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[www.sanbenitocountyca.gov](http://www.sanbenitocountyca.gov)

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Esperanza Colio Warren

COUNTY COUNSEL:  
Gregory Priamos

CLERK OF THE BOARD:  
Vanessa Delgado

**Agenda Item  
Regular Meeting of the  
Board of Supervisors  
Tuesday, January 13, 2026**

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**Item Number: 4.1**

**MEETING DATE:** 01/13/2026

**DEPARTMENT:** BOARD OF SUPERVISORS

**AGENDA ITEM PREPARER:** Gracie Rodriguez

**DEPT HEAD/DIRECTOR:** Esperanza Colio Warren

**SUBJECT:**

**BOARD OF SUPERVISORS**

1. Discuss branding strategies to strengthen San Benito County's identity, promote tourism and economic development, and provide staff direction as appropriate; and
2. Consider adopting a proclamation declaring San Benito County as the "Home of Pinnacles National Park"; and
3. Consider adopting a resolution formalizing the incorporation of the slogan "Home of Pinnacles National Park"—or an approved variation—into the County seal, county communication channels, marketing materials, and other branding efforts.

SBC FILE NUMBER: 156

RESOLUTION NO.: 2026-7

**AGENDA SECTION:**

REGULAR AGENDA

**BACKGROUND/SUMMARY:**

Consider branding initiatives to strengthen San Benito County's identity and promote tourism and economic development. Strategies may include adopting a proclamation declaring San Benito County as the "Home of Pinnacles National Park," incorporating this designation—or a variation of it—as a slogan in county communication channels, and integrating it into broader marketing and outreach efforts. Provide direction to staff as appropriate.

At the December 10, 2025, Tourism Advisory Committee meeting, the committee explored multiple options for branding and outreach, emphasizing cost-effective approaches to remain fiscally responsible. Key points included:

- Branding and Messaging: Incorporating the phrase "Home of Pinnacles National Park" into County

communications and digital platforms.

- Community Engagement: Encouraging local businesses and organizations to adopt the branding.
- Collaborative Efforts: Partnering with chambers of commerce, tourism boards, and the National Park Service.
- Media Outreach: Issuing press releases and pitching stories to regional media outlets.
- Signage and Promotional Materials: Installing branded signage and producing brochures and merchandise (subject to funding availability).

After thorough discussion, the Committee recommends the following actions:

1. **Adopt a Proclamation**

Formally declare San Benito County as the “Home of Pinnacles National Park” through a Board of Supervisors proclamation.

2. **Add a Slogan to County Communications**

Integrate the branding into official County communications, including the county seal, website, newsletters, and social media platforms.

3. **Encourage Other Jurisdictions to Participate**

Invite cities and partner agencies within the County to adopt similar proclamations or collaborate on a unified branding effort.

## **FISCAL IMPACT:**

No fiscal impact anticipated.

## **STAFF RECOMMENDATION:**

1. Discuss branding strategies to strengthen San Benito County’s identity, promote tourism and economic development, and provide staff direction as appropriate; and
2. Consider adopting a proclamation declaring San Benito County as the “Home of Pinnacles National Park”; and
3. Consider adopting a resolution formalizing the incorporation of the slogan “Home of Pinnacles National Park”—or an approved variation—into the County seal, county communication channels, marketing materials, and other branding efforts.

## **ATTACHMENTS:**

[Agenda Fact Sheet -Pinnacles Branding](#)

[Proclamation San Benito County Home of Pinnacles National Park](#)

[Resolution - Home of Pinnacles National Park 2026-01-06 15-45](#)

[County Seal w. ribbon - Home of Pinnacles National Park](#)