LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, March 23, 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 3:03 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Keith Brandt, Cameron Mauritson, Bill Oldham, Clay Shannon, Jonathan Walters. Board Members absent: Pete Dodson. 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 February 2, 2021, LCWC Board meeting were approved (*Motion #1; Shannon/Oldham, 7-0-1*).

4. Chair Sears gave an Executive Committee Meeting report and provided an overview of the Committee's February 23 joint meeting with the Lake County Winery Association Executive Committee, which included discussions on media messaging during disasters; WISE Academy media training; hosting a collaborative event such as Sauvignon Blanc Experience to be promoted to both organizations' audiences; and creation of a document for Certified Tourism Ambassadors to provide answers to the Top 3-5 visitor questions.

5. President Sommerfield provided a brief update on the 2021 Board Member election, noting four candidates submitted Declaration of Candidacy forms for the three Board seats. The possibility of in-person meetings was discussed with the consensus to await clear direction from the state. Board Members also agreed to handle the FY 2021-22 budget process with a meeting of Committee Chairs to be held in late April.

6. Board agreed to skip review of monthly financials.

7. Marketing Committee Chair Oldham provided an update from the discussion at the March 9 Committee Meeting regarding value and quality, the concept of "affordable luxury," and the need to help sell fruit at above-average prices. Board Members shared perspectives on the Commission's current regional messaging and discussed ideas such as videos, tailgate meetings, and the use of social media to get the attention of grape buyers. Board Members Cameron Mauritson and Clay Shannon agreed to be part of a follow-on discussion regarding the Commission's messaging.

   Board Members also discussed the challenge of getting Lake County AVAs listed on wine bottles, the role of conjunctive labeling, and the need for statewide collaboration led by entities like CAWG and Wine Institute. Individual Board Members agreed to talk with organizations with which they have connections.

8. Research & Education Committee Chair Shannon discussed educational ideas. President Sommerfield indicated she had not yet received any response to her inquiries in to Simonet & Sirch; Board Members acknowledged the latest COVID surge in Italy.

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9. Community & Industry Relations Committee Chair Merrilees presented the Board with details on the Commission's new "Future of Agriculture" scholarship program and provided an update on the establishment of the County's new Ag Advisory Committee.

10. Next meetings to be held at 3:00 p.m. on May 18, 2021, and June 22, 2021.

11. Adjourned at 3:58 p.m.

AB 2720 Roll Call Vote Tally

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

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission