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
January 21, 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, Keith Brandt, Pete Dodson, Cameron Mauritson, Bill Oldham. Board Members absent: Jonathan Walters. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Coordinator, CDFA Sr. Economist Ben Kardokus (via phone).
2. Public Comment: None.
3. Minutes from the December 3, 2019, Board Meeting were approved *(Motion #1, Oldham/Mauritson, 7-0-1*).
4. Marketing Committee Chair Oldham led a discussion recapping the December Strategic Roundtable session. Committee Members shared ideas about the focus of the Commission's work and how growers dollars should be spent. Consensus was to focus direct efforts on trade and grape buyers and then work to partner with groups including the Lake County Winery Association on a consumer-focused event, the Economic Development Corporation on effort to build infrastructure, and the Tourism Improvement District to assist with visitor attraction.

   Marketing & Events Coordinator Hoberg gave an update on preparation for pouring at the Regional Wine Tasting on February 5 during Unified Wine & Grape Symposium, as well as planning for Momentum in late March and a grape buyer seminar in late spring.
5. President Sommerfield provided an update on grant work, stating the Career Awareness Day for high school students will be held Thursday, March 12, at the Ely Stage Stop in Kelseyville.

   She also stated that contract negotiations were still underway with Crop Care of Southern California (Paul Zellman) for the grant-funded Crew Lead training program and she has been in close contact with Counsel Jill England. She said it may have an impact on the existing agreement with Crop Care for the Master Vigneron Academy work and the timing of being able to put together a Master Vigneron class for 2020. Board Members agreed that it might be a year to take a break.

   Chair Zoller provided a brief update on the status of baseline testing and the timing of sending samples to AWRI given the fire situation in Australia. Suggestion was that if AWRI cannon accommodate, perhaps check with Washington State. Board Members discussed the importance of the data from the research project to the industry and the need to now begin to shift the message.

6. President Sommerfield provided an update on the vineyard messaging project. Board Members suggested creation of podcasts from the public service announcements featuring Greg Giusti discussing lake ecology. Board Members suggested adding a rain gauge to the Cow Mountain weather station with Chair Zoller agreeing to address it at the next Fruit Frost District meeting.

7. Secretary-Treasurer Sears stepped the Board through 2019-20 second-quarter financials, which the Board approved *(Motion #2, Mauritson/Merrilees, 7-0-1).*

Secretary-Treasurer Sears led the Midyear Budget Review discussion, stating the Commission is in a good position to end the year. Board Members suggested reallocating some funding for signage and mapping projects.

The Board approved re-allocating a total of $20,000 to Marketing/Special Projects, with $10,000 from Marketing/PR and $10,000 from Research/Education, toward the development of vineyard signage *(Motion #3, Sears/Mauritson, 7-0-1).*

The Board approved re-allocating a total of $15,000 to Marketing/Special Projects, with $12,000 from Research/Education and $3,000 from Community Relations, toward the development of a topographic map of the region, which may include augmented reality *(Motion #4, Mauritson/Sears, 7-0-1).*

8. Chair Zoller provided a brief Executive Committee update.

President Sommerfield presented a recommended change to the 457(b) Plan designation of trustees and plan administrator to the Secretary-Treasurer and the President with a proposed resolution and accompanying forms. The Board adopted the resolution as presented, authorizing the Secretary-Treasurer to sign, and approved the proposed acceptance and resignation forms as presented *(Motion #5, Mauritson/Oldham, 7-0-1).*

9. President Sommerfield provided a reminder that the Fair Political Practices Commission's Statement of Economic Interests (Form 700) is due April 1.

President Sommerfield stated the re-appointment of the Board's Public Member was inadvertently omitted from the May 2019 agenda item installing elected Board Members. The Board appointed Pete Dodson to serve as the Board's Public Member for the 2019-2021 term *(Motion #6, Mauritson/Oldham, 7-0-1).*

President Sommerfield presented the draft Board elections material for review and reminded the Board regarding the issue related to eligibility to serve based on 2018 production levels amid the impacts of the Mendocino Complex Fire, and that the Board had memorialized at the March 26, 2019, meeting:

> The Board discussed the concern and established that a Lake County winegrape grower's eligibility to vote in any LCWC election and/or to serve as a current or future Board Member shall continue without regard for any negative impact brought about by the 2018 wildland fire disaster *(Motion #2, Zoller/Oldham, 8-0*).

The Board agreed to adjust the first checkbox on the Declaration of Candidacy Form to reflect production of 25 tons in 2017 or 2018 *(Motion #7, Sears/Dodson, 7-0-1).*

10. The Board set the next few meetings for 3:00 pm on February 25, March 31, and May 19.

11. Meeting adjourned at 5:10 p.m.

Lake County Winegrape Commission
AB 2720 Roll Call Vote Tally

Board Members	Motion #1	Motion #2	Motion #3	Motion #4	Motion #5	Motion #6	Motion #7
Broc Zoller, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bonnie Sears, *Secretary-Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Keith Brandt	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Jonathan Walters	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**
FINAL TALLY	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission