LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, October 18, 2022, 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 3:03 p.m. Board Members present: Jonathan Walters, Pete Dodson, Pilar Luchsinger White, Cameron Mauritson, Michael Ryan, Clay Shannon (left at 3:25 p.m.), Padraic Sherlock. Board Members absent: Bruce Merrilees. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager; Miranda Townsend, CDFA Economist.

2. Public Comment: None.

3. Minutes from the August 9, 2022, LCWC Board meeting were approved (*Motion #1; Shannon/Ryan, 7-0-1*).

4. President Sommerfield gave a brief administrative report, noting the CDFA grant was approved, which will fund Lake County Pruning School (LCPS) for three years and media had already responded asking to participate, including John Szabo and Randy Caparoso. Board Members discussed hosting media in connection with LCPS and directed staff to work with Colangelo & Partners PR to send personal invitations to key media.

5. Board Members approved Independent Contractor Agreements with Colangelo & Partners for $24,000, with Cat'sPaw Creative for $12,700, and with Simonit & Sirch for $195,000, and authorized Chair to sign (*Motion #2; Luchsinger White/Ryan, 7-0-1*). Board Member Mauritson asked counsel review of agreement's discrimination section address bilingual offering.

6. Board Members held a post-harvest roundtable discussion.

7. Marketing & Events Manager Hoberg gave an update on upcoming San Diego Food + Wine Festival and working with David Flanagan on social media posts. The group discussed the opportunity to again participate in International Volcanic Wines Conference in June 2023, with possible satellite event later in the year. Staff to follow up with Chair Walters and Committee Chair Shannon.

   Board Members reviewed proof of topographic map. Board Member Mauritson requested further highlighting proximity of Napa/Sonoma county lines. Board Members provided input on quantities, suggesting copies be made available to wineries for purchase and promotional copies be provided to organizations such as UC Cooperative Extension.

8. Chair Walters gave a short Research & Education Committee update with discussions regarding AgVenture, Wine Auction, Junior Livestock Auction.

9. Secretary-Treasurer Dodson stepped the Board through quarterly financials with Board Members approving FY 2022-23 Q1 financials as presented (*Motion #3; Mauritson/Ryan, 6-0-2*).

10. Next meeting set for December 1, at 4:00 p.m.

11. Adjourned at 4:20 p.m.

Lake County Crush District
2 Winegrape Commission
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AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2	Motion #3
Jonathan Walters, *Chair*	**Aye**	**Aye**	**Aye**
Bruce Merrilees, *Vice Chair*	**Absent**	**Absent**	**Absent**
Pete Dodson, *Secretary/Treasurer*	**Aye**	**Aye**	**Aye**
Pilar Luchsinger White	**Aye**	**Aye**	**Aye**
Cameron Mauritson	**Aye**	**Aye**	**Aye**
Michael Ryan	**Aye**	**Aye**	**Aye**
Clay Shannon	**Aye**	**Aye**	**Absent**
Padraic Sherlock	**Aye**	**Aye**	**Aye**
FINAL TALLY	**7-0-1**	**7-0-1**	**6-0-2**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission