



**Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
December 4, 2018, 4:00 p.m.
Lake County Winegrape Commission
3865 Main Street, Kelseyville, CA 95451**

BOARD OF DIRECTORS

Chair

David Weiss

Vice Chair

Broc Zoller

Secretary-Treasurer

Bonnie Sears

Keith Brandt

Pete Dodson

John McCarthy

Bruce Merrilees

Bill Oldham

President

Debra Sommerfield

1. Chair David Weiss called the meeting to order at 4:02 p.m. Board Members present: David Weiss, Broc Zoller, Bonnie Sears, John McCarthy, Bruce Merrilees, Bill Oldham. Board Members absent: Keith Brandt, Pete Dodson. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Coordinator. Guests present: Chad Clark, Cameron Mauritson, Jonathan Walters.
2. Public Comment: None.
3. Minutes from the October 9, 2018, Board Meeting were approved (*Motion #1, Sears/McCarthy, 6-0-2*).
4. Chair Weiss opened up the roundtable discussion by acknowledging the challenges of 2018 and stating the goal of the roundtable is a way of setting priorities going forward. Secretary-Treasurer Sears stated the importance of not letting concerns regarding income get in the way of discussion. Vice Chair Zoller discussed the research project on smoke impact and involvement of winemakers from out of the area in it, making the research dollars money well spent.

Chair Weiss suggested the coming challenge likely may be how to contract given the uncertainty of protocols and thresholds. He recalled last year's issue seemed to be around labor and stated perhaps the H-2A program may be having an impact on that; he asked for thoughts around the issue of labor. Chad Clark stated it was a relatively slow season with even temperatures, no heat spikes, all the way through. Board Member Merrilees stated some vineyards in the valley and Yuba City area were pushed out making vineyard labor available for the eastside of Lake County. Board Member McCarthy noted of the H-2A Program in Carneros a noticeable difference in the quality and quantity of labor. Cameron Mauritson stated the quality of the work is better, generally increased by about 2.5 percent.

The group discussed the issue of conjunctive labeling as a means to help put the Lake County appellation on the wine label, with examples noted of both Honig and Sebastiani putting the percent from each appellation on the label. Suggestions included outreach to CAWG, TTB, to determine pros and cons.

Chair Weiss and President Sommerfield addressed the possibility of participation in the next International Volcanic Wines Conference. Board Member McCarthy suggested a program with a theme of "Modern Viticulture for a Changing Climate," which could address everything from wildfire incidents to volcanics. Chair Weiss suggested possibly having Greg Jones on a panel.

Group discussed continuing the volcanics message as a point of differentiation. Jonathan Walters stated the interest in the topic by members of the media, sommeliers, etc. makes it a worthwhile event along with having buyers and writers in attendance. Board Member Oldham stated that volcanics sets Lake County apart.

Discussion about the bulk wine market included the ramifications of more fruit being custom-crushed, concerns of smoke among marketers and sales teams, and the impact of an increase in supply in other California regions. Chair Weiss acknowledged a softer market and noted the importance of not losing sight of Lake County’s competitive advantage in terms of quality. Vice Chair Zoller stated these cycles are normal, and that we have a quality product.

Chair Weiss recalled the genesis of the Master Vigneron Academy® was during a Strategic Roundtable seven or eight years ago, prompting discussion of the needs for types of training. Board Member Merrilees indicated a disconnect between the increased equipment technology and finding qualified operators. The group discussed encouraging equipment manufacturers to put on a course for operators. Training of vineyard leaders needs to address management, leadership, and emotional intelligence, as well as technical skills. Suggestions included growing the MVA to include training to help grow a crew member into a crew leader and the possibility of a Level 2/advanced MVA course in leadership skills. The group also discussed the importance of awareness among youth, including the possibility of scholarships, ag career awareness for high school students, and apprenticeship types of experience.

5. Next meeting is scheduled for January 15, 2019, at 3:00 p.m.
6. Meeting adjourned at 5:27 p.m.

**Lake County Winegrape Commission
AB 2720 Roll Call Vote Tally**

Board Members	Motion #1
David Weiss, <i>Chair</i>	Aye
Broc Zoller, <i>Vice Chair</i>	Aye
Bonnie Sears, <i>Secretary-Treasurer</i>	Aye
Keith Brandt	Absent
Pete Dodson	Absent
John McCarthy	Aye
Bruce Merrilees	Aye
Bill Oldham	Aye
FINAL TALLY	6-0-2

Respectfully submitted,



Debra Sommerfield, President, Lake County Winegrape Commission