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**Lake County Winegrape Commission
Board of Directors'
Meeting Minutes
March 14, 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 3:03 p.m. Board Members present: Jonathan Walters, Broc Zoller, Bonnie Sears, Bill Brunetti, David Weiss, Bill Oldham, Keith Brandt, Bruce Merrilees. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Coordinator; Paul Zellman, Education Programs Director; David Hillis, Agricultural Economist CDFA (via phone); Susan Peters, Office Manager.
2. Minutes from the January 17, 2017, meeting were approved, (*Motion #1, Merrilees/Weiss, 8-0-0*).
3. President Debra Sommerfield gave a reminder that Momentum is March 23, 2017, at Soper-Reese Theatre. President Sommerfield also gave a brief rundown of the marketing events. SOMM Camp will be June 4 -7, 2017. International Sauvignon Blanc Symposium will be held in 2018, and planning meetings have begun with Steve Tylicki, Joy Merrilees, and Glenn McGourty working on program development. Locations for the event are being explored. "A Year in the Life of a Vineyard" time-lapse photo project will document a Sauvignon Blanc and Cabernet Sauvignon vineyard over one year. President Sommerfield provided an update on the CDFA Grant: the educational course, prepared by Tim Gaiser MS and Bob Bath MS, is near final and outreach events will be held in New York, Aspen, Dallas, and San Diego. The New York outreach event on May 9 will be for media and sommeliers, and will be followed by a pouring at the *Wine Spectator's* area at the Taste of Hope benefit.
4. A presentation was given by Lake County Agricultural Commissioner Steve Hajik on "Fruit Frost Protection Update." Vice Chair Broc Zoller and Commissioner Hajik discussed European Grapevine Moth and Vine Mealybug. An article about the Vine Mealybug will be in the next LCWC newsletter concerning traps that growers can purchase. Education Director Paul Zellman provided an update on the 2017 Master Vigneron Academy class, which has 14 students. The class got a lot out of attending Unified Wine and Grape Symposium in January, and in February, visited several Sauvignon Blanc vineyards including L & L Vineyard, Bartolucci Vineyards, Kendall-Jackson, Michael Hat, Rogers Vineyards, Windrem, and Rosas Vineyards. In March, the class is scheduled to visit Novavine Nursery.
5. Discussion was led by Board Member Bill Oldham of the petition to establish an American Viticultural Area for the Upper Lake region; growers in the area have decided to submit the name as Elk Mountain Valley AVA. Board Member David Weiss provided an update on the process for an AVA petition for the Long Valley area; the group is exploring options for a possible name

since more than one Long Valley exists in Lake County. Weiss also provided an update on CAWG: Day at the Capitol and Foundation Event is March 15, 2017, and nominations are due by Friday, April 14, 2017 for the Grower of the Year and the Leader of the Year, Awards of Excellence Program. The Board discussed recent requirements by some wineries mandating growers have sustainable certification by Lodi Rules; a motion was made to write a letter expressing the business challenges this will present to Lake County winegrape growers and that the letter be addressed to CAWG, Wine Institute, CSWA. (*Motion #2, Zoller/Sears, 8-0-0*). Chair Walters provided an update on upcoming events put on by the Lake County Winery Association.

6. Secretary-Treasurer Bonnie Sears gave an update on assessments and presented January and February financials. Suggestion was made to include a narrative explanation with the financials explaining the carryover balance is due to moving the International SB Symposium to 2018.
7. President Sommerfield presented proposed LCWC Teleconference Guidelines, which address participation in LCWC Board and Committee meetings by electronic means and the requirements for meeting noticing and notification by Board Members, were approved (*Motion #3, Brunetti/Weiss, 8-0-0*). She also provided an update on 2017 LCWC Board Member Elections.
8. Next meeting scheduled Board meeting was moved from the original date of June 20 to June 27, 2017, at 3:00 p.m. Upcoming Committee meetings: Community/Industry Relations Committee on March 21 at 12:00 p.m., Finance Committee on March 27 at 3:00 p.m., Research/Education Committee on March 31 at 8:30 a.m., Marketing Committee on April 10 at 1:30 p.m.
9. Meeting adjourned at 4:50 p.m.

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

Attendees who Voted	Motion #1	Motion #2	Motion #3
Jonathan Walters	Aye	Aye	Aye
Broc Zoller	Aye	Aye	Aye
Bonnie Sears	Aye	Aye	Aye
Keith Brandt	Aye	Aye	Aye
Bill Brunetti	Aye	Aye	Aye
Bruce Merrilees	Aye	Aye	Aye
Bill Oldham	Aye	Aye	Aye
David Weiss	Aye	Aye	Aye
Outcome	8-0-0	8-0-0	8-0-0

Respectfully submitted,



Susan Peters, Office Manager