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

Lake County Crush District 2
Winegrape Commission
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Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Thursday, April 11, 2024, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:02 p.m. Board Members present: Jonathan Walters, Joy Merrilees, Pete Dodson, Clay Shannon, Padraic Sherlock, Pilar Luchsinger White, Andre Guéziec (3:25 p.m.), Jonathan Holzapfel. Board Members absent: none. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager (via Zoom); Miranda Townsend, CDFA Economist (via Zoom).

2. Public Comment: None.

3. Minutes from the January 26, 2024, LCWC Board meeting were approved (*Motion #1; Dodson/Merrilees, 7-0-1*).

4. Secretary-Treasurer Dodson introduced Zach Pehling of Pehling & Pehling CPAs (via Zoom) to present the annual audit report, which the Board accepted (*Motion #2; Shannon/Merrilees, 7-0-1*).

5. Chair Walters gave an update to the Board on recent Executive Committee actions including the decision to not hold the Roadshow series, which was to start this spring/summer in Miami, after much consultation with Colangelo PR team, who firmly stated that in the current market, at least 15-20 winery producers are needed at these events in order to entice trade members to leave their offices.

6. President Sommerfield gave the Board a brief update on annual Board Member Elections, noting four open seats, with all four incumbents running, and ballot results to be tabulated by CDFA by April 19.

   Board Members approved revisions to LCWC's Employee Handbook, prepared by Counsel Jill England, as presented (*Motion #3; Dodson/Shannon, 8-0*).

7. Chair Walters expressed the need for new Committee Members, noting Committee work is good way to recruit potential new Board Members. Board Members suggested possible individuals who could contribute on the various Committees and agreed to connect and direct them to contact President Sommerfield.

8. Marketing Committee Chair Shannon discussed the need for grower events with buyers, suggesting a grower dinner focused on networking with buyers. Chair Walters mentioned the planning for a June 28 grower conversation event at Ripe Choice with select community members and Jeff Bitter presenting. Board Members directed staff to work on a grower event for mid-July. Committee Chair Shannon offered the barrel room at Mercantile as a location and will work with President Sommerfield and Marketing & Events Manager Megan Hoberg to flesh out details and planning.

   Marketing Manager Hoberg provided an update on marketing activities including social media posts, grower profile articles, and creation of a new Buyer Guide packet featuring available grapes and bulk wine along with an insert highlighting Lake County Pruning School; PR efforts including an upcoming press lunch in San Francisco and a media visit with Laura Burgess of VinePair; and upcoming events including International Volcanic Wines Conference in NYC (June 18), TEXSOM (August 25-26), SommCon pouring and possible MasterClass with John Szabo MS (October 6-7), San Diego Food + Wine Festival (November 8-9).

   Board discussed participation at Bulk Wine Show in San Francisco (July 23-24) and agreed to pour bulk wine samples and finished wines.

9. Research/Education Committee Chair Sherlock provided an update on Lake County Pruning School with Year 2 spring sessions set to start May 13. Marketing Manager Hoberg shared plans to host UC Davis DEVO (enology/viticulture club) students with an abbreviated demonstration by Simonit & Sirch instructors.

10. Community/Industry Relations Committee Chair Merrilees updated Board Members on LCWC's Future of Agriculture Scholarship Program that will feature two scholarships this year – one for a university-bound student and one for a technical-school-bound student. Committee will review the seven applications and select two winners at meeting later this month.

Committee Chair Merrilees also updated Board Members on the formation of the Big Valley Advisory Council as an advisory board to the County Board of Supervisors and the upcoming County Planning efforts to update individual Area Plans and the County's General Plan.

11. Next meetings: May 21 at 3:00 p.m., June 25 at 3:00 p.m.

12. Adjourned at 4:31 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3
Jonathan Walters, *Chair*	**Aye**	**Aye**	**Aye**
Joy Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**
Andre Guéziec	**Absent**	**Absent**	**Aye**
Jonathan Holzapfel	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**
Padraic Sherlock	**Aye**	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**	**8-0**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission