winery industry in this region, a small group of winery owners and residents from the community have expressed a desire to explore all available options that would enable small boutique wineries to expand and operate successfully in the unincorporated area of San Diego County.

California has numerous counties where wine production is a key contributor to the local region and economy. Many of those counties have allowed the establishment of winery boutiques without burdensome and expensive regulations. However, the County of San Diego does not yet have a system in place that encourages the development of the wine industry in this region.

Today's action would investigate options that emulate other counties statewide where the wine industry has been successful.

**Recommendation(s):**  
**SUPERVISOR JACOB**

1. Direct the Chief Administrative Officer to work with the Ramona Valley Winery Association, the San Diego County Farm Bureau and any other interested winery owners to investigate options that would allow boutique wineries to expand and operate successfully by right without burdensome regulations, and report back to the Board of Supervisors in 120 days.

**SUBJECT:** PROMOTING GROWTH OF WINE PRODUCTION IN SAN DIEGO COUNTY (DISTRICT: ALL)

**Fiscal Impact:**

There is no fiscal impact associated with this action.

**Business Impact Statement:**

N/A

**Advisory Board Statement:**

N/A

**BACKGROUND:**

In January of 2006, the Ramona Valley region of San Diego County was designated an American Viticultural Area (AVA) by the Federal Government. This up and coming wine producing region is home to 20 vineyards and is just the third AVA to be designated in Southern California, after San Pasqual Valley in 1981 and Temecula Valley in 1986.

The Ramona Valley became the country's 162nd American Viticultural Area for its distinctive microclimate, elevation, and soil attributes.

In response to this great honor coupled with the emerging winery industry in this region, a small group of winery owners and residents from the community have expressed a desire to explore all available options that would enable small boutique wineries to expand and operate successfully in the unincorporated area of San Diego County.

California has numerous counties where wine production is a key contributor to the local region and economy. Many of those counties have allowed the establishment of winery boutiques without burdensome and expensive regulations. However, the County of San Diego does not yet have a system in place that encourages the development of the wine industry in this region.

Today's action would investigate options that emulate other counties statewide where the wine industry has been successful.

I urge your support!

Respectfully submitted,

DIANNE JACOB  
Supervisor, Second District

**SUBJECT:** PROMOTING GROWTH OF WINE PRODUCTION IN SAN DIEGO COUNTY (DISTRICT: ALL)

**AGENDA ITEM INFORMATION SHEET**

**CONCURRENCE(S)**

<b>COUNTY COUNSEL REVIEW</b>	<input checked="" type="checkbox"/> Yes	
Written Disclosure per County Charter Section 1000.1 Required	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>GROUP/AGENCY FINANCE DIRECTOR</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
<b>CHIEF FINANCIAL OFFICER</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
Requires Four Votes	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
<b>GROUP/AGENCY INFORMATION TECHNOLOGY DIRECTOR</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
<b>COUNTY TECHNOLOGY OFFICE</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A
<b>DEPARTMENT OF HUMAN RESOURCES</b>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> N/A

**Other Concurrence(s):** Department of Planning and Land Use

**ORIGINATING DEPARTMENT:** District 2

**CONTACT PERSON(S):**

Adam Dupree Wilson

Name

(619) 531-5522

Phone

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E-mail

Name

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**AUTHORIZED REPRESENTATIVE:** \_\_\_\_\_

**SUBJECT:** PROMOTING GROWTH OF WINE PRODUCTION IN SAN DIEGO  
COUNTY (DISTRICT: ALL)

**AGENDA ITEM INFORMATION SHEET**  
(continued)

**PREVIOUS RELEVANT BOARD ACTIONS:**

N/A

**BOARD POLICIES APPLICABLE:**

N/A

**BOARD POLICY STATEMENTS:**

N/A

**CONTRACT NUMBER(S):**

N/A