



Sent and Posted on October 1, 2021

**NOTICE OF MEETING & AGENDA
Lake County Winegrape Commission**

Board of Directors Meeting

Wednesday, October 13, 2021, 11:00 a.m.

Beckstoffer Vineyards

8059 Highway 29, Kelseyville CA 95451

BOARD OF DIRECTORS

Chair

Bonnie Sears

Vice Chair

Bruce Merrilees

Secretary-Treasurer

Pete Dodson

Cameron Mauritson

Bill Oldham

Michael Ryan

Clay Shannon

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 agenda item for up to five minutes
- 3. Approval of Minutes from Previous Meeting(s)**
- 4. STRATEGIC PLANNING SESSION – Part III**
 - BRAND Position – The Next Step**
Presentation by David M. Flanagan and Christine Calvin, Misfit Agency
- 5. Discussion/Consideration of Brand Support and Implementation**
- 6. Committee Updates**
 - Executive Committee (*B. Sears, Chair*)
 - Administrative (*D. Sommerfield, President*)
 - Finance Committee (*P. Dodson, Committee Chair*)
 - Marketing Committee (*B. Oldham, Committee Chair*)
 - Research/Education Committee (*C. Shannon, Committee Chair*)
 - Community/Industry Relations Committee (*B. Merrilees, Vice Chair*)
- 7. Correspondence**
- 8. Scheduling of Next Meeting, Location, Agenda Items**
- 9. Adjourn**

**Lake County Crush District 2
Winegrape Commission**
3865 Main Street
Kelseyville, CA 95451
(707) 279-2633
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
This notice and agenda is available on the Internet at: www.lakecountywinegrape.org