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
Tuesday, May 10, 2022, at 2:00 p.m.

1. Meeting was called to order by Chair Bonnie Sears at 2:10 p.m. Board Members present: Bonnie Sears, Pete Dodson, Cameron Mauritson (2:55 p.m.), Bill Oldham, Michael Ryan, Jonathan Walters. Board Members absent: Bruce Merrilees, Clay Shannon. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend, CDFA Economist (via Zoom); Pilar Luchsinger White, Padraic Sherlock.

2. Public Comment: None.

3. Minutes from the March 24, 2022, LCWC Board meeting were approved (*Motion #1; Walters/Ryan, 5-0-3*).

4. Chair Sears gave an Executive Committee report regarding financials and employee compensation for the coming fiscal year.

5. Marketing Committee Chair Oldham kicked off the Marketing Committee update. Marketing and Events Manager Hoberg gave an update on the new soils video, website suggestions from David Flanagan, *Wine Enthusiast* ad placement in June/July issue, and social media activities. Manager Hoberg also provided an update on the second round of vineyard signage with applications due May 13. President Sommerfield provided an update on the continued discussion regarding a Retail Buyer Boot Camp fam trip.

6. Board Member Walters and President Sommerfield gave an update on the formation of the Lake County Pruning School and the status of the CDFA grant proposal. Manager Hoberg noted the upcoming Master Vigneron Academy class on irrigation, soils, and distribution uniformity to be held on June 8 at Mauritson Vineyard.

7. Board Member Walters gave an update on the 2022 Future of Ag Scholarship Program award selection.

8. President Sommerfield provided an update on the 2022 Annual Board Member Election results tallied by CDFA. The Board installed Clay Shannon, Jonathan Walters, Luchsinger White, and Padraic Sherlock as Directors to serve the 2022-2024 term. (*Motion #2; Oldham/Walters, 5-0-3*).

   Board Members accepted the proposed slate of Board Officers of Jonathan Walters as Chair, Bruce Merrilees as Vice Chair, and Pete Dodson as Secretary-Treasurer (*Motion #3; Dodson/Ryan, 5-0-3*). The Chair's gavel was officially passed to Chair Walters. Secretary-Treasurer Dodson presented Commission awards to Sears and Oldham for their eight years of dedicated service.

   Board Members reviewed and updated Committee Assignments.

9. Secretary-Treasurer Dodson presented financial report noting the reduction in operating reserves and the current deficit is not as large as expected. Chair Walters noted the line of credit available and the Commission's rainy day account. Board Members approved Q3 2021-22 Financials (*Motion #4, Ryan/Sherlock, 5-0-3*).

10. Board Members discussed the guidelines for setting the marketing season's assessment rate. Board Member Luchsinger noted concerns regarding grower returns. CDFA Economist Townsend provided an update on the assessment rates of the three Commissions in the state. President Sommerfield provided a comparison noting the much larger acreage and revenues of the other two. Board Member Mauritson noted the Lake County Winegrape Commission is the only source for regional marketing, works with a lean budget, and provides good value. Bill Oldham noted the important role of the Commission in promotion of grapes and the region, as well as the passage in 2021 of the continuation referendum. Board Members approved the assessment rate for the 2022 harvest season at one percent (1%) (*Motion #5, Ryan/Dodson, 6-0-2*).

11. Secretary-Treasurer Dodson presented financial report noting the reduction in projected revenues compared to budget. He presented the Proposed FY 2022-23 Budget. Board Members discussed crop, weather, and potential impact on revenues. Chair Walters suggested the possible adjustment of the fiscal year from July-June to January-December. CDFA Economist Townsend noted the Marketing Season is defined in Commission law and would confirm whether an internal adjustment could be used to change the fiscal year. Board Members discussed revenue estimates and President Sommerfield stepped the Board through expenditures, noting several proposed expenditure line items are lighter due to emphasis on funding Lake County Pruning School and Retail Buyer Boot Camp initiatives. CDFA charges were discussed.

12. Next meeting scheduled for 2:00 p.m. on June 21.

13. Adjourned at 3:50 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3	Motion #4	Motion #5
Bonnie Sears, *Chair*	**Aye**	**Aye**	**Aye**	**-**	**-**
Bruce Merrilees, *Vice Chair*	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Absent**	**Absent**	**Absent**	**Absent**	**Aye**
Bill Oldham	**Aye**	**Aye**	**Aye**	**-**	**-**
Michael Ryan	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Clay Shannon	**Absent**	**Absent**	**Absent**	**Absent**	**Absent**
Jonathan Walters	**Aye**	**Aye**	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**-**	**-**	**-**	**Aye**	**Aye**
Padraic Sherlock	**-**	**-**	**-**	**Aye**	**Aye**
FINAL TALLY	**5-0-3**	**5-0-3**	**5-0-3**	**5-0-3**	**6-0-2**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission