*** MEETING CANCELED ***

Sent and Posted on September 13, 2021

NOTICE OF MEETING & AGENDA
Lake County Winegrape Commission
Board of Directors Meeting
Friday, September 24, 2021, 2:00 p.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/82935908498?pwd=eWhNWHY5bDl6WEZLY0dnenQ5OE9KUT09
Meeting ID: 829 3590 8498
Passcode: 852187
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. **Committee Updates**
   - Executive Committee (*B. Sears, Chair*)
   - Administrative (*D. Sommerfield, President*)
   - Finance Committee (*P. Dodson, Committee Chair*)
   - Community/Industry Relations Committee (*B. Merrilees, Vice Chair*)
   - Research/Education Committee (*C. Shannon, Committee Chair*)
   - Marketing Committee (*B. Oldham, Committee Chair*)
5. **STRATEGIC PLANNING SESSION – Part III**

   BRAND Position – The Next Step
   Presentation by David M. Flanagan and Christine Calvin, Misfit Agency
6. **Correspondence**
7. **Scheduling of Next Meeting, Location, Agenda Items**
8. **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