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

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
June 23, 2020, 3:00 p.m.
Videoconference via Zoom

1. Meeting was held as videoconference and called to order by Chair Bonnie Sears at 3:01 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; Megan Hoberg, Marketing & Events Manager, CDFA Sr. Economist Mirek Wilczek (via phone). Guests present via Zoom: Deborah.
2. Public Comment: None.
3. Minutes from the May 19, 2020, Board Meeting were approved *(Motion #1, Merrilees/Dodson, 7-0-1*).
4. President Sommerfield gave a brief Administrative report, discussing COVID-19 impacts that have office staff working remotely and participating in biweekly ag employer discussions with Lake County Public Health Officer Dr. Gary Pace. President Sommerfield requested Board preference as to continued use of virtual meetings. Board Member Shannon stated it is a good example to set. Board Member Oldham agreed, stating Zoom seems fine. Board Members expressed consensus in continuing to use the virtual platform for Board and Committee meetings.

   Board Members reviewed Committee assignments. Board Member Shannon suggested encouraging non-growers such as vendors/suppliers to get active on committees. Board Member Oldham agreed to bring it up to the folks at Grow West. Board Member Shannon indicated his willingness to lead the Research & Education Committee. Board Member Shannon and President Sommerfield would work together to reach out to current Committee Members and get a meeting scheduled.

   Chair Sears appointed Board Member Shannon to serve as Chair of the Research & Education Committee.

   Chair Sears also appointed Secretary-Treasurer Dodson to serve as Chair of the Finance Committee.

   Board made additional Committee changes including: adding Vice Chair Bruce Merrilees to serve on Finance Committee, adding Board Member Shannon to serve on Marketing Committee, adding Board Member Oldham to serve on Research & Education Committee.

5. Marketing Committee Chair Oldham opened the Marketing Committee report. Marketing & Events Manager Hoberg shared a summary of the Momentum 2020 virtual seminar held on June 11, noting 60 registered and approximately 50 attended. The focus was on current market conditions with speakers Glenn Proctor of Ciatti, Jeff Bitter of Allied Grape Growers, and Clay Shannon of Shannon Ridge Vineyards.

Board Members discussed the need for more engagement among growers. Chair Sears agreed to submit a "Chair's Message" to be included in the next eNews to encourage more grower participation. Other suggestions included videos of Board Members talking about LCWC activities.

Marketing Manager Hoberg gave updates on the grower profile photo project, wine pairing videos, raised-relief topographic map, and AVA fact sheets. President Sommerfield shared a bit about the vineyard signage project. Committee Chair Oldham mentioned the brand refresh project.

6. Newly appointed Committee Chair Shannon provided a Research & Education Committee report, leading the group in a roundtable discussion regarding spring growing conditions. Vice Chair Merrilees noted a relatively easy frost season. Board Member Brandt mentioned a touch of late frost and stated that reports were mixed, with most areas, including Scotts Valley, coming through fine. Board Member Oldham reported some winter kill from last season's early frost October 21.

7. Vice Chair Merrilees gave a Community/Industry Relations report, with no news from Lake County Wine Alliance yet regarding a virtual event. He mentioned the back-up generator project and since office is staff working remotely, the generator purchase/installation remains on hold.

8. Secretary-Treasurer Dodson stepped the Board through a review of May 2020 financials.

Secretary-Treasurer Dodson presented the Finance Committee's Recommended Budget for FY 2020-21. Board Members discussed revenue estimates and debated custom crush levels. Board Members approved the Recommended FY 2020-21 Budget and FY 2020-21 Contemplated Activities Statement *(Motion #2, Mauritson/Merrilees, 7-0-1*).

9. Upcoming meetings set for 3:00 p.m. on August 11 and 3:00 p.m. on October 27.

10. Meeting adjourned at 4:15 p.m.

Lake County Winegrape Commission - AB 2720 Roll Call Vote Tally

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

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission