



# County of Monterey

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Legislation Details (With Board Report)

**File #:** 22-174      **Name:** Wine Signage Standard Agreement

**Type:** General Agenda Item      **Status:** Passed

**File created:** 2/15/2022      **In control:** Board of Supervisors

**On agenda:** 3/1/2022      **Final action:** 3/1/2022

**Title:** a. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to execute an Agreement for ARPA Economic Recovery Wine Signage Standard Agreement for Monterey Winegrowers Council (Monterey County Vintners and Growers Association) to perform all tasks necessary to develop and implement wine signage services in Monterey County, for the period of one (1) year, for the term March 1, 2022 through February 28, 2023, in the amount not to exceed \$100,000; and  
b. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to work with Monterey County Winegrowers Council (Monterey County Vintners and Growers Association) to request encroachment permits from public organizations for signage in public right-of-way; and  
c. Find that the signage program identified in the 2010 County General Plan was evaluated pursuant to General Plan EIR, resulting in the installation of signage being exempt pursuant to section 15311 of the CEQA guidelines.  
Proposed CEQA action: Exempt pursuant to section 15311

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Board Report, 2. ARPA\_Economic\_Recovery\_Wine\_Signage\_Standard\_Agreement, 3. MCVGA\_Economic Recovery\_Wine Signage\_Exhibit A, 4. Monterey County Wine Corridor Map, 5. Sole Source Request Form\_MCVGA, 6. Completed Board Order Item No. 58 (REVISED)

Date	Ver.	Action By	Action	Result
3/1/2022	1	Board of Supervisors	approved	Pass

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b. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to work with Monterey County Winegrowers Council (Monterey County Vintners and Growers Association) to request encroachment permits from public organizations for signage in public right-of-way; and  
c. Find that the signage program identified in the 2010 County General Plan was evaluated pursuant to General Plan EIR, resulting in the installation of signage being exempt pursuant to section 15311 of the CEQA guidelines.

**Proposed CEQA action:** Exempt pursuant to section 15311

**RECOMMENDATION:**

It is recommended that the Board of Supervisors:

- a. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to execute an Agreement for ARPA Economic Recovery Wine Signage Standard Agreement for Monterey Winegrowers Council (Monterey County Vintners and Growers Association) to perform all tasks necessary

- to develop and implement wine signage services in Monterey County, for the period of one (1) year, for the term March 1, 2022 through February 28, 2023, in the amount not to exceed \$100,000; and
- b. Authorize the Assistant County Administrative Officer and/or the Economic Development Manager to work with Monterey County Winegrowers Council (Monterey County Vintners and Growers Association) to request encroachment permits from public organizations for signage in public right-of-way; and
  - c. Find that this action is exempt from CEQA pursuant to section 15311.

**SUMMARY/DISCUSSION**

On June 2, 2021, the Board approved ARPA funding allocation for Economic Recovery support. The remaining allocated amounts subject to these agreements is estimated at \$4.8 million of which \$100,000 is allocated for Monterey County Wine Signage. In total the County has allocated \$9.6 million in ARPA funds towards economic endeavors which are required to be utilized within the next three years or be subject to return.

These services are designed to assist with the economic recovery of Small Businesses and Tourism/Hospitality Industry, with a focus on the wine industry in the County of Monterey. Monterey Winegrowers Council (Monterey County Vintners and Growers Association) will provide business support through wine signage for businesses within the wine industry affected by COVID-19. The Monterey County Vintners and Growers Association has created flexible programing which can expand if other APRA allocated funds should become available.

The American Rescue Plan Act provides funding for programmatic efforts which complement existing economic priorities of the Board of Supervisors strategic initiatives.

The ARPA Economic Recovery Wine Signage Agreement/Scope of Services provide the detailed services, programs, and performance measures.

**CEQA**

The signage program identified in the 2010 County General Plan was evaluated pursuant to the General Plan EIR. The installation of signage is exempt pursuant to section 15311 of the CEQA guidelines.

**OTHER AGENCY INVOLVEMENT:**

The Office of County Counsel has approved the Agreements as to form.

**FINANCING:**

Funds for the ARPA Economic Recovery Agreements, in the cumulative amount of \$100,000, have been included in the FY 2021-22 Adopted Budget, Fund 001, Department 1050, Unit 8514.

**BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

The American Rescue Plan Act funding for Economic Recovery Wine Signage will provide services that support the Board approved strategic initiatives.

X Economic Development  
\_\_Administration

Health & Human Services  
 Infrastructure  
 Public Safety

Prepared by: Richard Vaughn, Economic Development Manager

Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments:

ARPA\_Economic Recovery\_Wine Signage\_Board Report  
ARPA\_Economic Recovery\_Wine Signage\_Standard Agreement  
ARPA\_Economic Recovery\_Wine Signage\_Exhibit A  
Monterey County Wine Corridor Map  
Sole Source Request Form\_MCVGA Final