



## SAN BENITO COUNTY AGENDA ITEM TRANSMITTAL FORM

**Dom Zanger**  
Board of Supervisor

**Kollin Kosmicki**  
Board of Supervisor

**Roxanne  
Stephens**  
City of Hollister

**Leslie Jordan**  
City of San Juan  
Bautista Council  
Member

**Jill G Pagaran**  
San Juan Bautista  
Tourism  
Organization

**Christian  
Pillsbury**  
Wine Industry

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**Item Number: 6.c**

**MEETING DATE:** 01/28/2026

**DEPARTMENT:**

**AGENDA ITEM PREPARER:** Gracie Rodriguez

**SUBJECT:**

Discussion and direction on a tourism wayfinding plan for the county, including consideration of a strategy to implement consistent signage throughout the county to guide visitors to attractions and points of interest.

**AGENDA SECTION:**

**REGULAR AGENDA**

**BACKGROUND/SUMMARY:**

Discuss and provide input on a proposed strategy for placing consistent, branded signage throughout the county to guide visitors to key attractions, points of interest, and tourism-related destinations. The goal is to improve wayfinding, enhance visitor experience, and create a cohesive visual identity for county tourism.

Discussion Points:

- Priority Locations: Identify high-traffic areas and major entry points where signage is most needed (e.g., highways, downtown corridors, popular attractions).
- Design Standards: Consider branding elements, color schemes, and materials to ensure consistency and durability.
- Funding & Partnerships: Explore potential funding sources, grants, and collaboration with local

businesses or municipalities.

**STAFF RECOMMENDATION:**

Discussion and direction on a tourism wayfinding plan for the county, including consideration of a strategy to implement consistent signage throughout the county to guide visitors to attractions and points of interest.

**ATTACHMENTS:**