LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

BOARD OF DIRECTORS

Chair
Jonathan Walters

Vice Chair
Bruce Merrilees

Secretary-Treasurer
Pete Dodson

Pilar Luchsinger White

Cameron Mauritson

Michael O. Ryan

Clay Shannon

Padraic Sherlock

President
Debra Sommerfield

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, August 9, 2022, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:04 p.m. Board Members present: Jonathan Walters, Bruce Merrilees, Pilar Luchsinger White, Cameron Mauritson, Michael Ryan, Clay Shannon, Padraic Sherlock. Board Members absent: Pete Dodson. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend, CDFA Economist.
2. Public Comment: None.
3. Minutes from the June 21, 2022, LCWC Board meeting were approved (*Motion #1; Mauritson/Luchsinger, 7-0-1*).
4. Chair Walters gave a brief Executive Committee report.
5. President Sommerfield gave a brief administrative report, noting 2022 assessment forms had been mailed, final grant report and billing submitted.
6. Board Members approved FY 2021-22 year-end financials as presented (*Motion #2; Merrilees/Shannon, 7-0-1*).
7. Marketing Committee Chair Shannon kicked off the Marketing Committee update. Marketing & Events Manager Hoberg gave an update on the vineyard signage project, the topographic map project, and upcoming events including TEXSOM and San Diego Food + Wine Festival. Hoberg shared images from recent branding photo shoot to be used in ads and social media.
8. Research & Education Committee Chair Sherlock and President Sommerfield gave an update on the Lake County Pruning School and Board members discussed media outreach including an add-on press visit. Ideas for additional grant projects were discussed, with CDFA Economist Townsend sharing information on funding sources such as MAP, FARMER, and SWEEP.
9. Vice Chair and Community/Industry Relations Committee Chair Merrilees gave an update on the Lake County Wine Auction. President Sommerfield gave an update on AgVenture 2022's Winegrape Day on September 9.
10. Next meetings set for October 18 at 3:00 p.m. and December 1, at 4:00 p.m.
11. Adjourned at 4:07 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2
Jonathan Walters, *Chair*	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Absent**	**Absent**
Pilar Luchsinger White	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**
Michael Ryan	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**
Padraic Sherlock	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission

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