LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Wednesday, March 8, 2023, at 3:00 p.m.

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

1. Meeting was called to order by Chair Jonathan Walters at 3:04 p.m. Board Members present: Jonathan Walters, Pete Dodson, Pilar Luchsinger White, Michael Ryan, Clay Shannon. Board Members absent: Bruce Merrilees, Cameron Mauritson, Padraic Sherlock. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend. Guests present: Andre Gueziec, Will Weiss.

2. Public Comment: Lake County winegrower Andre Gueziec introduced himself as a prospective Board member and owner of Mount St. Helena Vineyard in Middletown.

3. Minutes from the February 8, 2023, LCWC Board meeting were approved (*Motion #1; Ryan/Luchsinger, 5-0-3*).

4. Chair Walters gave a brief Executive Committee report.

5. Secretary-Treasurer Dodson gave a brief financial report, noting a projected deficit, expecting to end the year with $300,000 in cash.

6. President Sommerfield gave the Board a brief update on annual Board Member Elections, noting three open seats, no incumbents running, and Declaration of Candidacy forms deadline for postmark by February 28.

7. Marketing Committee Chair Shannon provided a marketing update along with Marketing & Events Manager Megan Hoberg, discussing the Volcanic Wines International Conference on June 21 in New York City, the support Colangelo PR has provided, plans for Momentum 2023 in early June, and placement of a new volcanic-themed ad placed in the CAWG Membership Directory. Committee Chair Shannon shared insights on the shortage of Sauvignon Blanc and the potential for good demand and pricing.

8. A brief Research & Education Committee update included a discussion about Lake County Pruning School and timing for the spring shoot thinning sessions. Board Member Luchsinger White noted growth is approximately two weeks behind. Marketing & Events Manager provided an update on planning efforts for the Water Stewardship Webinar for winegrowers scheduled for March 16.

9. For the Community & Industry Relations Committee update, President Sommerfield provided an update on LCWC's annual "Future of Agriculture" Scholarship with applications due by April 7.

   Board Members discussed the Economic Impact Report developed jointly with CAWG and Wine Institute and agreed the county-level information is useful to LCWC efforts. Guest Weiss expressed a desire to know more about the impact of ag jobs and ag-impacted jobs. Guest Gueziec asked about the weight of ag as a percentage of the overall Lake County economy. Board Member Ryan asked about the impact of recreation.

10. Guest Weiss provided an update on the issue regarding preservation of the Clear Lake hitch species, the voluntary actions and relations with the State Water Board, and the establishment of the Lake County Land Stewards non-profit, grower-driven organization.

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

11. Next meeting set for April 5 at 3:00 p.m., and following meeting suggested for May 3 at 3:00 p.m. depending on availability of absent Board Members to attend.

12. Adjourned at 4:07 p.m.

AB 2720 Roll Call Vote Tally

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

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission