



BOARD OF DIRECTORS

Chair

Jonathan Walters

Vice Chair

Broc Zoller

Secretary-Treasurer

Bonnie Sears

Keith Brandt

Bill Brunetti

Bruce Merrilees

Bill Oldham

David Weiss

President

Debra Sommerfield

Sent and Posted on Web Site on April 14, 2017

Lake County Winegrape Commission

10-DAY NOTICE OF MEETING AND AGENDA

Board Meeting

Tuesday, April 25, 2017, 3:00 p.m.

Meeting Location

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

1. **Call to Order:** Roll call, establish quorum
2. **Public Comment:** Any member of the public may speak on any agenda item for up to five minutes
3. **Approval of Minutes from Previous Meeting(s):** March 14, 2017
4. **Marketing Committee Report** (*B. Brunetti, Committee Chair*)
 - a. Recap of Momentum 2017
 - b. Update on marketing campaigns and activities
 - c. Update on CDFA Specialty Crop Block Grant outreach events
5. **Research/Education Committee Report** (*B. Zoller, Committee Chair*)
 - a. Roundtable discussion on budbreak, pruning, and frost
 - b. Update on 2017 Master Vigneron Academy
6. **Finance Committee Report** (*B. Sears, Committee Chair*)
 - a. Update on 2016 assessment collections to date
 - b. Review March 2017 financials
 - c. Review and approve Q3 2016-17 financials
 - d. Update on FY 2017-18 budget-preparation process and 2017 income projections
7. **Executive Committee Report** (*J. Walters, Committee Chair*)
8. **Administrative Report** (*D. Sommerfield, President*)
 - a. Update on 2017 LCWC Board Member Elections
9. **Community Relations/Industry Affairs Report** (*B. Merrilees, Committee Chair*)
 - a. Update on application process to establish American Viticultural Areas (AVAs) for Elk Mountain Valley and Long Valley area

- b. Update on California Association of Winegrape Growers and Lake County Winery Association
- c. Presentation: “Soper-Reese Theatre Plans for Expansion” by Michael Adams, Executive Director, Soper-Reese Theatre

10. Correspondence, Board Member Communications

11. Upcoming Meeting Schedule and Agenda Items: June 27

12. 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 email at: 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