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Sent and Posted on Web Site on March 31, 2017

**Lake County Winegrape Commission**

**10-DAY NOTICE OF MEETING AND AGENDA**

**Marketing Committee Meeting**

Monday, April 10, 2017, 1:30 p.m.

Meeting Location

Lake County Winegrape Commission Office  
3865 Main Street, Kelseyville, CA 95451

1. Call to order and roll call
2. Approval of minutes from previous meeting(s), if any
3. Public Comment: Any member of the public may speak on any agenda item for up to five minutes
4. Discussion of 2016 Crush Report including grape pricing and yield, market trends, demand-supply
5. Review and discussion of completed marketing activities, including recap of Momentum 2017
6. Update on CDFA Specialty Crop Block Grant, including market outreach events in NY, Aspen, Texas, San Diego; American Wine Society; regional identity
7. Discussion of upcoming marketing activities for remainder of FY 2016-17, including
  - a. Materials (mapping, tech/talking point sheets, 2016 Year in Review)
  - b. SOMM Camp – June 4-7, 2017
8. Discussion of Sauvignon Blanc Campaign and 2018 International Sauvignon Blanc Symposium
9. Discussion of proposed FY 2017-18 activities
10. Issues and scheduling for next meeting
11. 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 Debra Sommerfield at (707) 279-2633, ext. 302, or via e-mail at [debras@lakecountywinegrape.org](mailto:debras@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](http://www.lakecountywinegrape.org)*