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
Tuesday, June 21, 2022, at 2:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 2:04 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.

2. Public Comment: None.

3. Minutes from the May 10, 2022, LCWC Board meeting were approved (*Motion #1; Mauritson/Dodson, 7-0-1*).

4. Chair Walters gave a brief Executive Committee report.

5. Marketing Committee Chair Shannon gave an update on the discussion with Colangelo & Partners to provide PR support for the Lake County Pruning School and Retailer Boot Camp, noting consensus was to shift away from a retail buyer event for just wineries and instead hold a volcanic-focused marketing symposium featuring speakers of interest to wineries, trade, and media. Board Members discussed ideas for the event and agreed it should be held in May/June in either 2023 or 2024. Board Members directed staff to continue to work out details, costs, and timing.

   Marketing and Events Manager Hoberg gave an update on *Wine Enthusiast* ad, social media ads, website updates, and events including TEXSOM and San Diego Food + Wine Festival and SommCon. Chair Walters suggested seeking costs to host lunch for TEXSOM.

   Manager Hoberg gave an update on significant increase in production costs for the vineyard signs. Board Members discussed options and agreed by consensus to proceed with the orders in queue for those growers who already applied and paid, with LCWC to cover the overage.

6. President Sommerfield gave an update on the Lake County Pruning School and presented the draft agreement with Simonit & Sirch, which the Board approved and authorized the Chair to sign (*Motion #2; Mauritson/Merrilees, 7-0-1*). President Sommerfield gave an update on the grant close-out and presented amendments to two existing grant contracts, with William Groody and Brown Barn Films, both of which were approved with authorization for the Chair to sign (*Motion #3; Shannon/Mauritson, 7-0-1*).

7. Vice Chair Merrilees gave an update on the 2022 Future of Ag Scholarship Program award with Chair Walters agreeing that the recipient was very worthy of the award.

8. Board Members reviewed the Recommended FY 2022-23 Budget and approved it as presented (*Motion #4; Merrilees/Shannon, 7-0-1*).

9. President Sommerfield gave a brief administrative update and 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, 2023, which was approved (*Motion #5; Mauritson/Shannon, 7-0-1*).

President Sommerfield presented proposed amendments to LCWC's Employee Handbook to document the shift of the monthly pay date to the last day of the month and miscellaneous edits to further address telecommuting, which were approved as presented (*Motion #6; Mauritson/Dodson, 7-0-1*).

Board Members discussed parameters for a policy to address continued grower eligibility to vote and to serve on LCWC Board amid disasters and weather events that may affect a 25-ton threshold, and directed staff to work with counsel and CDFA economist to draft policy and return to the Board.

10. Next meetings scheduled for 3:00 p.m. on August 9 and October 18; 4:00 p.m. on December 1.

11. Adjourned at 3:55 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3	Motion #4	Motion #5	Motion #6
Jonathan Walters, *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**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Michael Ryan	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Padraic Sherlock	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**
FINAL TALLY	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission