



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

MEETING AGENDA

Date: February 17, 2008

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, February 27, 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 January 23, 2008 meeting. (attached) Move-second-vote
3. Open Agenda/Public Input - Anyone from the public may speak on any agendized item for up to five minutes.
4. Budget and Financial Matters:
 - a. Approval of January 31, 2008 financials – R. Roumiguere/S. Gunier (attached)
 - b. Review of Finance Committee meeting – R.Roumiguere/C. Shannon
5. Administrative:
 - a. Update on Board member election
6. Research/Education:
 - a. Review of UC Grower Day
 - b. Update on PV&W article
7. Marketing:
 - a. Review of Marketing Committee recommendations:
 1. Approval of additional funds for flip top boxes
 2. Approval of varietals and wines for media/press mailing
 3. Approval of 2009 Elevation of Wine Symposium – appoint chair and committee members
 4. Approval of 2009 EOW advisory committee – appoint chair
 5. Approval of moving funds from Helicopter tours – winegrape buyers to Other marketing projects.
8. Community Relations:
 - a. Presentation to County Board of Supervisors on new promotional DVD – S. Gunier
9. Board member Communications
 - a. Appoint Executive Committee – C. Shannon
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