

MEETING AGENDA



Clay Shannon-Chairman
John Adriance
Peter Molnar
Brent Holdenried
Jeff Lyon
Robert Roumiguere Jr.
Jim Smith

DATE: January 6, 2007

TO: Members and Affiliates of the Lake County District 2 Local Winegrape Commission

FROM: Shannon Gunier/Executive Director

Notice is hereby given that a regular meeting of the Lake County District 2 Local Winegrape Commission has been scheduled **for Wednesday, January 16, 2008** at 11:00 a.m. at the Lake County Farm Bureau, 65 Soda Bay Road, Lakeport, CA 95453.

Conference Call with Economist Janyce Wong, CDFA Marketing Branch, 560 J St., Sacramento, CA 95814.

The following is an agenda of items that may be considered:

1. Call meeting to order, establish quorum.
2. Approval of minutes from November 14, 2007 meeting. (attached) Move-second-vote
3. Open Agenda/Public Input - Anyone from the public may speak on any agenda item for up to five minutes.
4. Budget and Financial Matters:
 - a. Approval December 31, 2007 financials/Budget review. – R. Roumiguere/S. Gunier (attached).
 - b. Update of 2007 Assessment collection. – P. Molnar/R.Gunier/John Adriance
5. Administrative:
 - a. Upcoming Board Member election.
6. Research/Education:
 - a. Review of Lake County Cabernet Sauvignon Tasting – G. McGourty/S. Gunier (report attached).
 - b. Update on permits for agricultural engines. – Bob Reynolds, director Air Quality Control
7. Marketing:
 - a. Update on production of Promotional CD.
 - b. Discussion on 2009 Elevation of Wine program. If approved to move forward, appoint EOW committee chair. (tabled from last meeting)
 - c. Update Lake County Wineries Association. – S. Gunier
 - d. Update on upcoming Unified Symposium, update. – S. Gunier
 - e. Update of targeted media list for sample mailing/helicopter tours. – S. Gunier (quote attached)
 - f. Update Growers' Brochure. – S. Gunier
8. Community Relations:
9. Board Member Communications:
10. Closed Session: -A closed session as authorized by Article IX, Section 11126(a) of the Government Code may be Conducted.
11. Adjournment:

Action may be taken on any of the above agenda items. The Lake County Winegrape Commission is open to the public. For further information please call Shannon Gunier at (707) 995-3421. A copy of this agenda can be found on www.lakecountywinegrape.org.