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**Lake County Winegrape Commission
Board of Directors'
Meeting Minutes
December 5, 2017, 4:00 p.m.
Lake County Winegrape Commission
3865 Main Street, Kelseyville, CA 95451**

1. Chair Jonathan Walters called the meeting to order at 4:09 p.m. Board Members present: Jonathan Walters, Broc Zoller, Bonnie Sears, David Weiss, Pete Dodson, Bill Oldham. Absent: Keith Brandt, Bruce Merrilees. Also present: Debra Sommerfield, President; Amy Uber, CDFEA Economist (via phone). Guests included: Maria Brunn, Mark Burch, Buz Dereniuk, Terry Dereniuk, John Hyde, Eric Stine, Paul Zellman.
2. Minutes from the October 31, 2017, Board Meeting (*Motion #1, Oldham/Zoller, 6-0-2*) were approved.
3. Strategic Roundtable Discussion topics included labor shortage, the H-2A program, the need for and the high costs of farmworker housing and possible funding opportunities, machine harvesting; the role the Master Vigneron Academy plays in the improved quality of winegrapes, the professionalism of vineyard crews, and the region's message of quality; workshops on quality winegrowing and BMPs for new growers; the importance of continuing to deliver high-quality events such as SOMM Camp and the important role that consistent marketing messaging has played in the success of the region; be prepared for next downturn; regional promotion through AVA signage, conjunctive labeling; building demand with consumers and wineries, extending grant-funded activities such as TEXSOM to continue the outreach; working with Master Sommelier to flesh out the volcanics message; building on existing relationships with Napa and Sonoma wineries with focus on quality and less on value, beyond pricing play, express the region's geography/geology/proximity/quality/beauty to buyers.
4. Consultant John Hyde of 26* Brix made a short presentation on the efforts to develop a regional website as part of the CDFEA grant work to function as an in-depth online course on the Lake County wine region, geared toward sommeliers, wine trade, and wine-enthusiast consumers.
5. Next meeting scheduled for January 30, 2018, at 3:00 p.m.
6. Meeting adjourned at 5:22 p.m.

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

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

Respectfully submitted,



Debra Sommerfield, President, Lake County Winegrape Commission