



BOARD OF DIRECTORS

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Sent and Posted on Web Site February 22, 2013

**NOTICE AND AGENDA
Lake County Winegrape Commission**

**Marketing Committee Meeting
March 5, 2013**

10:30 a.m. – 12:30 p.m.

**Lake County Winegrape Commission Office
3895 Main Street, Kelseyville, CA 95451**

1. Call to order/roll call
2. Approval of minutes from previous meeting(s), if any
3. Review and discussion of completed marketing activities
4. Discussion of input from Strategic Planning Roundtable Session held February 14, 2013
5. Discussion of upcoming marketing activities for remainder of FY 2012-13, including:
 - a. Media tours/seaplane tours – April 25-26, 2013, and other(s)
 - b. Mountains of the North Coast seminar Sonoma area – May
 - c. Sacramento consumer tasting event (CDFA grant) – May 25, 2013
 - d. Grower barbecue – June
 - e. Trade events in major markets
 - f. Summertime in a Glass activities in partnership
 - g. Other
6. Preparation of proposed recommendations of marketing activities for FY 2013-14 budget
7. Issues and scheduling for next meeting
8. Adjourn

All agenda items are subject to discussion and possible action. Requests for more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact Susan Peters at (707) 279-2633, ext.301, or via e-mail at susanp@lakecountywinegrape.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. This notice and agenda is available on the Internet at www.lakecountywinegrape.org.