



## 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

**Lake County Winegrape Commission  
Board of Directors'  
Meeting Minutes  
January 17, 2017, 3:00 p.m.  
Lake County Winegrape Commission  
3865 Main Street, Kelseyville, CA 95451**

1. Chair Jonathan Walters called the meeting to order at 3:32 p.m. Board Members present: Jonathan Walters, Broc Zoller, Bonnie Sears, Bill Brunetti, David Weiss, Keith Brandt, Bruce Merrilees; Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Coordinator; Paul Zellman, Educational Director (3:47 p.m.); Ben Kardokus, Sr. Agricultural Economist Cdfa (via phone); Susan Peters, Office Manager.

Board Members absent: Bill Oldham

2. Minutes from the December 6, 2016, meeting were approved, (*Motion #1, Brunetti/Weiss, 7-0-1*).
3. President Debra Sommerfield introduced LCWC's new Marketing & Events Coordinator, Megan Hoberg. She also provided an update on Fair Political Practices Commission's Statement of Economic Interests Form 700. The Nominating Committee for the 2017 Board Member Election was appointed: Bill Brunetti and Jonathan Walters. Board Members approved a correction to Commission's Nomination and Election Procedures, Balloting Section 6.a. to end date of the balloting period from May 31 to March 31 (*Motion #2, Sears/Brunetti, 7-0-1*).
4. A presentation was given by Zach Pehling, Pehling & Pehling CPAs, of the FY 2015-16 Independent Auditor's Report. Board Members approved the Independent Auditor's Report FY 2015-16 as presented (*Motion #3, Brunetti/Sears, 7-0-1*). Chair Jonathan Walters gave an update on 2016 assessment collections to date. Secretary/Treasurer Bonnie Sears presented the mid-year FY 2016-17 budget review. The Board approved Q2 FY 2016-17 financials. (*Motion #4, Walters/Zoller, 7-0-1*).
5. Board Member David Weiss, Board Member Keith Brandt, and President Debra Sommerfield provided an update on the possible application to establish American Viticultural Areas for Upper Lake and Long Valley with a potential adjustment to the North Coast AVA boundary. Board Member Weiss provided an update on California Association of Winegrape Growers and the Unified Wine and Grape Symposium. Chair Walters provided an update on upcoming events put on by the Lake County Winery Association.
6. A presentation on the "Lakeport Sprintboat Grand Prix 2017 Corporate Hospitality Programs" was given by Jack Long, Clear Lake Motorsport Enterprises, LLC. Recap of December Strategic Roundtable Discussion was tabled to next meeting. President Sommerfield provided an update on

Sauvignon Blanc campaign; Momentum 2017, March 23; SOMM Camp, June 4-7. She also provided an update on CDFA Specialty Crop Block Grant with the course review scheduled for March 9 in Napa, and that several events are being worked on for the upcoming year, New York, May 8-9; Media Guild; Aspen Food & Wine Festival June 15-19; TEXSOM in August.

7. Educational Director Paul Zellman gave an update on the Master Vigneron graduation and the new class is planning to attend the Unified Wine and Grape Symposium in Sacramento on January 26, 2017.
8. Next meeting scheduled for March 7, 2017, at 3:00 p.m.
9. Meeting adjourned at 5:14 p.m.

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

Attendees who Voted	Motion #1	Motion #2	Motion #3	Motion #4
Jonathan Walters	Aye	Aye	Aye	Aye
Broc Zoller	Aye	Aye	Aye	Aye
Bonnie Sears	Aye	Aye	Aye	Aye
Keith Brandt	Aye	Aye	Aye	Aye
Bill Brunetti	Aye	Aye	Aye	Aye
Bruce Merrilees	Aye	Aye	Aye	Aye
Bill Oldham	Absent	Absent	Absent	Absent
David Weiss	Aye	Aye	Aye	Aye
Outcome	7-0-1	7-0-1	7-0-1	7-0-1

Respectfully submitted,



Susan Peters  
Office Manager