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
October 27, 2020, 3:00 p.m.
Videoconference via Zoom

1. Meeting was held as videoconference and called to order by Chair Bonnie Sears at 3:05 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Pete Dodson, Keith Brandt (3:30 p.m.), Cameron Mauritson, Bill Oldham, Clay Shannon, Jonathan Walters. Quorum established.

   Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager, CDFA Sr. Economist Mirek Wilczek (via phone).

   Presenters: John Hyde, 26*Brix; Jason Wister, Pair Design. Public: Will Weiss (3:15 p.m.).

2. Public Comment: None.

3. Minutes from the August 11, 2020, Board Meeting were approved *(Motion #1, Mauritson/Walters, 7-0-1*).

4. Chair Sears provided a brief update from the Executive Committee meeting.

5. President Sommerfield gave a brief administrative update on the upcoming LCWC Referendum Vote. CDFA Sr. Economist Wilczek explained that California Commission Law mandates a referendum vote of eligible growers be held every five years authorizing the continuation of the Commission. Ballots are distributed by and tabulated by CDFA, and a simple majority of votes reauthorizes the continuation.

   The Board authorized the 2021 Referendum Vote to begin mid-November 2020 with a 30-day balloting period to be conducted by the California Department of Food and Agriculture *(Motion #2, Mauritson/Shannon, 7-0-1*).

6. Marketing Committee Chair Oldham gave an update on the progress of the branding refresh over the past several months. The project's steering committee included Board Members Oldham, Mauritson, and Shannon, former LCWC Chair Peter Molnar, industry branding expert Alder Yarrow, and President Sommerfield.

   President Sommerfield introduced John Hyde, marketing consultant/founder of 26*Brix, and Jason Wister, graphic designer/founder of Pair Design. They gave a presentation about the brand refresh, discussing key components of the process including the brand review, competitive landscape analysis, identification of key brand attributes, concept development, and design feedback process that included a selection of versions of the logo during the design process. They presented the new logo and style guidelines and showed its use in various formats, including the most immediate implementation in the vineyard signage project.

   Marketing Manager Hoberg gave updates on the AVA campaign that featured the AVA videos and a social media campaign with raffle prize as part of California Wine Month.

7. Research and Education Committee Chair Shannon led a post-harvest roundtable discussion wherein all Board Members shared information about crop quality and yields and insights on current state of market demand and pricing, noting the bulk wine market has become much more active with more favorable pricing.

Shannon also provided an update on educational courses, including Ag Labor Management, which will be providing educational opportunities in communication and wage/hour compliance.

Board Members discussed the challenges of farming with the potential impact of wildfire smoke and the importance of buying crop insurance.

8. Vice Chair Merrilees gave a Community/Industry Relations Committee update stating that LCWC redirected the funds originally intended for the Wine Alliance's auction, which was cancelled, to support youth involved in the Junior Livestock Auction. Marketing Manager Hoberg shared examples of the dozens of thank-you notes received from the 4-H youth. She also described LCWC's display at the October 10 Farmers Market held at the Lake County Fairgrounds.

9. Secretary-Treasurer Dodson stepped the Board through Q1 2020-21 financials, which the Board approved (*Motion #3, Brandt/Oldham, 8-0*). Board Members discussed revenue estimates and agreed that the issue of possible adjustments to the budget should be revisited in January during the Board's mid-year budget review.

Dodson stated LCWC's line of credit was up for renewal and provided details on the amount, term, interest rate, and fees. The Board approved the renewal of the line of credit (*Motion #4, Shannon/Mauritson, 8-0*) and authorized Chair Sears and President Sommerfield as signatories (*Motion #5, Shannon/Merrilees, 8-0*).

10. Next meeting scheduled for December 1, 2020, at 3:00 p.m.

11. Meeting adjourned at 4:13 p.m.

Lake County Winegrape Commission - AB 2720 Roll Call Vote Tally

Board Members	Motion #1	Motion #2	Motion #3	Motion #4	Motion #5
Bonnie Sears, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary-Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Keith Brandt	**Absent**	**Absent**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Jonathan Walters	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**	**8-0**	**8-0**	**8-0**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission