



BOARD OF DIRECTORS

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Sent and Posted on Web Site on January 5, 2017

Lake County Winegrape Commission

10-DAY NOTICE OF MEETING AND AGENDA

Board Meeting

Tuesday, January 17, 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):** December 6, 2016
4. **Administrative Report** (*D. Sommerfield, President*)
 - a. Introduction of Megan Hoberg, Marketing & Events Coordinator
 - b. Update on Fair Political Practices Commission's Statement of Economic Interests (Form 700)
 - c. Discussion/consideration of 2017 LCWC Board Member Elections; appoint Nominating Committee; review available Board Member seats; review 2017 Elections Calendar; consideration of proposed correction to Commission's Nomination and Election Procedures, Balloting, Section 6.a. to correct the end date of the balloting period from May 31 to March 31
5. **Finance Committee Report** (*B. Sears, Committee Chair*)
 - a. Presentation: FY 2015-16 Independent Auditor's Report, by Zach Pehling, Pehling & Pehling CPAs
 - b. Accept Independent Auditor's Report for FY 2015-16
 - c. Update on 2016 assessment collections to date
 - d. Mid-year FY 2016-17 budget review
 - e. Review and approve Q2 FY 2016-17 financials
6. **Executive Committee Report** (*J. Walters, Committee Chair*)
7. **Community Relations/Industry Affairs Report** (*B. Merrilees, Committee Chair*)
 - a. Continued discussion of possible application to establish American Viticultural Area for Upper Lake region and Long Valley region
 - b. Update on California Association of Winegrape Growers, Unified Wine & Grape Symposium, Lake County Winery Association

8. Marketing Committee Report (B. Brunetti, Committee Chair)

- a. Recap of December Strategic Roundtable Discussion
- b. Update on marketing campaigns and activities: Sauvignon Blanc campaign; Momentum 2017, March 23; SOMM Camp, June 4-7
- c. Update on CDFA Specialty Crop Block Grant
- d. Presentation: “Lakeport Sprintboat Grand Prix 2017 Corporate Hospitality Programs” by Jack Long, Clear Lake Motorsport Enterprises, LLC

9. Research/Education Committee Report (B. Zoller, Committee Chair)

- a. Update on Master Vigneron Academy: 2016 graduation recap, 2017 class formation and schedule; promotional campaign

10. Correspondence, Board Member Communications

11. Upcoming Meetings: Schedule and agenda items: March 7, April 25, June 20

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 Susan Peters at (707)279-2633, ext. 301, or via email at: susanp@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