



BOARD OF DIRECTORS

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*Vice Chair*

Broc Zoller

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Bill Brunetti

Bruce Merrilees

Bill Oldham

David Weiss

*President*

Debra Sommerfield

Sent and Posted on Web Site on March 3, 2017

**Lake County Winegrape Commission**

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

**Board Meeting**

Tuesday, March 14, 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):** January 17, 2017
4. **Marketing Committee Report** (*B. Brunetti, Committee Chair*)
  - a. Update on marketing campaigns and activities: Momentum 2017, March 23; SOMM Camp, June 4-7, Sauvignon Blanc campaign and Symposium 2018
  - b. Update on CDFA Specialty Crop Block Grant outreach events: NY, Aspen, Dallas, San Diego
5. **Research/Education Committee Report** (*B. Zoller, Committee Chair*)
  - a. Presentation: "Fruit Frost Protection District Update" by Lake County Agricultural Commissioner Steve Hajik
  - b. Pest Management Update: Vine Mealybug
  - c. Update on Master Vignerons Academy: 2017 class schedule; promotional campaign
6. **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
7. **Finance Committee Report** (*B. Sears, Committee Chair*)
  - a. Update on 2016 assessment collections to date
  - b. Review January and February 2017 financials
8. **Executive Committee Report** (*J. Walters, Committee Chair*)

**9. Administrative Report (D. Sommerfield, President)**

- a. Discussion/consideration of proposed LCWC Teleconference Guidelines
- b. Update from Nominating Committee on 2017 LCWC Board Member Elections

**10. Correspondence, Board Member Communications**

**11. Upcoming Meeting Schedule and Agenda Items: 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](mailto: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](http://www.lakecountywinegrape.org)*