



*Peter Molnar, Chairman
Bill Brunetti
Buz Dereniuk
Dana DiRicco
Randy Krag
Jeff Lyon
Pedro Rubio
David Weiss
Shannon Gunier, President*

**Lake County Winegrape Commission
Board of Directors' Meeting Minutes
May 23, 2012 3:00 – 5:00 pm
Brassfield Estate Winery, 10915 High Valley Road, Clearlake Oaks, CA 95423**

- 1. Call meeting to order, establish quorum.** President Gunier called the meeting to order at 3:58 p.m. The following Board members were present Bill Brunetti, Buz Dereniuk, Randy Krag, Jeff Lyon, Pedro Rubio and David Weiss
Board members absent: Dana DiRicco, Peter Molnar
Also present: Shannon Gunier, President; Susan Peters, Office Manager
Conference call with CDFR Kathy Diaz-Cruz, Economist
Guests present: Dennis Krentz, LC grower; Paul Zellman, Educational Consultant and Jonathan Walters, LC grower.
- 2. Approval of minutes from February 16, 2011 meeting.** Approved as presented. Bill Brunetti/Jeff Lyon 7-0
- 3. Open Agenda/Public Input.** Paul Zellman talked about speaking with Jim Xerogeanes and voiced his concerns with the Mendocino Wine and Winegrape Commission
- 4. Budget and financial matters: Buz Dereniuk, Chair.**
 - a.* Approval of March quarterly financials. Jeff Lyon/Bill Brunetti 7-0
 - b.* President Gunier gave an update on upcoming committee budget meetings.
 - c.* President Gunier gave an update on the Assessment Collections issues and explained that she and Susan Peters, Office Manager met with David Weiss concerning the Commission's collection process and have forwarded the policy to the executive committee. President Gunier gave an update on SureHarvest.
- 5. Administrative: Shannon Gunier, President**
 - a.* President Gunier gave an update on the 2012 Board Member Election.
- 6. Research/Education: Randy Krag, Chair.**
 - a.* **Update Master Vigernon Program** – Paul Zellman gave an update on the Master Vigernon Program.
 - b.* **Sustainability** – Paul Zellman gave an update on the SW Metrics Program and the Small Grower Sustainable Certification.
- 7. Marketing: Peter Molnar, Chair.**
 - a.* Update on USDA Grant process – President Gunier gave an update on the grant projects.

- b.* President Gunier gave an update on Grape Buyer Outreach Activities including the first Sea Plane Tour with Chris Sawyer and Stacie Jacobs. President Gunier commended Peter Molnar for his contributions and hard work that he does on behalf of the Commission.
- c.* President Gunier, gave an update on the SB Mailing.
- d.* President Gunier, gave an update on the LC Tasting at Andy Beckstoffer's in Napa on June 14, 2012.
- e.* President Gunier, gave an update on Touring and Tasting Magazine.
- f.* President Gunier, gave an update on Food & Wine Magazine, "Regions to Watch."

8. Community Relations/Industry Affairs: Bill Brunetti, Chair.

- a.* Bill Brunetti gave an update on the County Presentation on Industry at the Board of Supervisors meeting.
- b.* Bill Brunetti gave an update on Arton Glass and Tom Shelton, Shelton Winery. Both will be coming to Lake County.

9. Board Member Communications:

Nothing to report.

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

11. Adjournment. Meeting was adjourned at 5:13 p.m.

Respectfully submitted,

Susan Peters
Office Manager