LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, July 27, 2021, at 11:00 a.m.
Videoconference via Zoom

BOARD OF DIRECTORS

Chair
Bonnie Sears

Vice Chair
Bruce Merrilees

Secretary-Treasurer
Pete Dodson

Cameron Mauritson

Michael Ryan

Bill Oldham

Clay Shannon

Jonathan Walters

President
Debra Sommerfield

1. Meeting was held at Brassfield Estate Winery and called to order by Chair Bonnie Sears at 11:22 am. Board Members present: Bonnie Sears, Bruce Merrilees, Cameron Mauritson, Bill Oldham, Clay Shannon (12:02 pm), Jonathan Walters. Board Members absent: Pete Dodson. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Mirek Wilczek, CDFA Sr. Economist (via Zoom audio); guests: Michael Ryan, Will Weiss, Broc Zoller; presenters: David Flanagan and Christine Calvin, Misfit Agency.
2. Public Comment: None.
3. Minutes from the June 22, 2021, LCWC Board meeting were approved (*Motion #1; Mauritson/Merrilees, 5-0-2*).
4. President Sommerfield provided an update on the current Board vacancy, stating she contacted Michael Ryan, a candidate in the most recent Board election, who confirmed his willingness to serve. The Board appointed Ryan to fill the Board vacancy effective immediately for the remainder of Keith Brandt's term. (*Motion #2; Oldham/Merrilees, 5-0-2*).
5. Chair Sears and President Sommerfield kicked off the strategic session with key objectives of solidifying the mission, clarifying the purpose, and invigorating the work of the Commission and with the goal of building on the current messaging and new logo to develop a story that communicates the brand and differentiates the region. She introduced David Flanagan of Misfit agency who led a brand discovery workshop focused around brand principles, examples from competitors, brand archetypes, and Board Member input.
6. Upcoming meeting: Board Meeting/Strategic Planning Session Part 2 scheduled for Tuesday, August 31, 2021, at 11:00 a.m.
7. Adjourned at 3:17 p.m.

AB 2720 Roll Call Vote Tally

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

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission

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