



Sent and Posted on February 26, 2021  
**NOTICE OF MEETING & AGENDA**  
**Lake County Winegrape Commission**  
**Marketing Committee Meeting**  
Tuesday, March 9, 2021, at 3:00 p.m.

**BOARD OF DIRECTORS**

**Chair**

Bonnie Sears

**Vice Chair**

Bruce Merrilees

**Secretary-Treasurer**

Pete Dodson

Keith Brandt

Cameron Mauritson

Bill Oldham

Clay Shannon

Jonathan Walters

**President**

Debra Sommerfield

**Zoom Link:** <https://us02web.zoom.us/j/84853611574?pwd=VlpySzEvRG1pOXcwaWRMd3RkQWcrdz09>

**Meeting ID:** 848 5361 1574

**Passcode:** 940546

**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), if any**
- 4. Discussion of grape pricing and market trends**
- 5. Discussion of strategic messaging to buyers to address market conditions, grape quality, value**
- 6. Update on recent brand refresh and review of upcoming marketing activities for remainder of FY 2020-21**
- 7. Discussion of future marketing activities, events, collaborations**
- 8. Agenda items and scheduling for next meeting**
- 9. Adjourn**

**Lake County Crush District 2**  
**Winegrape Commission**  
3865 Main Street  
Kelseyville, CA 95451  
(707) 279-2633  
[www.lakecountywinegrape.org](http://www.lakecountywinegrape.org)

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 email to: [debras@lakecountywinegrape.org](mailto:debras@lakecountywinegrape.org)  
This notice and agenda is available on the Internet at: [www.lakecountywinegrape.org](http://www.lakecountywinegrape.org)