BOARD OF DIRECTORS
Chair
Broc Zoller, Ph.D.
Vice Chair
Bruce Merrilees
Secretary-Treasurer
Bonnie Sears
Keith Brandt
Pete Dodson
Cameron Mauritson
Bill Oldham
Jonathan Walters

President
Debra Sommerfield

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
February 25, 2020, 3:00 p.m.
Lake County Winegrape Commission
3865 Main Street, Kelseyville, CA 95451

1. Chair Broc Zoller called the meeting to order at 3:00 p.m. Board Members present: Broc Zoller, Bruce Merrilees, Bonnie Sears, Pete Dodson, Cameron Mauritson, Bill Oldham, Jonathan Walters. Board Members absent: Keith Brandt. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Coordinator, CDFA Sr. Economist Mirek Wilczek (via phone).
2. Public Comment: None.
3. Minutes from the January 21, 2020, Board Meeting were approved *(Motion #1, Oldham/Dodson, 6-0-1-1*).
4. Zach Pehling of Pehling & Pehling CPAs presented the FY 2018-19 Independent Auditor's Report and Agreed-Upon Procedures Audit, which were accepted by the Board *(Motion #2, Sears/Walters, 7-0-1*). Board Member Walters requested it be noted that increases in annual income coincided with 2013, the year the current President was hired, and attributed it to improved fiscal management and additional revenue from successful grant applications.

   Secretary-Treasurer Sears stepped the Board through a review of January 2020 financials. Board Member Mauritson suggested the possibility of lowering the rate on the line of credit. President Sommerfield will follow up with bank in advance of maturity date. President Sommerfield provided a status of assessment collections.

5. Chair Zoller provided an Executive Committee update. Vice Chair Merrilees provided an update on backup power and the various options and prices for generator installation; he will get a more firm quote. Chair Zoller discussed an article on the commemoration of the anniversary of the Bloody Island Massacre and suggested it may present an opportunity to partner with local tribes.

6. President Sommerfield gave an Administrative Report, noting that interest had been expressed by the Lake County Winery Association's (LCWA's) Executive Director for a joint meeting of both Boards of Directors. Board Members discussed and suggested a joint meeting of both Executive Committees be held to identify where goals may align and where funds may be leveraged; President Sommerfield will coordinate with the LCWA's Executive Director.

   She also stated she has received inquiries regarding the next Sauvignon Blanc Experience and asked for direction regarding whether to hold Sauvignon Blanc Experience in 2021 as planning would need to begin in spring 2020. Board Member Walters suggested a spring focus on Sauvignon Blanc, that a consumer event might be well-received, and since more independent growers grow Sauvignon Blanc, it would be good to help elevate them.

7. Research & Education Committee Chair Zoller provided a brief update on the status of baseline testing and requested a link be added to the Commission website to the report prepared by Glenn McGourty on the 2018-19 research findings. Board Members acknowledged the usefulness of the data. Board Member Mauritson stated it is time to shift the message.

President Sommerfield notified the Board the Commission had received and accepted notification from Paul Zellman terminating the existing agreement with Crop Care of Southern California for work on the Master Vigneron Academy. Board Members requested a letter be sent thanking Mr. Zellman for his work over the years. Initial ideas for the program were discussed; this will be addressed in the next Research/Education Committee Meeting.

Board Members discussed the need for the addition of a rain gauge to the Cow Mountain Weather Station; Chair Zoller agreed to bring up the issue at the next Fruit Frost District Meeting. Board Member Walters mentioned the Western Weather morning emails list year-to-date data from Ukiah and would like to see it list Lake County averages; President Sommerfield will discuss with Nathan Lohse at Western Weather.

8. Marketing Committee Chair Oldham opened discussion regarding marketing efforts. Marketing & Events Coordinator Hoberg gave an update on preparation for Momentum on March 26, the AVA campaign, and a grape buyer seminar in late spring, as well as efforts prepping for Cultivate – the grant-funded Career Awareness Day set for March 12 for high school ag students from Middletown, Kelseyville, Upper Lake, and Lower Lake.

9. The next meetings are set for 3:00 pm on March 31 and May 19.

10. Meeting adjourned at 4:50 p.m.

Lake County Winegrape Commission
AB 2720 Roll Call Vote Tally

Board Members	**Motion #1**	**Motion #2**
Broc Zoller, *Chair*	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**
Bonnie Sears, *Secretary-Treasurer*	**Aye**	**Aye**
Keith Brandt	**Absent**	**Absent**
Pete Dodson	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**
Jonathan Walters	**Abstain**	**Aye**
FINAL TALLY	**6-0-1-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission