LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, February 2, 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 3:10 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Pete Dodson, Keith Brandt, Cameron Mauritson, Bill Oldham, Clay Shannon, Jonathan Walters. Quorum established.

   Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Mirek Wilczek, CDFA Sr. Economist.

2. Public Comment: None.

3. Minutes from the December 1, 2020, LCWC Board meeting were approved (*Motion #1; Oldham/Merrilees, 8-0*).

4. Chair Sears gave an Executive Committee Meeting update and presented a proposed update to the Employee Handbook that a) changes the employee vacation accrual cap from a maximum number of hours to 1.75 times the employees annual vacation accrual; b) adds Martin Luther King Jr. Day to list of recognized holidays; c) adds December 24 to list of recognized holidays; and d) eliminates the employee floating holiday. Board Members approved the update, with one adjustment noted: to replace "below the applicable cap of 140 hours or 210 hours" with 1.75 times the employee's then-current annual vacation accrual" *(Motion #2, Merrilees/Mauritson, 8-0*).

5. Zach Pehling of Pehling & Pehling CPAs presented the FY 2019-20 Independent Auditor's Report and Agreed-Upon Procedures Audit. Board accepted the Auditor's Report with corrections noted on page 15 to the line of credit amount and the interest rate amount and the Agreed-Upon Procedures Audit *(Motion #3, Shannon/Oldham, 8-0*).

6. Secretary-Treasurer Dodson presented the Q2 2020-21 Financials, which were approved *(Motion #4, Brandt/Oldham, 8-0*).

   Board Members reviewed assessment collections to date and discussed the possible impact on activities. Board Member Walters noted the Commission needs to spend the funds and indicated he sees no reason to hit the brakes. Research & Education Committee Chair Shannon noted that the Commission can put on some outdoor activities and the funding should last until next year's tranche of income. Vice Chair Merrilees noted the importance of not delaying the scholarship. Board Member Mauritson mentioned the need to keep pushing ahead and use the funds to market our high-elevation vineyards. Board Member Brandt shared insight from Unified that while Cabernet Sauvignon might be going flat, Sauvignon Blanc is still on a growth path. Board Members discussed market trends, the impact on pricing, and the issue of value as it relates to messaging. Board Members agreed to continue discussion related to messaging and value at a Marketing Committee Meeting.

7. Secretary-Treasurer Dodson and President Sommerfield stepped the Board through Mid-Year FY 2020-21 Budget that included updated income estimates

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and adjusted expense projections; Mid-Year Budget approved as presented *(Motion #5, Mauritson/Oldham, 8-0*).

8. Marketing Committee Chair Oldham provided an update on Upper Lake Valley and Long Valley AVA applications. Marketing and Events Manager Hoberg gave an update on vineyard signage, the raised topographic map, Momentum, and social media activities. Board Member Mauritson suggested collaboration with EDC on AVA signage. Research & Education Committee Chair Shannon suggested using Zoom, Instagram, Tik Tok and other social media to create interest.

9. Research & Education Committee Chair Shannon discussed educational ideas, and new sustainability and climate-smart techniques including new ways to prune; he presented the possibility of working with Simonet & Sirch.

Marketing and Events Manager Hoberg gave an update on participation in the Crew Lead Training Program and filming of videos. Board was reminded of the upcoming sustainability webinar on February 11, with a Emily Farrant and a panel discussing the differences in sustainable and organic certification.

President Sommerfield presented a proposed consulting agreement with William Groody for filming of the grant-funded videos with a not-to-exceed amount of $14,990, which the Board approved and authorized the Chair to sign *(Motion #6*, *Mauritson/Merrilees*, *8-0*).

10. Community & Industry Relations Committee Chair Merrilees discussed the filming of videos, updated the Board on the scholarship program and the Lake County Sheriff's Office effort to formalize a program to assist growers with vineyard access during emergencies. Board Member Mauritson also mentioned the County's new Ag Advisory Committee being formed.

11. Next meeting to be held at 3:00 p.m. on March 23, 2021; Executive Committee to meet at 2:00 p.m. on March 23, 2021. Board also to meet at 3:00 pm on April 20, 2021; Executive Committee to meet at 2:00 p.m. on April 20, 2021.

12. Adjourned at 4:40 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	**Motion #1**	**Motion #2**	**Motion #3**	**Motion #4**	**Motion #5**	**Motion #6**
Bonnie Sears, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Keith Brandt	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Jonathan Walters	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
FINAL TALLY	**8-0**	**8-0**	**8-0**	**8-0**	**8-0**	**8-0**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission