LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, May 18, 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 3:15 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Pete Dodson, Keith Brandt, Cameron Mauritson, Bill Oldham, Jonathan Walters. Board Members absent: Clay Shannon. 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 April 20, 2021, LCWC Board meeting were approved with correction to future meeting date from June 22 to May 18 (*Motion #1; Mauritson/Dodson, 7-0-1*).

4. Chair Sears gave an Executive Committee Meeting report, including presenting the draft of an anti-harassment policy for Board Members drafted by Counsel. Board Members suggested edits to be made by Counsel for return to the Board at a future meeting.

   Chair Sears reported the Executive Committee's approval of a salary increase for the LCWC President and direction to the Finance Committee to agendize annual compensation adjustments as part of its annual budget process.

5. Marketing Committee Chair Oldham shared info from a discussion held regarding branding, message, and direction going forward. Board Member Mauritson stated a desire to continue the discussion particularly around regional naming, noting the visual identity work that was done in the previous year was solid and this should build on that work. Chair Sears noted this effort goes hand-in-hand with strategic planning in July.

   Marketing & Events Manager Hoberg updated the Board on various marketing projects, including vineyard signs, topographic map, and wine auction.

6. Community & Industry Relations Committee Chair Merrilees provided an update on the Commission's "Future of Agriculture" scholarship program and the Committee's decision to extend the deadline to May 21, with the Committee set to reconvene on May 26 for a final decision.

   Committee Chair Merrilees advised of the Committee's decision to sponsor the wine bar at the Lake County Wine Alliance's Wine Auction, which will be held on September 18, 2021, at Chacewater Winery, and the opportunity to promote the Commission's new brand.

   He also updated Board Members on the newly formed Ag Advisory Committee appointed by the Lake County Board of Supervisors and the various topics to be addressed. Board Members discussed an upcoming Board of Supervisors agenda item and potential impact on winegrape growers and the marketing of the region. CDFA Sr. Economist Wilczek confirmed when LCWC can act on

Lake County Crush District 2
Winegrape Commission
3865 Main Street
Kelseyville, CA 95451
(707) 279-2633
www.lakecountywinegrape.org

behalf of growers. Board Members agreed to have President Sommerfield craft and send a Grower Alert to notify growers of the Board of Supervisors meeting, and include link to meeting agenda on County website.

7. President Sommerfield and Manager Hoberg briefly touched on the viticultural videos and webinar.

8. President Sommerfield provided an update on the 2021 Annual Board Member Election results prepared by Pehling & Pehling CPAs. The Board installed Keith Brandt, Cameron Mauritson, and Bruce Merrilees as Directors to serve the 2021-23 term and appointed Pete Dodson to serve as a Public Member for the 2021-23 term (*Motion #2, Mauritson/Brandt, 7-0-1).*

9. Board Members set the assessment rate for the 2021 harvest season at one percent (1%) (*Motion #3, Brandt/Walters, 7-0-1*).

Secretary-Treasurer Dodson presented the Proposed FY 2021-22 Budget and Board Members discussed crop, weather, and impact on possible revenue estimates, noting the Finance Committee will meet to finalize income projections.

10. Next meeting to be held at 3:00 p.m. on June 22, 2021. Strategic Session scheduled for July 20, 2021, from noon to 3:00 p.m. Finance Committee Meeting set for June 7, 2021, at 3:00 pm.

11. Adjourned at 4:51 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3
Bonnie Sears, *Chair*	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**
Keith Brandt	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**
Clay Shannon	**Absent**	**Absent**	**Absent**
Jonathan Walters	**Aye**	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission