



Sent and Posted on April 14, 2022
NOTICE OF MEETING & AGENDA
Lake County Winegrape Commission
Marketing Committee Meeting
Monday, April 25, 2022, at 10:00 a.m.

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

Zoom Link: <https://us02web.zoom.us/j/86827359240?pwd=SjVWVTcwcmo0Y3JzSmpWdmFUWURTQT09>

Meeting ID: 868 2735 9240

Passcode: 812280

Dial by Your Location: +1 669 900 9128 US (San Jose)

- 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. Presentation: Update on brand refresh** (*D. Flanagan*)
- 6. Update on current marketing activities** (*M. Hoberg*)
- 7. Discussion of marketing activities and opportunities for FY 2022-23**
- 8. Agenda items and scheduling for next meeting**
- 9. Adjourn**