



Sent and Posted on April 17, 2023

NOTICE OF MEETING & AGENDA
Lake County Winegrape Commission
Marketing Committee Meeting
Thursday, April 27, 2023, at 2:00 p.m.
Lake County Winegrape Commission Office
3865 Main Street, Kelseyville, CA 95451

BOARD OF DIRECTORS

Chair

Jonathan Walters

Vice Chair

Bruce Merrilees

Secretary-Treasurer

Pete Dodson

Pilar Luchsinger White

Cameron Mauritson

Michael O. Ryan

Clay Shannon

Padraic Sherlock

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. Discussion of Grape Pricing and Market Trends**
- 5. Update on Current Marketing Events & Activities**
- 6. Update on Affiliate Sponsorship Program**
- 7. Discussion of Public Relations Successes and Possible Extension of PR Agency Services**
- 8. Discussion of Future Events: Grower-Broker/Buyer Meeting, Technical Symposia, Viticulture/Enology Student Visits**
- 9. Discussion of Proposed FY 2023-24 Activities**
- 10. Agenda Items and Scheduling for Next Meeting**
- 11. 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