



County of Sonoma

State of California

Date: June 4, 2024

Item Number: _____

Resolution Number: _____

☐ 4/5 Vote Required

Resolution of the Board of Supervisors of the County of Sonoma, State of California, Congratulating and honoring the Serres Family on the 100-year anniversary of Serres Ranch.

Whereas, Fighting Joe Hooker originally owned Serres Ranch after the Mexican-American War and the Bear Flag Revolt, and;

Whereas, Hooker sold the property to George Watriss from New York, and Watriss moved his family onto the land after the purchase in 1857, partnering with the Serres Family, and the property was known as the Watriss-Serres Ranch; and

Whereas, the property was fully acquired by the Serres Family in 1924, establishing the Serres Ranch, representing the sacrifices and safekeeping that have kept the 200-acre property in the family for six generations over the last century; and

Whereas, Serres Ranch isn't only a landmark along Highway 12, it is like a lively small village where three generations of the Serres family still live and work; and

Whereas, because of their hard work throughout many generations, today the Serres family owns Serres Ranch, which includes a blueberry farm, winegrape, and organic beef cattle, the Serres Corporation, a general engineering contractor, and Serres Ranch Wine; and

Whereas, the Serres family produces high-quality grapes that are sold to top-tier wineries, and in 2017 Serres Ranch produced its first 21-case vintage and now produces four different wines, making about 500 cases a year; and

Whereas, winegrapes are not the only fruit the Serres family has learned to grow; through their appreciation and passion for agriculture, they also grow blueberries and additionally run a herd of beef cattle on their ranch in Mendocino, both very intense labors but highly valuable to them; and

Whereas, being such versatile people, the Serres family established Serres Corporation in 1929 by third-generation Franklin Watriss Serres and his father, John Pierre "Toots" Serres, which initially started as Serres Construction known as JP Serres & Son, a gravel and ready-mix company that has since then transformed into a civil engineering construction company with 50 employees; and

Whereas, in 2023, figuratively and literally speaking, earned from the fruits of their labor, the Serres Family was selected as the Sonoma County Farm Bureau's Farm Family of the Year; and

Whereas, as expected, not everything is successful when it comes to running a longtime family farm, and the Serres family has survived several ups and downs, droughts, economic declines, impacts of global wars and political turmoil to keep their land; and

Whereas, regardless of bad or good moments, the Serres family has always stayed authentic to themselves, and as described by many in the community, they are genuine, down-to-earth people, hardworking, generous, and trustworthy; and

Whereas, the ranch is more than just a family business for the Serres family, it signifies a lifestyle full of pride and dedication that has been carried throughout the past generations, and that will continue onto the next; and

Whereas, as expressed by some of the Serres family members, the ranch is their haven, their home, not simply an income, but also an identity that drives them every day to excel and want to do it all over again; and

Whereas, the Serres Family will continue working hard and enjoying the ups and downs of running a longtime family business; not doing so is simply out of the question.

Now, Therefore, Be It Resolved that the Board of Supervisors of the County of Sonoma congratulate the Serres Family for the 100th anniversary of Serres Ranch and honor them for their tremendous legacy.

Supervisors:

Gorin:

Rabbitt:

Gore:

Hopkins:

Coursey:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.