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
Wednesday, February 8, 2023, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:05 p.m. Board Members present: Jonathan Walters, Bruce Merrilees, Pete Dodson, Pilar Luchsinger White, Cameron Mauritson, Michael Ryan, Clay Shannon. Board Members absent: Padraic Sherlock. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend, CDFA Economist; Zach Pehling, Pehling & Pehling CPAs.

2. Public Comment: None.

3. Minutes: None presented.

4. Chair Walters gave a brief Executive Committee report.

5. Secretary-Treasurer Dodson introduced Zach Pehling of Pehling & Pehling CPAs to present the annual audit report, which the Board accepted (*Motion #1; Merrilees/Shannon, 7-0-1*).

   He stepped the Board through quarterly financials with the Board approving Q2 2022-23 financials (*Motion #2; Shannon/Mauritson, 7-0-1*).

   President Sommerfield presented the mid-year FY 2022-23 budget for review. Board Member Mauritson suggested the need for an Economic Impact Report that demonstrates the industry's value to the local community. Board Members expressed support for the project and authorized the Executive Committee to move up to $30,000 in funds for creation of an Economic Impact Report (*Motion #3; Mauritson/Shannon, 7-0-1*).

6. President Sommerfield gave a brief administrative report, reminding Board Members of the April 1 deadline for the Fair Political Practices Commission Statement of Economic Interests Form 700 and noting the need for notification to be re-sent to several Board Members. She gave an update on the annual Board Member election, presenting the Board with a draft elections packet and noting three seats are open, with one Board Member (Vice Chair Merrilees) terming out. She also provided a short update on the full grant proposal submitted to the 2023 CDFA Specialty Crop Block Grant Program.

7. Marketing Committee Chair Shannon provided an update on the proposal to participate in the Volcanic Wines International Conference to be held June 21 in New York City. Marketing & Events Manager Hoberg gave an update on costs, including $15,000 conference fee for pouring during the tasting event, presentation of a Master Class seminar with John Szabo MS, and podcasting coverage; and $10,000 contract with Colangelo & Partners to host an invite-only regional press lunch for 8-10 media guests to coincide with the event. Board Members discussed the value of participation, expressed concerns with cost, made suggestions for key media to invite, suggested paying for an ambassador at the lunch, and discussed focusing on key regional points and trends like volcanics and elevation. Board Members authorized the Chair to sign the agreement to participate in the Volcanic Wines International Conference and to sign the agreement with Colangelo & Partners to host the press lunch (*Motion #4; Shannon/Ryan, 5-2-1*).

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8. For the Research & Education Committee update, Marketing Manager Hoberg gave a short overview of Lake County Pruning School classes held in December, January, and February and noted the participant survey showed positive feedback. Board Members discussed the value of the program, concerns about the elementary nature of the course and the possibility of holding a "level 200" advanced class, need for visuals to support the hands-on training, and suggestion to charge more for the class particularly for participants from out of the area.

9. For the Community & Industry Relations Committee update, President Sommerfield mentioned that LCWC's annual "Future of Agriculture" Scholarship is underway with materials being distributed to local schools.

Chair Walters gave an overview of the issue regarding preservation of the Clear Lake hitch species, emergency declaration proposed and approved by the Lake County Board of Supervisors, request to LCWC by the State Water Board staff to meet with a handful of winegrape growers, and data being sought by the State Water Board. Will Weiss, member of the public, provided input, stating the need to determine whether and to what extent an interconnection may exist between surface water and groundwater and whether agricultural groundwater pumping for frost protection has any impact on streamflow levels during hitch spawning season. Board Members discussed the issue, brainstormed voluntary actions and growers to speak with Water Board staff, and directed LCWC staff to host a Water Stewardship event for winegrape growers.

10. Next meetings set for March 8 at 3:00 p.m., and April 5 at 3:00 p.m.

11. Adjourned at 4:35 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	**Motion #1**	**Motion #2**	**Motion #3**	**Motion #4**
Jonathan Walters, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**
Michael Ryan	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**
Padraic Sherlock	**Absent**	**Absent**	**Absent**	**Absent**
FINAL TALLY	**7-0-1**	**7-0-1**	**7-0-1**	**5-2-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission