Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Thursday, December 7, 2023, at 4:30 p.m.

BOARD OF DIRECTORS

Chair
Jonathan Walters

Vice Chair
Joy Merrilees

Secretary-Treasurer
Pete Dodson

Andre Gueziec

Jonathan Holzapfel

Pilar Luchsinger White

Clay Shannon

Padraic Sherlock

President
Debra Sommerfield

1. Meeting was called to order by Chair Jonathan Walters at 5:04 p.m. Board Members present: Jonathan Walters, Joy Merrilees, Pete Dodson, Andre Gueziec (arrived 5:09 p.m.), Jonathan Holzapfel, Pilar Luchsinger White. Board Members absent: Clay Shannon, Padraic Sherlock. Quorum established. Also present: Debra Sommerfield, President (via Zoom); Megan Hoberg, Marketing & Events Manager (via Zoom); Miranda Townsend, CDFA Economist (via Zoom).
2. Public Comment: None.
3. Minutes from the November 7, 2023, LCWC Board meeting were approved (*Motion #1; Luchsinger/Dodson, 5-0-3*).
4. Chair Jonathan Walters shared info about an opportunity to advertise in *Wine Enthusiast's* February-March "Volcano" Issue. Manager Hoberg noted the negotiated rate of $17,500 for a full-page ad. Board agreed by consensus to an ad placement in that issue.
5. Next Meeting: Strategic Session on January 26, 2024, at 1:00 p.m.
6. Adjourned at 5:15 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1
Jonathan Walters, *Chair*	**Aye**
Joy Merrilees, *Vice Chair*	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**
Andre Gueziec	**Aye**
Jonathan Holzapfel	**Aye**
Pilar Luchsinger White	**Aye**
Clay Shannon	**Absent**
Padraic Sherlock	**Absent**
FINAL TALLY	**5-0-3**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission

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