



**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

Item Number: 6.a

MEETING DATE: 04/23/2025

DEPARTMENT: COUNTY ADMINISTRATION OFFICE

AGENDA ITEM PREPARER: Gracie Rodriguez

SUBJECT:

Receive and accept a status update on matters related to Pinnacles National Park and Hotel Incentive Program. Provide staff further direction if desired.

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

To further strengthen the County's tourism brand, the Tourism Advisory Committee, at its March 26, 2025 meeting, recommended that the Board of Supervisors consider sending a letter to the region's state legislators formally requesting the renaming of a segment of Highway 25 to "Pinnacles National Park Highway."

The proposed letter and resolution went before the Board of Supervisors on April 8, 2025, where There was consensus among the board to continue the item and bring back during budget discussions to get feedback from the community and information on postal implications.

STAFF RECOMMENDATION:

Receive and accept a status update on matters related to Pinnacles National Park and Hotel Incentive Program. Provide staff further direction if desired.

ATTACHMENTS: