



**SAN BENITO COUNTY  
AGENDA ITEM  
TRANSMITTAL FORM**

Dom Zanger  
District No. 1  
Vice-Chair

Kollin Kosmicki  
District No. 2  
Chair

Mindy Sotelo  
District No. 3

Angela Curro  
District No. 4

Ignacio Velazquez  
District No. 5

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**Item Number: 3.3**

**MEETING DATE:** 04/08/2025

**DEPARTMENT:** COUNTY ADMINISTRATION OFFICE

**AGENDA ITEM PREPARER:** Gracie Rodriguez

**DEPT HEAD/DIRECTOR:** Henie Ring

**SUBJECT:**

**COUNTY ADMINISTRATIVE OFFICE - H.RING, INTERIM COUNTY ADMINISTRATIVE OFFICER**

Approve the resolution supporting the proposal to rename the segment of Highway 25 (State Route 25), from the 101 Off-Ramp to the City of Hollister, as *Pinnacles National Park Highway*; approve the proposed letter to Assembly Speaker Robert Rivas and State Senator John Laird requesting support and legislative action to rename the segment of Highway 25; authorize the Board Chair to sign both the letter and resolution; and delegate authority to the Interim CAO or designees to seek support letters from local and neighboring jurisdictions and take necessary actions, subject to County Counsel approval. If desired, provide further direction to staff.

SBC FILE NUMBER: 119

RESOLUTION NO. 2025-18

**AGENDA SECTION:**

REGULAR AGENDA

**BACKGROUND/SUMMARY:**

The Tourism Advisory Committee (TAC) of San Benito County has been actively working to enhance the County's tourism efforts by developing a unique and compelling brand identity. As part of this initiative, the committee has identified Pinnacles National Park as a key asset that can serve as a central anchor for attracting more visitors to the region. To further strengthen the County's tourism brand, the TAC is recommending several actions, including a formal request to state legislators to rename a segment of Highway 25 to "Pinnacles National Park Highway."

The letter addressed to State Senator John Laird and Assembly Speaker Robert Rivas, requesting their support and legislative action to designate a segment of Highway 25 as Pinnacles National Park Highway, was first presented to the Tourism Advisory Committee on March 26, 2025. Following their

recommendation, the letter is now being brought before the San Benito County Board of Supervisors for consideration and approval. Additionally, a resolution is being proposed to the Board to formally endorse this initiative and will be included with said letter.

**RESOLUTION OR ORDINANCE NEEDED FOR THIS ITEM:**

No

**CONTRACT NEEDED FOR THIS ITEM:**

No

**RFP AND BID HISTORY:**

N/A

**LAST CONTRACT AMOUNT OR N/A:**

N/A

**CONTRACT HISTORY (Describe all amendments and previous contracts):**

N/A

**STRATEGIC PLAN GOALS: 1. Operational Development & Excellence**

No

**STRATEGIC PLAN GOALS: 2. Planning And Sustainable Growth**

No

**STRATEGIC PLAN GOALS: 3. Technology**

No

**STRATEGIC PLAN GOALS: 4. Community Engagement**

Yes

**STRATEGIC PLAN GOALS: 5. Health & Safe Community**

No

**BUDGETED:**

N/A

**BUDGET ADJUSTMENT NEEDED:**

N/A

**SOURCE OF FUNDING:**

N/A

**UNFUNDED MANDATE:**

N/A

**SBC BUDGET LINE ITEM NUMBER:**

N/A

**CURRENT FY COST:**

N/A

**STAFF RECOMMENDATION:**

1. Approve a resolution supporting the proposal to rename the designated segment of Highway 25 (State Route 25), from the 101 Off-Ramp to the City of Hollister, as *Pinnacles National Park Highway*.
2. Approve a letter to Assembly Speaker Robert Rivas and State Senator John Laird requesting legislative action to rename the segment of Highway 25 to *Pinnacles National Park Highway*, and include the supporting resolution with the letter.
3. Authorize the Board Chair to sign both the letter and the supporting resolution.
4. Delegate authority to the Interim CAO or designees to seek support letters from local and neighboring jurisdictions for the proposed initiative and carry out any necessary actions as deemed appropriate, subject to County Counsel approval.
5. If desired provide staff further direction.

**ATTACHMENTS:**

[Resolution Supporting the Proposal to Rename HWY 25 to Pinnacles National Park Hwy](#)  
[Request for Legislative Action Rename SR 25 to Pinnacles Nat'l Park Highway](#)