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 Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, February 4, 2025, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:07 p.m. Board Members present: Jonathan Walters, Joy Merrilees (via Zoom), Jon Holzapfel, Clay Shannon (via Zoom), Pilar Luchsinger White, Andre Guéziec (via Zoom). Board Members absent: Pete Dodson, Padraic Sherlock. Quorum established. Also present: Debra Sommerfield, President; Miranda Townsend, CDFA Economist (via Zoom).

2. Minutes from the December 10, 2024, LCWC Board meeting were approved (*Motion #1; Luchsinger/Holzapfel, 5-0-3*).

3. Zach Pehling of Pehling & Pehling CPAs (via Zoom) presented the Independent Auditor's Report for the fiscal year ending June 30, 2024 and compliance with CDFA agreed upon procedures, which the Board accepted (*Motion #2; Walters/Holzapfel, 5-0-3*).

4. Chair Walters led a brief review of the Q2 2024-2025 Financials, which the Board approved (*Motion #3; Walters/Luchsinger, 5-0-3*).

   Board Members reviewed the mid-year budget. Chair Walters noted current year revenues approximately 20 percent lower than budgeted and the suggestion from the Executive Committee to get the Budget Workgroup of Committee Chairs together.

5. Board Members discussed the planned symposium and raised concerns about timing for that use of funds. President Sommerfield noted a list of major industry events that had been canceled.

   Board Member Luchsinger suggested having activities more often, and the need to do something now. Chair Walters suggested a possible event to court brokers with a tour, tasting, and activities. Board Member Holzapfel stated the market is very different now and suggested exploring ways to pivot to target lifestyle consumers, perhaps a meet-and-greet gathering like the conversation series. Board Member Gueziec suggested a collaborative type of presence at events.

   Board Members suggested other ideas, including sommelier events, research activities, and non-wine-focused events. Marketing Committee Chair raised the ideas of a regional table at international events such as ProWein, and to work with Wine Institute to have a presence at events where the buyers are, suggesting the need to regroup. Board Member Luchsinger suggested seeing if CAWG has a presence.

   President Sommerfield shared updates on behalf of Marketing & Events Manager Megan Hoberg including Momentum on April 23, a press tour tied to the May LCPS classes, and changes to the PR contract with Colangelo given the cancellation of this year's International Volcanic Wines Conference. An opportunity to pour for the San Diego Wine Guild was mentioned with consensus to pass on it, that it is more in line with the LC Winery Association's mission.

6. President Sommerfield gave a brief Research/Education Committee update, noting the lack of attendance for the Master Vigneron Academy re-launch. Board agreed to postpone the program. She noted the final sessions for the Lake County Pruning School will be in May, with the grant ending in June.

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7. Vice Chair Merrilees gave an update on Community/Industry Relations activities, including LCWC's Future of Ag Scholarship, with Board Members agreeing by consensus to award two scholarships this year at $2,500 each. She also gave an update from the Big Valley Advisory Committee. President Sommerfield noted CAWG's effort for a statewide grape acreage mapping project, seeking regional participation with nominal, proportional contribution levels.

8. President Sommerfield updated the Board on the results of the recent CDFA grant audit that showed no findings and impressed the auditor.

   She provided a brief update on the upcoming Board election calendar, status of three open seats, as well as the public member seat held by Secretary-Treasurer Dodson who will term out. Board Members discussed possible Board Member candidates.

9. Next meetings: May 13, 2025; June 24, 2025

10. Adjourned at 4:50 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*	**Absent**	**Absent**	**Absent**
Andre Guéziec	**Absent**	**Absent**	**Absent**
Jonathan Holzapfel	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**
Padraic Sherlock	**Absent**	**Absent**	**Absent**
FINAL TALLY	**5-0-3**	**5-0-3**	**5-0-3**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission