



Sent and Posted on May 9, 2020  
**NOTICE OF MEETING & AGENDA**

Lake County Winegrape Commission  
**Board of Directors Meeting**  
Tuesday, May 19, 2020, 3:00 p.m.

**BOARD OF DIRECTORS**

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

Zoom Web Link: <https://us02web.zoom.us/j/88336515923?pwd=cnpqRXRaWkJqc1lwc2hpWjFGZjd4QT09>

Meeting ID: 883 3651 5923

Password: 822476

Dial by your location: +1 669 900 9128 US (San Jose)

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- 1. Call to Order:** Roll call, establish quorum
- 2. Public Comment:** Any member of the public may speak on any agenda item for up to five minutes
- 3. Approval of Minutes from Previous Meeting(s)**
- 4. Executive Committee Report** (*B. Zoller, Chair*)
- 5. Community Relations/Industry Affairs Report** (*B. Merrilees, Committee Chair*)
  - Discussion of impact of COVID-19
  - Updates from community and industry associations (CAWG, Wine Institute, EDC, LCTID)
  - Updates on vineyard messaging project, establishment of scholarship program
- 6. Marketing Committee Report** (*B. Oldham, Committee Chair*)
  - Update on marketing activities including virtual events, AVA campaign, advertising, and PR
- 7. Research/Education Committee Report** (*B. Zoller, Committee Chair*)
  - Updates on audit services for CSWA small vineyard pilot project, CDFA Specialty Crop Block Grant
- 8. Administrative Report** (*D. Sommerfield, President*)
  - Installation of Board Members for 2020-22 term
  - Appointment of Board Officers (Chair, Vice Chair, Secretary-Treasurer) for FY 2020-21
- 9. Finance Committee Report** (*B. Sears, Committee Chair*)
  - Review of April 2020 financials
  - Consideration of assessment rate for 2020 harvest season
  - Review of Proposed FY 2020-21 Budget
- 10. Correspondence, Board Member Communications**
- 11. Issues and Scheduling for Next Meeting:** Tuesday, June 23, 2020
- 12. Adjourn**

*All agenda items are subject to discussion and possible action. Requests for disability-related 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](mailto:debras@lakecountywinegrape.org). This notice and agenda is available on the Internet at: [www.lakecountywinegrape.org](http://www.lakecountywinegrape.org)*

mail 3865 Main Street, Kelseyville, CA 95451 tel 707.279.2633 fax 707.279.2712 web [www.lakecountywinegrape.org](http://www.lakecountywinegrape.org)  
Lake County Crush District 2 Winegrape Commission