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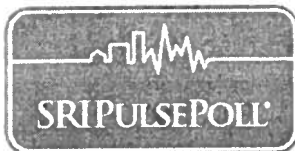
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MEMORANDUM

To: **Tony Boren**
Executive Director

Date: January 14, 2010

Subject: **Status report for January 2010**

The intent of the present document is to provide you with a **Status Report** regarding SRI's activities, to date, during the month of December 2009, and into January 2010.

Farmland Conservation:

To date, we've completed thirty four (34) face-to-face interviews regarding **Farmland Conservation**; each of the interviewees have referred us to several additional individuals; of course, some interviewees have chosen NOT to refer anyone. Thus, we have a list of another 49 individuals to whom we have been referred.

As you know, the research design being employed calls for the interviewing process to continue until one of two things occur: (i) we've interviewed everyone who has been referred to us, or (ii) nothing new is being learned from the interviews...which is to say, the facts, concerns, and/or recommendations that come out of these interviews are pretty much repetitive (nothing new is being learned).

The major accomplishment that has come out of these interviews, to date, is that we've moved from the **EXPLORATORY** stage to the **CONFIRMATION** stage in the process. In other words, we believe we've found a viable MODEL for realizing the goals and objectives inherent to **Farmland Conservation**; thus, we are now in the process of "testing" this model on individuals who we are being referred to both inside and outside the Ag Industry (e.g., those in the Ag Industry, developers, local government officials, the business community, among others).

The wisdom of the approach being administered is perhaps best seen in the fact that, based upon input from those whom we have interviewed since moving into the **CONFIRMATORY** stage of the present study, we've been able to enhance the initial model brought forward in a paper entitled: ***A Landscape of Choice***, prepared by The Growth Alternatives Alliance and released in 1998, and a second paper entitled: ***Model Farmland Conservation Program for Fresno County***, commissioned by the California Partnership for the San Joaquin Valley and produced by the American Farmland Trust (released in December 2008).

An Institute for CONSENSUS BUILDING

While the substance (content) of individual interviews will remain completely confidential, we can identify the names of the people interviewed, to date; as well as those who have been referred to SRI (see the document that accompanies the present Status Report).

It seems appropriate to list below the individuals whom we have interviewed to date (listed in alphabetic order, by first name):

- **A.J. Yates**, farmer near Kerman, former Deputy Secretary of Agriculture for State of California
- **Barry J. Bedwell**, President, and **Chris Valadez**, California Grape & Tree Fruit League
- **Bill Smitcamp**, President and CEO of Wawona Foods
- **Carol Hafner**, Fresno County Agriculture Commissioner
- **Dave Koelher**, Executive Director, San Joaquin River Parkway
- **Deb Nankiviell**, Executive Director, Fresno Business Council
- **Ed Thompson**, California Director & Senior Associate, American Farmland Trust
- **Gary Robinson**, Westside Farming, Inc.
- **Glen Goto**, CEO, Raisin Bargaining Association
- **Greg Kirkpatrick**, Farmland Conservation Strategies
- **Henry R. Perea**, County Supervisor, District 3
- **Holly King**, Agri-Business Consultant, formerly with Great Valley Center
- **Jeanette Southerlin**, County Director and **Dan Munk**, UC Cooperative Extension
- **Jerry Prieto, Jr.**, Former Ag Commissioner of Fresno County, who Chaired Landscape for Choice
- **Joel Nelson**, President, and **Bob Blakely**, California Citrus Mutual
- **John Diener**, prominent west side grower
- **John Harris**, Chairman/CEO, Harris Enterprises
- **John Wright**, Consultant, former Planning Director fo the City of Clovis
- **Ken Newby**, retired executive from Deloitte & Touche, member of the Fresno Business Council
- **Larry Fortune**, Fortune Associates
- **Leland Parnagean**, Fowler Packing
- **Lynn Gorman**, Fresno County, Deputy Director of Planning, Public Works
- **Manuel Cunha**, President, Nisei Farm League
- **Mike Prandini**, President/CEO, and **Jeff Roberts**, BIA (Jeff is an executive with Granville Homes)
- **Nat Dibuduo**, President/CEO, Allied Grape Growers
- **Paul Batancourt**, prominent agriculturalist
- **Pat Ricchiuti**, General Manager, PR Farms
- **Phil Larson**, County Supersor, District 1
- **Rick Ballantyne**, Executive Director of LAFCo
- **Ryan Jacobson**, Executive Director, Fresno Farm Bureau
- **Sayre Miller**, prominent farmer in Clovis
- **Shawn Stevenson**, Harlan Ranch

As noted in last month's status report, given the fact that people feel strong about the issues inherent to Farmland Conversation, which resulted in the proverbial wheels nearly coming off the wagon only a few short months ago, we're confident that the process presently

underway will go a long way toward **Building CONSENSUS** among stakeholders, many with competing agendas. The process we are following has been proven, over time. Given the feedback we've received, to date, we're confident the present exercise will be no exception.

Fortunately, there's NOT a great deal of **TIME PRESSURE** with regard to developing a model for Farmland Conservation that will be accepted by the various stakeholders and stakeholder groups/organizations in the Central Valley. Why? Because, for all practical purposes, the depressed economy has stopped the form of residential and commercial development that Farmland Conservation is intended to curtail in sensitive areas throughout the County. As the economy recovers, however, the need for Farmland Conservation will resurface. By that time, the elements that brought the effort toward Farmland Conservation to a virtual stop will have been adequately addressed; at least, that is one of the conclusions of the interviews conducted, to date, mostly among **INFLUENTIALS** within Fresno County's Agriculture Industry.

While we're not prepared to bring forward the model that is presently being "tested", I can identify certain key conclusions that have led to guarded optimism with regard to creating policy that will ultimately lead to Farmland Conservation in Fresno County.

1. It's clear that we need to return to the initial publication: **A Landscape of Choice**; a concept that was embraced by County officials and the elected officials of all 15 cities in the County, as well as a host of other agencies and organization in BOTH the public and private sectors (including the Fresno County Farm Bureau).
2. We need to incorporate several of the elements brought forward in the work conducted in preparation for the most recent paper, entitled: **Model Farmland Conservaton Program for Fresno County**; a great deal of work was invested in this effort and it's imperative to take full advantage of the elements that were designed to enhance the work brought forward in "A Landscape of Choice."
3. Whatever dynamics are adopted for a Model to ensure Farmland Conservation in Fresno County, and beyond, they **MUST** be consistent with the goals, objectives, and expectations inherent to the **San Joaquin Valley Blue Print**.
4. Finally, serious consideration needs to be given to the conclusions and recommendations that are coming out of the present effort, wherein, we're securing input from many (if not most) of the **INFLUENTIALS** within the Agriculture Industry. These influentials are perhaps best thought of as falling into one of two classifications: (i) Agri-business (the larger corporations/organizations/family businesses) and (ii) Fresno County's Farming community (the smaller farming organizations and smaller family businesses).

Now that we've been able to identify what appears to be a viable model for realizing Farmland Conservation at least in Fresno County, we will soon create a somewhat detailed **Work Plan for Farmland Conservation**; this will include each step in the process and tentative

dates for moving from one stage to the next stage until the stated objectives have been realized or until it has been concluded that it is NOT feasible to realize this extremely complex and politically sensitive objective.

Transit Consolidation in Fresno County:

Measurable progress has been made with respect to **Transit Consolidation** in Fresno County over the past couple of months. To date, the following has been accomplished:

- A Feasibility Study was completed to determine whether or not it was worth moving forward with a **Transit Consolidation Plan**, wherein an attempt is made to create a seamless regional transit system to make it possible for people to traverse (navigate) from any point in the County to any destination in the County with minimal inconvenience and at a reasonable cost. Beyond providing seamless transportation, the intent is to minimize and/or eliminate the duplication of services among agencies; thus, maximizing the ROI (*return on investment*) of tax dollars earmarked for public transportation. Indeed, creating a regional transit system is a center piece of the **Blue Print** effort, which is being designed to enhance mass transit throughout the Central Valley and beyond. A copy of the Final Report is available to anyone who would like to have it. The conclusion from this study was that Transit Consolidation was, indeed, worth pursuing.
- A comprehensive **Work Plan** was developed and approved by Fresno COG staff and, subsequently, by the Fresno COG Policy Board.
- Since then, John Downs prepared an RFP (*Request for Proposal*) for commissioning a qualified Consultant with substantial experience in preparing comprehensive transit operations analysis, developing transit operating plans, and forming regional transit agencies. The purpose of the Fresno County Regional Transit Consolidation Plan is to systematically evaluate potential transit consolidation models, evaluate potential Strengths, Weaknesses, Opportunities and Threats (SWAT), and determine the best approach to pursuing a single regional transit agency for Fresno County. The RFP was sent out and proposals are due later this month.

The next step is to form an **Exploratory Committee**. Due to the technical complexities inherent to the very notion of transit consolidation, this committee will be comprised solely of professional staff (e.g., heads of the respective public transit agencies, transportation planners, and the like). Once the technical details have been addressed, and selected politically-charged elements, which are essential to moving forward from a logistical perspective, the Committee will be expanded (and renamed) to include such stakeholders elected representatives of local government, members of various community and special interests groups/organizations, among others...in order to move Transit Consolidation in Fresno County to the next level.

Performance-based Salary Structure for Fresno COG:

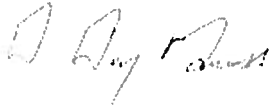
SRI staff members, who are experts in Human Resource Management, worked with the Fresno COG management team to develop a **PERFORMANCE-BASED** compensation plan for COG employees. Part of this effort involved reviewing documents to be used when evaluating employees. SRI's Mary Ann Williams (SRI's HR expert) and Dr. G. Gary Manross met with two members of the COG management team, Barbara Steck and Les Beshears, to review BOTH the performance-based compensation structure and the documents that are needed in administering this type of system. At the present time, SRI is reviewing specific job descriptions that COG management wanted reviewed; SRI's recommendations will be submitted to the COG management within the next few weeks.

California Partnership for the San Joaquin Valley:

SRI is presently working with *The Partnership*, under the direction of Mike Dozier, Executive Director, to assist the organization in realizing specific goals, objectives, and expectations that are consistent with the professional expertise and resources that our Institute brings to the proverbial table.

Of course, there are other projects (e.g., bringing the High-speed Rail Maintenance Yard to Fresno) that SRI will be asked to work on. However, the above projects are those that are on the front burner at the moment. If you have any questions and/or comments you would like to share, please know that I'm telephone close and I monitor my e-mails quite closely.

Respectfully submitted,



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Farmland Conservation Completed Interviews



100% Face-to-face Interviews; 100% Personal Referrals

Interviewed, to date		Organization	Comments
1	A.J. Yates	Prominent Agriculturalist	former president of Farm Bureau
2	Barry J. Bedwell	California Grape & Tree Fruit League	President
3	Bill Smitcamp	Wawona Foods	President and CEO
4	Carol Hafner	Fresno County Agriculture Commissioner	
5	Chris Valadez	Calif. Grape & Tree Fruit League	Dir. Of Environmental & Regulatory Affairs
6	Dave Koelher	San Joaquin River Parkway	Executive Director (bld. Named for him)
7	Deb Nankivell	Fresno Business Council	
8	Ed Thompson	American Farmland Trust	Calif. Director & Senior Associate; Authored <u>Model Farmland Conservation Program for Fresno County</u>
9	Gary Robinson	Westside Farming, Inc.	
10	Glen Goto	Raisin Bargaining Association	CEO/Closely tied to Manuel Cunha
11	Greg Kirkpatrick	Farmland Conservation Strategies	consultant
12	Henry R. Perea	Fresno County Supervisor, District 3	
13	Holly King	Agri-Business Consultant	formerly with Great Valley Center
14	Jeanette Southerlin & Dan Munk	U.c. Cooperative Extension	
15	Jerry Prieto, Jr.	Crossroads Agricultural Consulting	Former Ag Commissioner, Fresno County; Chaired <u>Landscape for Choice</u>
16	Joel Nelson & Bob Blakely	California Citrus Mutual	Joel is President; Bob is Dir. of Industrial Relations
17	John E. Diener	Red Rock Ranch, Inc.	Prominent agriculturalist; west side
18	John Harris	Harris Enterprises	Chairman/CEO
19	John Wright	Consultant	Former Planning Director for City of Clovis
20	Ken Newby	Retired from Deloitte & Touche	
21	Larry Fortune	Fortune Associates	
22	Leland Parnagean	Fowler Packing	
23	Lynn Gorman	Fresno County	Deputy Director of Planning, Public Works
24	Manuel Cunha	Nisei Farmers League	President
25	Mike Prandini & Jeff Roberts	BIA	Mike is Pres./CEO of BIA
26	Nat Dibuduo	Allied Grape Growers	President/CEO
27	Pat Ricchiuti	PR Farms	General Manager
28	Paul Batancourt	Prominent Agriculturalist	
29	Phil Larson	Fresno County Supervisor, District 1	
30	Rick Ballantyne	LAFCo	
31	Ryan Jacobson	Fresno County Farm Bureau	Executive Director
32	Sayre Miller	Prominent Agriculturalist	Clovis
33	Shawn Stevensen	Harlan Ranch	Helped author <u>A Landscape of Choice</u>
34	Stuart Woolf	Woolf Farming	President and CEO

Referred, Still to be Interviewed

	Yet to be Interviewed	Organization	Comments
1	Alan Kasparian	Grape Grower in West Fresno	Director for AFT
2	Alfreda Sebasto	formerly Chief of Staff or Jim Costa	
3	Barry Kriebel	Sun-Maid Growers of California	CEO
4	Bill and Carol Chandler	Selma Grapes	Referred by numerous Influentials
5	Blake Carlson	Kingsburg	
6	Blake Carlson	California-Plum-Marketing-Board	Kingsburg
7	Bob Smitcamp	Wawona Foods	Founder of Wawona Foods (Bill's father)
8	Bobby Kahn	Madera	
9	Brian Pacheco	Kerman Dairyman	
10	Carol Whiteside	Great Valley Center	
11	Coke Hallowell	Involved in the Ag Industry	Husband owns Chevy dealership
12	Dan Errotabere	Fresno County Farm Bureau, President	Family farming operation in Riverdale and Huron
13	Darla Guenzler, Ph.D.	Californi Council of Land Trusts	Executive Director
14	Dave Loquaci	Farmer in Madera	
15	David 'Mas' Masumoto	Prominent agriculturalist on East Side	Fowler
16	David Krause	Paramont Citrus, Orange Cover	
17	Debbie Jacobson	Prominent farming family	Ryan Jacobson's mother
18	Debbie Pochigan	Fresno County Supervisor, District 5	
19	Dennis Parnargean	Fowler Packing	Leland's father
20	Dennis Prosperi	Madera County	
21	Dick Spencer	Spencer Enterprises	Developer in Fresno
22	Don Mills	Kings County Water Agency	Manager
23	Don Pauley	City of Kingsburg	City Manager
24	Edward J. Donaghy	Donaghy Sales, Inc.	Budweiser Distributor in region
25	George Finney	County Administer, Tulare County	
26	Greg Gatzka	County Administer, Kings County	
27	Hon. Juan Arambula	State Assembly	
28	James McFarlene	Largest nut grower in the Industry	
29	Jeanette Ishii	Fresno EDC	
30	Jeff Harris	Wilson Homes	Former BIA Executive Director
31	Jim Simonian	Mayor of Fowler	
32	John Colbert & Nick Hill	Greenleaf Farms, Kingsburg	
33	Keith Bergthold	City of Fresno	Deputy Director, Planning & Development
34	Kevin Herman	Madera	
35	Lee Ayers	Fishery, The Tree Tops Group	Former City Manager of Sunnyvale, CA
36	Mark Borba	Borba Ranch	
37	Marvin Myers	Prominent farmer on west side of County	
38	Mary Savala	League of Women Voters	President
39	Mechel 'Miki' Paggi	Fresno State University	
40	Nick Yovino	Former Director of Planning, Fresno City	
41	Paul Buxman	Organic Grower in Reedley	Also a painter (artist)

Yet to be Interviewed		Organization	Comments
42	Phil Erro	San Joaquin Valley Resource Conservation and Development Council	President
43	Ray Beach	Madera County	Planner
44	Riley Walter, Esq	Attorney connected to the Ag Industry	
45	Russell Efird	Fresno County Farm Bureau, Pres-elect	farms in Caruthers, Riverdale & Raisin City
46	Sarah Clark Woolf	Westlands Water District	Executive Director
47	Soapie Thompson	Tulare County Conservation Trust	
48	Stuart Resnick	Paramount Farms	Kern County
49	Trini Rodriguez	Chair of Fresno COG Policy Board	



