



Sent and Posted June 14, 2024

**NOTICE OF MEETING & AGENDA**  
**Lake County Winegrape Commission**  
**Board of Directors Meeting**

Tuesday, June 25, 2024, at 3:00 p.m.  
Lake County Winegrape Commission Office  
3865 Main Street, Kelseyville, CA 95451

**BOARD OF DIRECTORS**

**Chair**

Jonathan Walters

**Vice Chair**

Joy Merrilees

**Secretary-Treasurer**

Pete Dodson

Andre Guézic

Jonathan Holzapfel

Pilar Luchsinger White

Clay Shannon

Padraic Sherlock

**President**

Debra Sommerfield

- 1. Call to Order:** Roll call, establish quorum.
- 2. Public Comment:** Any member of the public may speak on any agenda item for up to five minutes.
- 3. Approval of Minutes from Previous Meeting(s):** May 21, 2024
- 4. Executive Committee Report (J. Walters)**
- 5. Items Carried Over from Prior Meeting (D. Sommerfield)**
  - Installation of Board Members for 2024-26 term (from May 21).
  - Appointment of Board officers for FY 2024-25 (from May 21).
  - Review of Committee assignments (from May 21).
- 6. Research/Education Committee Report (P. Sherlock)**
  - Update on Master Vigneron Academy and introduction of Miguel Garcia.
- 7. Community/Industry Relations Committee Report (J. Merrilees)**
- 8. Marketing Committee Report (C. Shannon)**
  - Recap of International Volcanic Wines Conference.
  - Update on marketing activities, events, video project with Visit Lake County.
  - Discussion of symposium event for 2026.
- 9. Finance Committee Report (P. Dodson)**
  - Consideration of Recommended FY 2024-25 Budget.
  - Review and approve FY 2024-25 Contemplated Activities Statement.
  - Consideration of Committee recommendation to increase the amount in the reserve (contingency) account.
  - Consideration of Committee recommendation to **a)** designate \$150,000 in funds to present a symposium event in the first half of 2026; **b)** to create a restricted interest-bearing account to hold the designated funds; and **c)** to create a dedicated expenditure department with a two-year budget to track funds over two fiscal years.
- 10. Administrative Report (D. Sommerfield)**
  - Consideration of following agreements, authorizing Chair to sign:
    - Pehling & Pehling CPAs for services necessary to conduct annual audit of LCWC financial statements and compliance for fiscal year ending June 30, 2024.

Lake County Crush District 2  
Winegrape Commission  
3865 Main Street  
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All agenda items are subject to discussion and possible action. Requests for disability-related accommodation for the meeting should be made at least 48 hours prior to the meeting time by email to: [debras@lakecountywinegrape.org](mailto:debras@lakecountywinegrape.org)  
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- Colangelo & Partners for **a)** public relations and outreach assistance for fiscal year 2024-25; **b)** strategy, media relations, and participation fee for a Lake County-focused MasterClass at the 2025 International Volcanic Wines Conference in New York City; and **c)** media relations and sponsorship support for 2026 symposium.
- Brown Barn Films for video filming and production services for finished short-form videos and raw video footage.
- Miguel A. Garcia PhD, CCA, for consulting services necessary for delivering LCWC's 2025 Master Vigneron Academy® program.
- Consideration of various Commission policies, if any.

### **11. Correspondence, Board Member Communications**

### **12. Issues and Scheduling for Next Meeting(s)**

- Propose future meeting dates: September 10, November 12, December 5

### **13. Adjourn**