

TO: City Council
FROM: James L. App, City Manager
SUBJECT: Council Liaison/Ad Hoc Committee – Paso Robles Wine Country Alliance
DATE: September 19, 2006

NEEDS: For the City Council to consider appointing two members to serve as liaison/ad hoc committee to the Paso Robles Wine Country Alliance.

- FACTS:**
1. The 2006 Economic Strategy includes recognition of agriculture, especially the wine industry, as a significant economic asset of, and attraction for, the City of Paso Robles.
 2. The interests and opportunities associated with the PRWCA directly benefit the Paso Robles economy.
 3. The City and PRWCA (wine industry) share strategic economic interests as articulated in the 2006 Economic Strategy.
 4. It would be beneficial to establish regular Council/Board contact to further mutual interests.

ANALYSIS & CONCLUSION: The Paso Robles Wine Country Alliance is a strategic economic asset for the City and County. As such, it represents an important part of the City's long-term economic viability and opportunity. Regular interaction of Council and Board representatives will facilitate pursuit of mutual interests.

POLICY REFERENCE: 2006 Economic Strategy.

FISCAL IMPACT: None.

- OPTIONS:**
- A. Council Appoint Two Members to Serve as Liaison/Ad Hoc Committee to the Paso Robles Wine Country Alliance.
 - B. Amend, Modify or Reject the Option Above.