



Sent and Posted on February 13, 2020
10-DAY NOTICE OF MEETING AND AGENDA

Lake County Winegrape Commission Board Meeting

Tuesday, February 25, 2020, 3:00 p.m.
Lake County Winegrape Commission Office
3865 Main Street, Kelseyville, CA 95451

BOARD OF DIRECTORS

Chair
Broc Zoller, Ph.D.
Vice Chair
Bruce Merrilees
Secretary-Treasurer
Bonnie Sears
Keith Brandt
Pete Dodson
Cameron Mauritsen
Bill Oldham
Jonathan Walters

President
Debra Sommerfield

- 1. Call to Order:** Roll call, establish quorum
- 2. Public Comment:** Any member of the public may speak on any agendized item for up to five minutes
- 3. Approval of Minutes from Previous Meeting(s):** January 21, 2020
- 4. Finance Committee Report** (*B. Sears, Committee Chair*)
 - **Presentation:** FY 2018-19 Independent Auditor's Report, by Zach Pehling, Pehling & Pehling CPAs
 - Accept Independent Auditor's Report for FY 2018-19
 - Review January 2020 financials
 - Update on 2019 harvest season assessment collections to date
- 5. Executive Committee Report** (*B. Zoller, Chair*)
- 6. Administrative Report** (*D. Sommerfield, President*)
- 7. Marketing Committee Report** (*B. Oldham, Committee Chair*)
 - Discussion on marketing activities including Momentum, AVA campaign
- 8. Research/Education Committee Report** (*B. Zoller, Committee Chair*)
 - Update on 2019 CDFA Specialty Crop Block Grant, high school career day, crew lead program
 - Update on Master Vigneron Academy[®]
- 9. Community Relations/Industry Affairs Report** (*B. Merrilees, Committee Chair*)
 - Updates on collaborations with Lake County EDC, Tourism Improvement District, industry associations
 - Updates on vineyard messaging project, AVA applications
- 10. Correspondence, Board Member Communications**
- 11. Upcoming Meeting Schedule, Proposed Agenda Items**
- 12. Adjourn**

All agenda items are subject to discussion and possible action. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time by contacting Debra Sommerfield at (707)279-2633 or debras@lakecountywinegrape.org. This notice and agenda is available on the Internet at: www.lakecountywinegrape.org