

The CAO Weekly Report

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Monterey County Administrative Office

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- Ag economic report continues to break new ground
- Health Department hosts open house for King City clinic
- Employees mentor local school children



Ag Commissioner's Report Remains Top Model for Understanding Agriculture's Economic Contributions

When the Agricultural Commissioner undertook the first Economic Contributions of Monterey County Agriculture Report in 2012, it was the first such report done by a county agricultural commissioner in the state.



Now, three years later, another first. That ground breaking report has been updated and expanded, with the new information released to the public this week. The new report shows that agriculture contributes \$8.1 billion to the local economy, plus it highlights changing trends in agriculture and how those changes affect economics.

In unveiling this new report this week, Agricultural Commissioner Eric Lauritzen

The economic report is available for review on the [Agricultural Commissioner's website](#).

explains why it's important to look at more than just numbers.

“This study captures not only the direct effects of farm production, but also the ripple effects - indirect and induced contributions - of agricultural businesses,” says Lauritzen who adds highlighting technology and diversity was an important addition to the study. “Adding information about crop diversity shows how the industry developed stability and sustainability against economic shocks. Showcasing technological advancements and innovation shows how the industry is responding to new needs, potentially changing the job market with more diverse and higher paying jobs.”

Here are some interesting facts and figures from the report:

- The \$8.1 billion that agriculture contributes annually to Monterey County is far greater than any other sector of the local economy.
- \$5.7 billion is direct economic output, representing 18.5% of the county's total direct economic output.
- \$2.4 billion is additional economic output, expenditures by agriculture companies and their employees.
- \$8.1 billion translates into almost 1 million dollars per hour, every day of the year.
- More than 76,000 people are employed directly or indirectly by agriculture, equal to nearly 1 in every 4 local jobs.

To update the economic report, the Ag Commissioner's Office turned to the same two researchers who compiled the 2012 report and gave them the additional task of focusing on crop diversity and technology.

“There is definitely a ‘tech revolution’ evolving in agriculture that we want to track through economic models and support by providing new information,” explains Lauritzen. “For example, the Steinbeck Innovation Cluster is bringing together industry, academia and finance to spur innovation; Forbes Media is holding its Ag Tech Summit here in Salinas next week and a lot is being done to lure venture capital into the Salinas Valley. If you have a measure of how big things are, you can develop relationships that might not otherwise occur.”

Lauritzen also points out that a report which quantifies the value of agriculture and how that plays into employment numbers has broad applications outside the industry and would also be of interest to policy makers and regulators, bankers, real estate agents and local non-profit agencies.

The Agricultural Commissioner's annual crop report for 2014 will be released next on Tuesday, July 7th. The economic contributions report will be updated again in a few years.



Health Department Invites Community to New Behavioral Health Clinic in King City



Last month, the Health Department's Behavioral Health Bureau invited the community to an open house event at the department's newly remodeled clinic in King City.

The open house gave locals the chance to take a look inside the clinic which will serve children, youth and families, meet the staff and learn more about behavioral health programs available in the community.

Organizers hope that by welcoming residents to the updated clinic it will reduce the stigma often associated with mental illness and build more understanding about local needs and services.

The original office space for Behavioral Health in King City was remodeled to provide a more welcoming and comfortable environment for clients and staff. The event was well attended by community members and area leaders. Some attendees shared stories of how behavioral health services make a difference in their lives.

"We hope this clinic will also be used by community partners to provide more services and supports in South County" said Cathy Gutierrez, Behavioral

Health Program Manager. "We are excited to be able to serve more children and their families in their own community."



At the open house event, attendees blew bubbles as a symbol of hope. Enjoying the activity are (l-r) Supervisor Simon Salinas, Elsa Jimenez, Assistant Health Director; Cathy Gutierrez, Behavioral Health Program Manager and Dana Edgull, Behavioral Health Services Manager.

The clinic is located at 200 Broadway, suite 88 in King City.



Employees Mentor Local Students in Business, Finance

Hundreds of Salinas elementary students got lessons in finance and business recently from some top, real-world experts – county employees.

Treasurer-Tax Collector Mary Zeeb recruited volunteers from among county departments to participate in the Junior Achievement Program and spend a morning teaching students at Roosevelt School in Salinas, which is located a few hundred feet away from the Government Center on Capitol Street. Zeeb knows the program well, serving on the Junior Achievement Monterey Bay Advisory Board.



County volunteers pause between classes at Roosevelt Elementary School.

Volunteers received curriculum training and then spent a morning at the school, serving as teachers and mentors.

The purpose of the Junior Achievement program is to empower young people to own their economic success by preparing children for real life challenges, encouraging entrepreneurship and promoting financial literacy. Supervising Office Assistant Marcela Ramirez says county volunteers worked

with students in grades one through five in classes which included up to 30 students per class.

“It was a challenge, yet a success,” says Ramirez.

“We were thrilled to see such a great group of volunteer mentors come together from the County,” says Junior Achievement Regional Director Taran Barca-Hall.

County employees taking part in the mentoring program were:

Mary Zeeb, Treasurer - Tax Collector

Donna Myers, Management Analyst III (Treasurer - Tax Collector)

Gerta McClay, Senior Personnel Analyst (Assessor, Clerk-Recorder, Treasurer - Tax Collector)

Susanne King, Administrative Services Officer (Treasurer - Tax Collector)

Deborah Roberts, Administrative Services Assistant (Treasurer - Tax Collector)

Antonia Garcia, Supervising Revenue Officer (Revenue, Treasurer -Tax Collector)

Toni Johns, Accounting Technician (Treasurer - Tax Collector)

Sarafina Tomaselli, Ombudsman (Sheriff’s Office)

Marcela Ramirez, Supervising Office Assistant (Assessor)

County Treasurer-Tax Collector Mary Zeeb, who spent the morning with a classroom of third graders, says the experience was rewarding.

“Our particular curriculum focused on cities and the important role businesses play there,” she explains. “We talked about what is a business, how to start a business, even how to write a check or a bank deposit. Our teaching tools included role playing, board games and activities.”

Zeeb says one particular activity hit very close to home!

“There was one section in the program about taxes. I explained the importance of paying taxes and how the money is used; I even showed them how to compute sales tax. To make it realistic, I had them earn play money and then took it back, because I am the tax collector.”

Zeeb is hoping to build more of a relationship with Roosevelt School in the months ahead and open the door to more mentoring opportunities, particularly since the school is in such close proximity to the county offices.



Treasurer-Tax Collector Mary Zeeb talks to her third grade class about what is needed to start your own business. Zeeb says while many youngsters didn't know how to formally start a business, many were tech-savvy and knew about important internet tools businesses use.

