LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, April 20, 2021, at 3:00 p.m.
Videoconference via Zoom

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

1. Meeting was held as videoconference and called to order by Chair Bonnie Sears at 3:03 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Pete Dodson, Keith Brandt, Cameron Mauritson, Bill Oldham, Clay Shannon. Board Members absent: Jonathan Walters. Quorum established.

   Also present: Debra Sommerfield, President; Mirek Wilczek, CDFA Sr. Economist.

2. Public Comment: None.

3. Minutes from the March 23, 2021, LCWC Board meeting were approved (*Motion #1; Shannon/Brandt, 7-0-1*).

4. Chair Sears gave an Executive Committee Meeting report, including discussions regarding the Commission's financial position and consideration of an anti-harassment policy for Board Members.

   President Sommerfield provided a brief update noting receipt of a non-renewal of the directors' insurance policy and that she is working with Lincoln-Leavitt to find a new provider.

5. Research & Education Committee Chair Shannon led a roundtable discussion on spring growing conditions.

   President Sommerfield provided an update on Cultivate for high school students and the move to a virtual presentation and provided Board Members a preview of the overview video. Board Members discussed the possibility of modifying it to use for recruitment of and engagement with young winemakers to our region.

6. Community & Industry Relations Committee Chair Merrilees provided an update on the Commission's "Future of Agriculture" scholarship program and that only one applicant had applied. Board Members authorized the Community & Industry Relations Committee to make the decision of the scholarship award on behalf of the Board (*Motion #2; Dodson/Mauritson, 7-0-1*). Board Members also directed that a letter of support be written for the Upper Lake Valley AVA petition (*Motion #3; Brandt/Oldham, 7-0-1*).

7. Marketing Committee Chair Oldham provided an update and led a discussion regarding the status of the discussion regarding messaging and suggested a strategic session. Chair Sears noted that the Board's annual strategic session might be better held at another time of year, not in December when people are winding down. Consensus was to continue the discussion and look at possibilities of assistance from a consulting firm.

   Board Members also discussed a proposal by San Francisco Wine School to host an in-person trip to Lake County for wine enthusiasts, and agreed more info was needed regarding attendees.

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8. Secretary-Treasurer Dodson stepped the Board through Q3 2020-21 Financials, which were approved (*Motion #4; Brandt/Oldham, 7-0-1*).

9. President Sommerfield provided a brief Administrative Report, including the results of the 2021 Board Member Election with Board Members Brandt, Mauritson, and Merrilees voted in for another term with Members to be seated at the May meeting. She also provided an update regarding a letter prepared by CAWG and Wine Institute notifying Senator Laird of the need to fund UC ANR budget to backfill vacant viticulture advisor positions for Lake, Mendocino, and Sonoma, with LCWC as one of many regions signing the letter.

10. Next meeting to be held at 3:00 p.m. on May 18, 2021.

11. Adjourned at 4:20 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3	Motion #4
Bonnie Sears, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**
Keith Brandt	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**
Jonathan Walters	**Absent**	**Absent**	**Absent**	**Absent**
FINAL TALLY	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission