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**Lake County Winegrape Commission
Board of Directors' Meeting Minutes
July 15, 2014, 3:00 – 5:00 p.m.
Lake County Winegrape Commission
3865 Main Street, Kelseyville, CA 95451**

- 1. Call meeting to order, establish quorum.** Chair Peter Molnar called the meeting to order at 3:11 p.m. Board Members present: Bill Brunetti, Buz Dereniuk, Peter Molnar, Bill Oldham, Bonnie Sears, Jonathan Walters, and David Weiss

Also present: Debra Sommerfield, President; Susan Peters, Office Manager; Kathy Diaz-Cretu, Sr. Agricultural Economist CDFA (by phone); Paul Zellman, LCWC Education Director

Board Members and/or others absent: Broc Zoller

- 2. Approval of minutes from June 26, 2014, meeting:** Approved (*Walters/Oldham, 7-0*)
- 3. Open Agenda/Public Input.** None.
- 4. Administrative (D. Sommerfield, President)**
 - Debra Sommerfield gave an update on assessment audit performed by CDFA's Market Enforcement Branch. Board gave consensus to move forward by following assessment procedures and policy.
- 5. Executive Committee (J. Walters, Chair)**
 - Jonathan Walters gave an update from the July 15, 2014, meeting, including discussions regarding cash flow, assessment collections, and year-end financials.
- 6. Marketing Committee (P. Molnar, Chair)**
 - Chair Peter Molnar gave an update on the Commission's market research activities with the industry survey ready to go live soon.
 - Chair Peter Molnar gave an update on the Commission's effort to improve the user experience and navigation of the LCWC web site, by adding functionality for growers and crisp messaging for consumer-focused section of site.

- c. Chair Peter Molnar asked the Board to brainstorm marketing ideas for the upcoming FY 2014-2015 marketing season.

7. Research/Education Committee (B. Zoller, Chair)

- a. Paul Zellman and Debra Sommerfield gave an update on a grant application submitted to the USDA Risk Management Education Partnership Program Grant Program.
- b. Paul Zellman gave an update on LCWC's Sustainable Winegrowing Small Grower Certification Pilot Program.
- c. Debra Sommerfield tabled the review and approval agreement for FY 14-15 with Paul Zellman, an independent contractor, until the next Board meeting.
- d. Chair Peter Molnar suggested hosting a short version Master Vigneron class and invite media to attend.

8. Finance Committee (B. Dereniuk, Chair)

- a. Board approved Q4 13-14 financials (*Dereniuk/Weiss, 7-0*).
- b. Board approved year-end FY 13-14 financials (*Brunetti/Weiss, 7-0*).
- c. Buz Dereniuk initiated a discussion on the loan of \$2,500 for the Big Valley AVA formation; Board agreed by consensus to contribute that as a donation. (*Walters/Brunetti, 7-0*)
- d. Board approved a resolution renewing the Commission's line of credit and authorizing Chair Peter Molnar to be a signatory on account. (*Dereniuk/Walters, 7-0*)

9. Community Relations/Industry Affairs Committee (B. Brunetti, Chair)

- a. Debra Sommerfield gave an update on California Women for Agriculture's AgVenture Program that will be held at the LCWC office.
- b. David Weiss gave an update on California Association of Winegrape Growers; Board agreed to host a CAWG meeting in Lake County.
- c. Jonathan Walters gave an update on the Lake County Winery Association; Wine Adventure to be held at the end of the month with 25 wineries participating.

10. Board Member Communications

- a. Miscellaneous correspondence presented. No discussion.

11. Closed Session. A closed session as authorized by Article IX, Section 11126(a) of the Government Code was not conducted.

Adjournment. Meeting was adjourned at 4:37 p.m.

Next Board Meeting is scheduled for September 16, 2014, 3:00 to 5:00 p.m. at LCWC Office; conference call line also will be available.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Susan Peters".

Susan Peters
Office Manager