LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, December 10, 2024, at 4:00 p.m.

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

1. Meeting was called to order by Chair Jonathan Walters at 4:05 p.m. Board Members present: Jonathan Walters, Joy Merrilees (4:08), Pete Dodson, Jonathan Holzapfel, Clay Shannon, Padraic Sherlock, Pilar Luchsinger White, Andre Guéziec. Board Members absent: none. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend, CDFA Economist (via Zoom).

2. Minutes from the September 10, 2024, LCWC Board meeting were approved (*Motion #1; Shannon/Luchsinger, 7-0-1*).

3. Secretary-Treasurer Dodson led a brief review of the Q1 2024-2025 Financials, which the Board approved (*Motion #2; Holzapfel/Sherlock, 8-0*), and review of October 2025 Financials. He noted concerns about revenue estimates.

4. Chair Walters noted to the Board that the industry downturn will have potential impact on LCWC revenues. President Sommerfield presented a document showing cash flow projections along with revenue reduction forecast scenarios. Chair Walters stated that at its next meeting in February, the Board will hold its Midyear Budget Review to review revenue actuals and start considering possible adjustments to the budget. Marketing Committee Chair Clay Shannon noted some growers are seeing delays in contract payments and some are filing crop insurance claims, so being cautious with expenditures is smart. Board Member Luchsinger suggested LCWC consider applying for another grant in fall 2025.

5. Chair Walters led a roundtable discussion about the state of the industry. Board Member Guéziec expressed concerns about overproduction and price dumping, stated that he questioned the figures in the annual statewide crush report, and proposed a need for further independent investigation into pricing. Chair Walters explained LCWC isn't allowed to interfere with sales in any way. CDFA Economist Townsend emphasized that LCWC is a state agency and is completely prohibited from any supply control. Board Members noted Lake County production is relatively small, the need to know the effects of vineyard removal, retailers' desire for traceability and sense of place, and LCWC role to market the region.

6. Next meetings: February 4, 2025; May 13, 2025; June 24, 2025

7. Adjourned at 5:03 p.m.

AB 2720 Roll Call Vote Tally

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

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission

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