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
Wednesday, May 17, 2023, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:12 p.m. Board Members present: Jonathan Walters, Bruce Merrilees, Pete Dodson, Pilar Luchsinger White, Michael Ryan, Clay Shannon, Padraic Sherlock. Board Members absent: Cameron Mauritson. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager (via Zoom); Miranda Townsend (via Zoom). Also present: Andre Gueziec, Jonathan Holzapfel, Joy Merrilees.

2. Public Comment: None.

3. Minutes from the March 8, 2023, LCWC Board meeting were approved (*Motion #1; Shannon/Dodson, 7-0-1*).

4. Chair Walters gave a brief Executive Committee report.

5. Marketing Committee Chair Shannon provided a marketing update along with Marketing & Events Manager Megan Hoberg discussing the Bulk Wine International in San Francisco on July 25-26, Volcanic Wines International Conference in New York City on June 21, and Momentum grower seminar at the Soper-Reese Theater in Lakeport on June 7.

   Committee Chair Shannon noted the number of bulk wine buyers is greater than the number of grape buyers, offering a better field of opportunity. The Board discussed the possibilities for presenting at a bulk wine show. Marketing Manager Hoberg will draft an email to growers asking for bulk wine listings to share at the event.

6. Research & Education Committee Chair Sherlock led a discussion about possible options for Year Two of Lake County Pruning School and ideas for research project ideas with UCCE. Chair Walters suggested sponsoring classes for Continuing Education credits.

7. Community & Industry Relations Committee Chair Merrilees provided an update on LCWC's annual "Future of Agriculture" Scholarship being awarded to Emma Mertle of Clear Lake High School in Lakeport who intends to study Ag Communications at Chico State; Board Member Luchsinger White will present the award at the school's awards night ceremony. Board by consensus agreed to addition of a second scholarship to be awarded to a student pursuing vocational ag program.

8. President Sommerfield provided an update on the 2023 Annual Board Member Election results tallied by CDFA. The Board installed Andre Gueziec, Jonathan Holzapfel, and Joy Merrilees as Directors to serve the 2023-2025 term, and appointed Pete Dodson to serve as Public Member for 2023-25 (*Motion #2; Shannon/Luchsinger, 7-0-1*).

   Board Members accepted the proposed slate of Board Officers of Jonathan Walters as Chair, Joy Merrilees as Vice Chair, and Pete Dodson as Secretary-Treasurer for the 2023-24 term (*Motion #3; Shannon/Sherlock, 8-0*). Chair Walters presented Commission awards to Bruce Merrilees and Michael Ryan for their years of dedicated service; an award also will be given to Cameron Mauritson.

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9. Secretary-Treasurer Dodson gave a financial report and presented Q3 2022-23 financials.

Board Members reviewed the Proposed Budget for FY 2023-24, which will be approved at the June Board Meeting. Ideas discussed included a focus on bulk sales and hiring a consultant to assist with awareness of bulk wine availability, promotion of vineyard-designate wines, more emphasis on digital marketing and less on print.

Board Members discussed and approved the assessment rate for the 2023 harvest season at one percent (1%) (*Motion #4, Merrilees/Sherlock, 8-0*).

10. Next meeting set for June 12 at 3:00 p.m.

11. Adjourned at 5:20 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3	Motion #4
Jonathan Walters, *Chair*	**Aye**	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Aye**	**Aye**	**--**	**--**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Absent**	**Absent**	**--**	**--**
Michael Ryan	**Aye**	**Aye**	**--**	**--**
Clay Shannon	**Aye**	**Aye**	**Aye**	**Aye**
Padraic Sherlock	**Aye**	**Aye**	**Aye**	**Aye**
Joy Merrilees, *Vice Chair*	**--**	**--**	**Aye**	**Aye**
Andre Gueziec	**--**	**--**	**Aye**	**Aye**
Jonathan Holzapfel	**--**	**--**	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**	**8-0**	**8-0**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission