LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

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

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Monday, June 12, 2023, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:04 p.m. Board Members present: Jonathan Walters, Joy Merrilees, Pete Dodson, Andre Gueziec, Jonathan Holzapfel, Pilar Luchsinger White, Padraic Sherlock. Board Members absent: Clay Shannon. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager (via Zoom); Miranda Townsend (via Zoom).

2. Public Comment: None.

3. Minutes from the May 17, 2023, LCWC Board meeting were approved (*Motion #1; Luchsinger White/Dodson, 7-0-1*).

4. Marketing & Events Manager Megan Hoberg provided a marketing update with Chair Walters and President Sommerfield providing a recap of Momentum, held on June 7. Hoberg gave an update on plans for the Volcanic Wines International Conference in New York City on June 21 including a seminar featuring John Szabo, trade pouring, and an LCWC exclusive press lunch the day prior, as well as plans for the International Bulk Wine & Spirits Show in San Francisco on July 25-26, which will include collaboration with Allied Grape Growers.

   Board Member Holzapfel suggested a possible link between LCWC Marketplace and *Wine Business Monthly* listings.

5. President Sommerfield provided an update on conversation with wine geologist Brenna Quigley and possible collaboration on AVA messaging.

   Board Member Gueziec provided an update on the idea to establish a south county AVA.

   Board Members agreed by consensus to pass on participation in TEXSOM this year, and instead look at the possibility of similar events in other states.

   Board Members asked about the efforts of and the grant awarded to the Lake County Winery Association. Board Member Luchsinger White suggested that a presentation be made by the LCWA Executive Director at the next LCWC Board Meeting. Board Members agreed it would be helpful to know what the organization is doing and any opportunities to partner or assist, as in past years, and directed President and Chair to extend an invitation.

   Manager Hoberg shared a proposal by Colangelo & Partners for public relations services for the fiscal year. Board Members discussed budget and provided input on press trips and press release topics. Board approved the proposal and authorized Chair to sign (*Motion #2; Merrilees/Sherlock, 7-0-1*).

6. Research & Education Committee Chair Sherlock and Chair Walters summarized the plans for Year Two of Lake County Pruning School to include an intermediate class offering on young vines and cane pruning techniques, in addition to the introductory class offering.

   Committee Chair Sherlock discussed the possibility of ramping up the clonal trial started several years ago with UCCE.

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

7. Board Member Luchsinger White gave an update on the presentation of the "Future of Agriculture" Scholarship award to Emma Mertle during the awards ceremony at Clear Lake High School in Lakeport.

8. Board Members approved Q3 2022-23 financials, which were presented at the May meeting (*Motion #3; Luchsinger White/Merrilees, 7-0-1*).

   Secretary-Treasurer Dodson presented the Recommended Budget for FY 2023-24 and President Sommerfield noted the Statement of Contemplated Activities, which is required by CDFA, and Board Members approved both as presented (*Motion #4; Merrilees/Sherlock, 7-0-1*).

9. President Sommerfield presented the agreement with Pehling & Pehling CPAs for services necessary to conduct the annual audit of LCWC financial statements and compliance for the upcoming fiscal year ending June 30, 2024, which was approved (*Motion #5; Luchsinger White/Merrilees, 7-0-1*).

   Board Members reviewed Committee assignments and made adjustments to the makeup of Committees.

10. Board Members agreed to aim to hold meetings on the third Tuesday of the month whenever possible. They set the next meetings for August 15 at 3:00 p.m., November 7 at 3:00 p.m., and December 5 at 4:00 p.m. Meetings will not be held in September and October due to harvest.

11. Adjourned at 4:55 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3	Motion #4	Motion #5
Jonathan Walters, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Joy Merrilees, *Vice Chair*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Andre Gueziec	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Jonathan Holzapfel	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**
Padraic Sherlock	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission