LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

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

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Wednesday, October 13, 2021, at 11:00 a.m.

1. Meeting was held at Beckstoffer Vineyards and called to order by Chair Bonnie Sears at 11:16 am. Board Members present: Bonnie Sears, Bruce Merrilees, Cameron Mauritson, Bill Oldham, Michael Ryan, 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 (via phone); presenters: David Flanagan, Christine Calvin.

2. Public Comment: None.

3. Minutes from the August 31, 2021, LCWC Board meeting were approved (*Motion #1; Mauritson/Merrilees, 7-0-1*).

4. Chair Sears welcomed David Flanagan and Christine Calvin of Misfit to facilitate Strategic Planning Session Part 3. They recapped prior sessions and revealed possible brand position statements. Board Members provided input and agreed to this brand position statement: "A disruptive and surprising alternative, born from a cataclysmic event." (*Motion #2, Shannon/Ryan, 7-0-1*).

   Then, using the previously agreed to Rebel Archetype as a filter (noting "Conservative, professional farmers. Worked hard for many years. Not flippant. Not sarcastic. No apologies anymore. A sense of place."), they stepped the Board through possible implementation of the brand through samples.

   After the session, Board Members requested samples of the agency's work and revisiting how to fit within existing budget during mid-year budget review in January. Board Members agreed to engage with Misfit, authorizing the Executive Committee to implement Misfit's proposal, or portion thereof, up to $45,000 (*Motion #3, Mauritson/Shannon, 7-0-1*).

5. President Sommerfield requested direction whether to proceed with TEXSOM and San Diego Wine + Food Festival, both scheduled for November, given crop yield reports and potential impact to revenue. Board agreed to participate.

6. Next meeting to be scheduled for late January.

7. Adjourned at 1:44 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**
Cameron Mauritson	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**
Michael Ryan	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**
Jonathan Walters	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission