

*Peter Molnar, Chairman
Bill Brunetti
Buz Dereniuk
Randy Krag
Jeff Lyon
Jonathan Walters
David Weiss
Broc Zoller*



Debra Sommerfield, President

**Lake County Winegrape Commission
Board of Directors' Meeting Minutes
February 26, 2013, 3:00 – 5:00 p.m.**

Lake County Winegrape Commission Office, 3895 Main St, Kelseyville, CA 95451

- 1. Call meeting to order, establish quorum.** President Debra Sommerfield called the meeting to order at 3:08 p.m. Board members present: Peter Molnar, Bill Brunetti, Buz Dereniuk, Randy Krag, Jeff Lyon, Jonathan Walters, Broc Zoller
Board members absent: David Weiss
Also present: Debra Sommerfield, President; Susan Peters, Office Manager; Kathy Diaz-Diaz, Economist CDFA; Paul Zellman, Education Director
Guests present: Dennis Krentz, Grower
- 2. Approval of minutes from January 23, 2013, meeting.** Approved as presented. Broc Zoller/Jonathan Walters 7-0
- 3. Open Agenda/Public Input.** No input.
- 4. Administrative: Debra Sommerfield, President.**
 - a.* Susan Peters gave an update on SureHarvest program.
 - b.* Bill Brunetti gave an update on 2013 Board Elections from the nominating committee. Buz Dereniuk, Peter Molnar, and David Weiss have been nominated. Office Manager Susan Peters will send election calendar.
 - c.* Chair Peter Molnar appointed Pietro Buttitta and Dennis Krentz to the marketing committee.
- 5. Marketing: Peter Molnar, Committee Chair.**
 - a.* Chair Peter Molnar gave an update on the Strategic Planning Roundtable Session held February 14, 2013.
 - b.* President Debra Sommerfield proposed consideration of potential to rename the Lake County Winegrape Commission to Lake County Winegrower Commission. Randy Krag asked staff to propose a marketing plan for the next board meeting.
 - c.* Chair Peter Molnar gave an update on seaplane tour scheduled for April 26, 2013.
 - d.* Chair Peter Molnar gave an update on Mountains of the North Coast seminar to be held at MacMurray Ranch west of Healdsburg. Time and date to be determined. Bill Brunetti offered assistance.
 - e.* President Debra Sommerfield gave an update on the Sacramento consumer event.
 - f.* President Debra Sommerfield gave an update on the next Marketing Committee Meeting, March 5, 2013, 10:30 a.m. at the Lake County Winegrape Commission office.

- 1. Research/Education: Randy Krag, Committee Chair.**
 - a.* Randy Krag gave an update on the potential listing of Clear Lake hitch as “threatened” under California Endangered Species Act by the California Fish and Game Commission. LCWC Board is aware of the issue and further questions will be directed to Randy Krag.
 - b.* Paul Zellman gave an update on the Sustainable Certification Program, along with the vineyard tour and seminar held at the Big Valley Grange on February 21, 2013.
 - c.* Paul Zellman presented a draft with California Sustainable Winegrowing Alliance for cost share plan with LCWC to lower costs for small growers to become sustainable. Peter Molnar/Bill Brunetti 6-1; Broc Zoller abstained.

- 2. Community Relations/Industry Affairs: Bill Brunetti, Committee Chair.**
 - a.* Bill Brunetti gave an update on the lake issue.

- 3. Board Member Communications:**
 - a.* Consideration of financial contribution to be made in memory of recent victim of fatal robbery in Kelseyville. No action taken. Bill Brunetti suggested that if a formal trust fund is established then we can revisit this topic.

- 4. Budget and Financial Matters: Buz Dereniuk, Committee Chair.**
 - a.* Buz Dereniuk presented the February 2013 financials.

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

- 6. Adjournment.** Meeting was adjourned at 4:46 p.m.

Next Board meeting is scheduled for March 19, 2013, at 3:00 p.m. – 5:00 p.m. at the LCWC office.

Respectfully submitted,

Susan Peters
Office Manager