

## Economic Opportunity Committees Agriculture - Ad Hoc Subcommittee Roles and Responsibilities

### The Subcommittees charter is to:

Clarify the role and outcomes of Agriculture opportunities and issues in Monterey County.

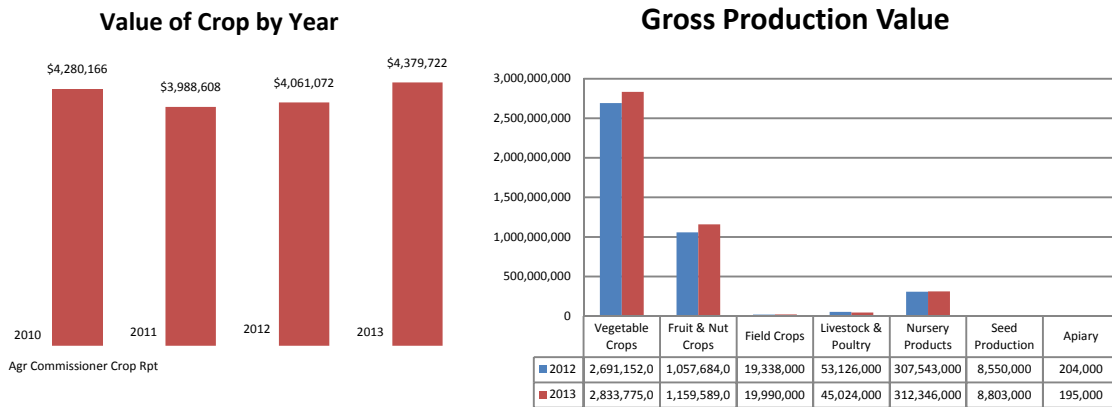
The goal of the subcommittee is to add value, delineate priorities that drive jobs and revenue to the economy. To outline actions that can deliver results and produce a tangible Return-On-Investment (ROI). To measure results and report out results to our elected officials so that; they may make informed decisions.

Economic Pillar	Appointed Chair	Notes
Agriculture	Bruce Taylor (recommended)	Norm Groot, Kurt Gollnick and Kim Stemler will be asked to serve on the committee

### Return On Investment

In addition to tracking unemployment, the Ag Ad Hoc committee will track Agricultural Crop production and output. The charge for the first year will be to place an emphasis on winery production and to track and assist in the growth of artisan wineries, bottling and branding in Monterey County.

### Agriculture:



### Goals to be determine by the Committee

## Roles and Responsibilities of the Ad Hoc Subcommittee

A minimum of two-three people typically meet regularly to plan projects, produce work plans, update minutes/reports, or manage financial projections:

- Knows and supports a pro-active collaborative approach;
- Has a genuine desire to serve on the Ad Hoc Subcommittee;
- Expresses self clearly, yet eagerly exchanges ideas with others;
- Keeps an open mind about new ideas;
- Thinks about the "big picture," yet also concentrates on the details;
- Knows when to be decisive and come to closure;
- Cooperates willingly in a team effort;
- Stays focused on the task at hand;
- Has a basic understanding of the economic circumstances of small business;
- Rolls up sleeves willingly and pitches in to do the Ad Hoc Subcommittee's work;
- Has skills or knowledge about the Economic Pillar Focus Area; and
- Carries out plans and projects in a timely and professional manner.

## Roles and Responsibilities of staff to the Ad Hoc Subcommittee

Staff participates in the committee's work in the following areas. The Resource Inventory listing on the following pages are broken out by County economic pillar category. The organizations and agencies may have qualified stakeholder volunteers interested in working with the Ad Hoc Subcommittee.

Resource Organization/Agency	Ag	Research	Tourism	Education
Monterey County Economic Development Department	○			
Procurement Technical Assistance Center (PTAC) Monterey Bay	○			
Steinbeck Innovation Foundation / Center	○			
Census designated place: Elkhorn	○			
Monterey County Vintners & Grower Association (MCVGA)	○			
Agriculture and Land-Based Training Association (ALBA)	○			
California Coastal Rural Development Corporation (Cal Costal)	○			
Central Coast Marketing Team	○			
County of Monterey Building Services	○			
County of Monterey Planning Services	○			
Grower-Shipper Association of Central California	○			
Grower Shipper Association of Central California	○			
Hartnell College	○			
Monterey Bay Area International Trade Association (MBAITA)	○			
Monterey Bay Unified Air Pollution Control District (MBUAPCD)	○			
Monterey County Agricultural Commissioner	○			
Monterey County Farm Bureau	○			
Pacific Gas & Electricity (PG&G)	○			

## AGRICULTURE RESOURCE CONTACT LIST

#	Resources	Contact Name	E- mail Address	Telephone	Web Address
1	Monterey County Economic Development Department	David L. Spaur	<a href="mailto:SpaurD@co.monterey.ca.us">SpaurD@co.monterey.ca.us</a>	831-755-5390	<a href="http://www.co.monterey.ca.us/EconomicDevelopment/">http://www.co.monterey.ca.us/EconomicDevelopment/</a>
2	Procurement Technical Assistance Center (PTAC) Monterey Bay	Robert Blackwell, Jeff Cuskey or Brian Carvalho	<a href="mailto:ptac@mcbc.biz">ptac@mcbc.biz</a>	831-582-3234	Montereybayptac.com
3	Steinbeck Innovation Foundation / Center	Luann Meador or Dennis Donohue	<a href="mailto:info@steinbeckinnovation.org">info@steinbeckinnovation.org</a>	831-601-6355 or 831-594-4883	<a href="http://steinbeckinnovation.org/">http://steinbeckinnovation.org/</a>
4	Census designated place: Elkhorn				
5	Monterey County Vintners & Grower Association (MCVGA)	Kim Stemler	<a href="mailto:kim@montereywines.org">kim@montereywines.org</a>	831-375-9400	<a href="http://www.montereywines.org/">http://www.montereywines.org/</a>
6	Agriculture and Land-Based Training Association (ALBA)	Christopher Brown,	<a href="mailto:christopher@albafarmers.org">christopher@albafarmers.org</a>	831-758-1469	<a href="http://www.albafarmers.org/">http://www.albafarmers.org/</a>
7	California Coastal Rural Development Corporation (Cal Costal)	Carole Cook	<a href="mailto:carole_cook@calcoastal.org">carole_cook@calcoastal.org</a>	831-424-1099 x203	<a href="http://www.calcoastal.org/">http://www.calcoastal.org/</a>
8	Central Coast Marketing Team	Jose L. Rios	<a href="mailto:CentralCoastnet@pge.com">CentralCoastnet@pge.com</a>	831-784-3458	<a href="http://www.ca-central-coast.org/">http://www.ca-central-coast.org/</a>
9	County of Monterey Building Services	Michael A. Rodriguez	<a href="mailto:Rodriguezm2@co.monterey.ca.us">Rodriguezm2@co.monterey.ca.us</a>	831-755-5027	<a href="http://www.co.monterey.ca.us/building/">http://www.co.monterey.ca.us/building/</a>
10	County of Monterey Planning Services	Mike Novo	<a href="mailto:novom@co.monterey.ca.us">novom@co.monterey.ca.us</a>	831-755-5025	<a href="http://www.co.monterey.ca.us/planning/">http://www.co.monterey.ca.us/planning/</a>
11	Grower-Shipper Association of Central California	James W. Bogart	<a href="mailto:jim@growershipper.com">jim@growershipper.com</a>	831.422.8844	<a href="http://www.growershipper.com/">http://www.growershipper.com/</a>
12	Grower Shipper Association of Central California	Jim Bogart	<a href="mailto:Jim@growershipper.com">Jim@growershipper.com</a>	831-422-8844	<a href="http://www.growershipper.com/">http://www.growershipper.com/</a>
13	Hartnell College	-Willard C. Lewallen, Ph.D., Pres, Hartnell College - Zahi Adallah, Dean Hartnell East Campus	<a href="mailto:wlewallen@hartnell.edu">wlewallen@hartnell.edu</a> <a href="mailto:zatallah@hartnell.edu">zatallah@hartnell.edu</a>	831-759-6093 831-759-6093	<a href="http://www.hartnell.edu/">http://www.hartnell.edu/</a> <a href="http://www.hartnell.edu/alisal_campus">http://www.hartnell.edu/alisal_campus</a>
14	Monterey Bay Area International Trade Association (MBAITA)	Toni Livoti	<a href="mailto:tlivoti@mbita.org">tlivoti@mbita.org</a>	831-335-4780	<a href="http://www.mbita.org/">http://www.mbita.org/</a>
15	Monterey Bay Unified Air Pollution Control District (MBUAPCD)	Richard Stedman	<a href="mailto:rstedman@mbuapcd.org">rstedman@mbuapcd.org</a>	831-647-9411	<a href="http://www.mbuapcd.org/">http://www.mbuapcd.org/</a>
16	Monterey County Agricultural Commissioner	Bob Roach	<a href="mailto:Roachb@co.monterey.ca.us">Roachb@co.monterey.ca.us</a>	831-759-7325	<a href="http://ag.co.monterey.ca.us/">http://ag.co.monterey.ca.us/</a>
17	Monterey County Farm Bureau	Norm Groot	<a href="mailto:administration@MontereyCFB.com">administration@MontereyCFB.com</a>	(831) 751-3100	<a href="http://www.montereycountyfarmbureau.org/">http://www.montereycountyfarmbureau.org/</a>
18	Pacific Gas & Electricity (PG&G)	Jose L. Rios	<a href="mailto:Jose.rios@pge.com">Jose.rios@pge.com</a>	831-784-3458	<a href="http://www.pge.com/">http://www.pge.com/</a>