LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

BOARD OF DIRECTORS

Chair
Bonnie Sears

Vice Chair
Bruce Merrilees

Secretary-Treasurer
Pete Dodson

Cameron Mauritson

Michael Ryan

Bill Oldham

Clay Shannon

Jonathan Walters

President
Debra Sommerfield

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Thursday, February 3, 2022, at 2:00 p.m.

1. Meeting was held via Zoom and called to order by Chair Bonnie Sears at 2:07 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Pete Dodson, Cameron Mauritson, Bill Oldham, Michael Ryan, Clay Shannon, Jonathan Walters. Board Members absent: None. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Mirek Wilczek, CDFA Sr. Economist; Miranda Townsend, CDFA Economist.

2. Public Comment: None.

3. Minutes from the October 13, 2021, LCWC Board meeting were approved (*Motion #1; Mauritson/Walters, 8-0*).

4. Chair Sears gave an Executive Committee report stating the office lease had been renewed and paydate moved to the end of the month worked. She also stated the Committee directed President Sommerfield to move the money market account to another institution due to LCWC's cumulative accounts balance being greater than the FDIC limit. She also mentioned that staff has been directed to work directly with Misfit agency and keep the Chair and/or Vice Chair updated on the progress.

5. Secretary-Treasurer Dodson introduced Zach Pehling of Pehling & Pehling CPSs to present the annual audit report, which the Board accepted (*Motion #2; Mauritson/Merrilees, 8-0*).

   He stepped the Board through quarterly financials with the Board approving Q1 2021-22 financials (*Motion #3; Shannon/Mauritson, 8-0*) and Q2 2021-22 financials (*Motion #4; Shannon/Merrilees, 8-0*).

6. President Sommerfield provided a new Crop and Revenue Forecasting Tool developed in order to provide a more consistent methodology of crop and revenue forecasting as part of the annual budget process. Board Members discussed the data. CDFA Economist Wilczek answered questions regarding assessment exemptions. President Sommerfield explained the exemption process per the Commission policy.

   President Sommerfield reminded Board Members of the April 1 deadline for the Fair Political Practices Commission Statement of Economic Interests Form 700, and agreed to have notification re-sent to several Board Members.

   She also gave an update on the annual Board Member election, presenting the Board with a draft of the elections packet materials and noting that four seats are open, with two Board Members (Chair Sears and Board Member Oldham) terming out.

   Board Members approved the agreement with Western Weather Group for Agricultural Weather Forecasting and Weather Information Services (*Motion #5; Walters/Oldham, 8-0*).

7. Marketing Committee Chair Oldham opened the marketing discussion with Marketing and Events Manager Hoberg giving an update on marketing activities. Board Members discussed the topographic map and agreed that Upper Lake and Long Valley proposed AVAs should be added with "pending approval" notations and leaving the North Coast line as is. Hoberg discussed

LCWC's presence at recent events TEXSOM and San Diego Wine + Food Festival, and Board Members noted the need to continue to appeal to younger wine consumers. Board Member Mauritson suggested the use of technologies including Metaverse, Blockchain, NFTs, and cryptocurrency. Board Member Shannon raised the question of how to reach younger consumers who don't purchase at grocery stores. CDFA Economist Townsend shared insights regarding Metaverse events and digital conventions. Staff agreed to work with Misfit Agency to determine how other regions leverage these technologies and include as appropriate in budget discussions for the coming year.

8. Research & Education Committee Chair Shannon presented the Board with a proposal from Simonit & Sirch for Lake County Pruning School, which would be a three-year program, at a cost of $65,000 per year, designed to train up to 300 in techniques focused on sustainability, extending vineyard longevity, longer lasting vines, minimizing wood diseases. Staff applied for a CDFA grant; however, notification of grant awards are not made until October. Board Members discussed the program details and costs. Board Member Mauritson had to leave but stated he is comfortable moving forward. Board Members agreed to enter into an agreement with Simonit & Sirch for one year of the Lake County Pruning School in an amount of up to $65,000 for one year or until grant dollars are received (*Motion #6; Walters/Shannon, 7-0-1*).

Hoberg provided a brief recap on the education events held in November and December, including Crew Lead Training Program, Ag Labor Management courses, as well as a soil and irrigation tailgate (in conjunction with Napa RCD's Miguel Garcia).

9. Community & Industry Relations Committee Chair Merrilees provided an update on the Future of Ag Scholarship Program for high schools.

10. President Sommerfield presented the Mid-Year Budget Review. Board Members approved funding the Lake County Pruning School using $20,000 of the variance in Research & Education, as well as $33,000 from Marketing/Special Projects and $12,000 from Marketing/Social Media.

11. Next meetings scheduled for 2:00 p.m. on March 24, May 10, and June 21.

12. Adjourned at 4:35 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3	Motion #4	Motion #5	Motion #6
Bonnie Sears, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Absent**
Bill Oldham	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Michael Ryan	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Jonathan Walters	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
FINAL TALLY	**8-0**	**8-0**	**8-0**	**8-0**	**8-0**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission