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

Sent and Posted on October 15, 2020

NOTICE OF MEETING & AGENDA

Lake County Winegrape Commission

Board of Directors Meeting

Tuesday, October 27, 2020, 3:00 p.m.

Zoom Web Link: https://us02web.zoom.us/j/83269165999?pwd=QnNJbFZ1Z3E4YUYzYlBCZ3Z5R0w0dz09
Meeting ID: 832 6916 5999
Password: 356354
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 agendized item for up to five minutes

3. **Approval of Minutes from Previous Meeting(s)**

4. **Executive Committee Report** (*B. Sears, Chair*)

5. **Administrative Report** (*D. Sommerfield, President*)
   - Update on LCWC Referendum

6. **Marketing Committee Report** (*B. Oldham, Committee Chair*)
   - **Presentation**: *Branding – Lake County Winegrowers New Visual Identity*, by John Hyde of 26*Brix and Jason Wister of Pair Design
   - Update on marketing activities: social media campaign, advertising, *Wine Enthusiast* webinar

7. **Research/Education Committee Report** (*C. Shannon, Committee Chair*)
   - Post-harvest roundtable discussion
   - Update on education and grant-funded training activities: Master Vigneron Academy® website, Ag Labor Management Courses (November), Crew Lead Program (January), viticultural video project
   - Update on smoke impact research project: testing challenges, UC Davis support, WHIP Program, Pan American crop insurance seminar (September)
   - Sustainability update: Sustainability Live Webinar (December), Organic Webinar (midwinter)

8. **Community Relations/Industry Affairs Report** (*B. Merrilees, Committee Chair*)
   - Support for Lake County Junior Livestock Auction
   - Updates from community and industry associations

9. **Finance Committee Report** (*P. Dodson, Committee Chair*)
   - Review and approve Q1 FY 2020-21 financials
   - Consideration of resolution a) renewing line of credit and b) authorizing account signatories

10. **Correspondence, Board Member Communications**

11. **Issues and Scheduling for Next Meeting:** Tuesday, December 1, 2020

12. Adjourn

All agenda items are subject to discussion and possible action. Requests for disability-related r 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
This notice and agenda is available on the Internet at: www.lakecountywinegrape.org