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

Friday, January 26, 2024, at 1:00 p.m.
Tallman Hotel, Riffe Meeting Room, 9550 Main St., Upper Lake, CA

1. Meeting was called to order by Chair Jonathan Walters at 1:04 p.m. Board Members present: Jonathan Walters, Pete Dodson, Clay Shannon, Pilar Luchsinger White, Jonathan Holzapfel. Board Members absent: Joy Merrilees, Andre Guéziec (1:25 p.m.). Quorum established. Guests: Bonnie Sears, Broc Zoller, Brian Hilliard. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend, CDFA Economist (via Zoom).

2. Public Comment: None.

3. Minutes from the December 7, 2023, LCWC Board meeting were approved (*Motion #1; Dodson/Shannon, 6-0-2*).

4. Secretary-Treasurer Dodson stepped the Board through Q22023-24 financials, which were approved (*Motion #2; Shannon/Luchsinger White, 6-0-2*).

5. President Sommerfield gave an update on the annual Board Member election, noting that four seats are open, and presenting the Board with the draft elections packet. The group discussed the need to seek out individuals who could "bring something to the table." She also reminded Board Members of the April 2 deadline for Fair Political Practices Commission Statement of Economic Interests Form 700.

6. Board Members held a Strategic Session. Chair Walters noted the purpose of the session to get Board Members on the same page and re-focus on LCWC's mission and purpose as a Marketing Order, while noting current state of the industry with consolidations and fewer grape buyers. President Sommerfield presented a timeline summarizing LCWC's goals, challenges, and activities over its more than three-decade history. Marketing Consultant John Hyde provided a framework of the role of marketing and importance of staying focused on LCWC's mission and of identifying and targeting LCWC's key audiences. He then facilitated a panel discussion with former LCWC Chairs Sears, Zoller, and Shannon with each sharing challenges and activities during their tenure. He then engaged the group in a working session developing ideas to promote the region and to help growers identify and connect with buyers and effectively tell their stories.

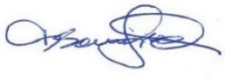
7. Next meetings: 3:00 p.m. on February 27, May 21, June 25

8. Adjourned at 4:16 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2
Jonathan Walters, *Chair*	**Aye**	**Aye**
Joy Merrilees, *Vice Chair*	**Absent**	**Absent**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**
Andre Guéziec	**Absent**	**Absent**
Jonathan Holzapfel	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**
Padraic Sherlock	**Aye**	**Aye**
FINAL TALLY	**6-0-2**	**6-0-2**

Respectfully submitted,



Debra Sommerfield, President, Lake County Winegrape Commission

Lake County Crush District 2
Winegrape Commission
3865 Main Street
Kelseyville, CA 95451
(707) 279-2633
www.lakecountywinegrape.org