LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

BOARD OF DIRECTORS

Chair
Bonnie Sears

Vice Chair
Bruce Merrilees

Secretary-Treasurer
Pete Dodson

Cameron Mauritson

Bill Oldham

Michael O. Ryan

Clay Shannon

Jonathan Walters

President
Debra Sommerfield

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Thursday, March 24, 2022, at 2:00 p.m.

1. Meeting was called to order by Chair Bonnie Sears at 2:07 p.m. Board Members present: Bonnie Sears, Bruce Merrilees, Pete Dodson, Bill Oldham, Michael Ryan, Clay Shannon, Jonathan Walters. Board Members absent: Cameron Mauritson. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Mirek Wilczek, CDFA Sr. Economist; Miranda Townsend, CDFA Economist.

2. Public Comment: None.

3. Minutes from the February 3, 2022, LCWC Board meeting were approved (*Motion #1; Walters/Ryan, 7-0-1*).

4. Chair Sears gave an Executive Committee report stating the Committee approved the placement of a print ad in *Wine Enthusiast* to run in the California special issue in June-July along with a social media campaign based on the new regional brand positioning.

5. Secretary-Treasurer Dodson presented financial report noting the reduction in projected revenues compared to budget, and the new Crop and Revenue Forecasting Tool that will assist the budgeting process for the upcoming year.

6. President Sommerfield noted a concern regarding the impact drought and winter kill could have on grower eligibility to vote and serve on the Commission. She reminded the Board had acted in 2018-19 to avoid a similar impact from wildfire. Board Members directed the President to bring back a policy to the Board that addresses drought, frost, fires, and other similar acts in order to avoid a negative impact on grower eligibility.

7. Marketing Committee Chair Oldham and Marketing and Events Manager Hoberg gave an update on marketing activities. Hoberg requested direction from Board Members about the possible inclusion of job postings in eNews. Board Members discussed options and potential costs/revenue, deciding by consensus to not entertain this type of content.

   Board Member Shannon shared the idea of a Retail Buyer Boot Camp, and Board Members directed staff to work with a small group to come up with timing and costs to include in budget for 2022-23.

8. Research & Education Committee Chair Shannon provided an update on the Lake County Pruning School. Marketing and Events Manager Hoberg noted the new Soils video and Cultivate content will support participation in Lake County Fair's new Ag Careers Day for High School Students on May 11.

9. Community & Industry Relations Committee Chair Merrilees provided an update on the Future of Ag Scholarship Program for high schools.

10. Next meeting scheduled for 2:00 p.m. on May 10 and June 21.

11. Adjourned at 3:27 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1
Bonnie Sears, *Chair*	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Aye**
Cameron Mauritson	**Absent**
Bill Oldham	**Aye**
Michael Ryan	**Aye**
Clay Shannon	**Aye**
Jonathan Walters	**Aye**
FINAL TALLY	**7-0-1**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission