LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

BOARD OF DIRECTORS

Chair
Jonathan Walters

Vice Chair
Joy Merrilees

Secretary-Treasurer
Pete Dodson

Andre Guéziec

Jonathan Holzapfel

Pilar Luchsinger White

Clay Shannon

Padraic Sherlock

President
Debra Sommerfield

Sent and Posted August 30, 2024

NOTICE OF MEETING & AGENDA
Lake County Winegrape Commission
Board of Directors Meeting
Tuesday, September 10, 2024, at 3:00 p.m.
Lake County Winegrape Commission Office
3865 Main Street, Kelseyville, CA 95451

1. **Call to Order:** Roll call, establish quorum.
2. **Public Comment:** Any member of the public may speak on any agendized item for up to five minutes.
3. **Approval of Minutes from Previous Meeting(s):** June 25, 2024
4. **Chair's Update** (*J. Walters*)
5. **Executive Committee Report** (*J. Walters*)
6. **Finance Committee Report** (*P. Dodson*)
   - Review and approve FY 2023-24 year-end financials.
7. **Marketing Committee Report** (*C. Shannon*)
   - Event recaps: Grower Conversation Series, International Bulk Wine Show (SF), TexSom (Dallas).
   - Update on SommCon (10/6-7), San Diego Food & Wine Festival (11/8-9).
   - Update on marketing activities, including social media, video project.
   - Update on PR activities, including recent press tours.
   - Continued discussion of symposium event for 2026.
8. **Research/Education Committee Report** (*P. Sherlock*)
   - Update on Lake County Pruning School, Master Vigneron Academy® 2025.
9. **Community/Industry Relations Committee Report** (*J. Merrilees*)
   - Update on AgVenture Winegrape Day (9/13), Lake County Wine Auction (9/21).
10. **Administrative Report** (*D. Sommerfield*)
11. **Correspondence, Board Member Communications**
12. **Issues and Scheduling for Next Meeting(s)**
    - Next meetings: November 12, December 5
13. **Adjourn**

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

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
This notice and agenda is available on the Internet at: www.lakecountywinegrape.org