



Clay Shannon- Chair  
John Adriance  
Frank Anderson  
Brent Holdenried  
Jeff Lyon  
Robert Roumiguere Jr.  
Jim Smith

**Marketing Committee Meeting  
Shannon Ridge Vineyards  
11455 Clayton Creek Road #F  
Lower Lake CA 95457  
Wednesday February 14, 2007  
1:00 p.m.**

#### **AGENDA**

1. Discussion on project ideas from the 11/15/06 Strategic planning session
2. Discuss budgeting media training for Board members /others who speak on behalf of the Lake County Winegrape Commission
3. Presentation of color proof – Growers Brochure
4. Trade show policy- make final recommendation to be presented to Commission Board for approval
5. Smart Marketer Workshop – Erica Lundquist
6. Scope of work for talking points- Erica Lundquist
7. Growers Marketing meeting/Winemakers Reception-Rick Gunier
8. Other
9. Adjourn