LAKE COUNTY
WINEGRAPE COMMISSION
NORTH COAST | CALIFORNIA

BOARD OF DIRECTORS

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Jonathan Walters

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Joy Merrilees

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Jonathan Holzapfel

Pilar Luchsinger White

Clay Shannon

Padraic Sherlock

President
Debra Sommerfield

Lake County Winegrape Commission
Minutes of the Board of Directors Meeting
Tuesday, September 10, 2024, at 3:00 p.m.

1. Meeting was called to order by Chair Jonathan Walters at 3:04 p.m. Board Members present: Jonathan Walters, Joy Merrilees, Jonathan Holzapfel, Clay Shannon, Padraic Sherlock. Board Members absent: Pete Dodson, Pilar Luchsinger White, Andre Guéziec. Quorum established. Also present: Debra Sommerfield, President; Megan Hoberg, Marketing & Events Manager (via Zoom); Miranda Townsend, CDFA Economist (via Zoom).

2. Minutes from the June 25, 2024, LCWC Board meeting were approved (*Motion #1; Shannon/Sherlock, 5-0-3*).

3. Chair Walters gave Board Members a brief Chair's Update. He stated a proposal had been made by Kaj Ahlmann for the Lake County Winegrape Commission (a state agency) to consider combining with the Lake County Winery Association (a 501c4 organization) and the Lake County Wine Alliance (a 501c3 organization). Chair Walters advised the Board that he and President Debra Sommerfield had consulted with LCWC counsel and determined the proposed structure is not possible and would not help winegrape growers, which is the mission of LCWC.

4. Chair Walters gave a brief Executive Committee update.

5. President Sommerfield led a brief review of the year-end FY 2023-2024 Financials, which the Board approved (*Motion #2; Holzapfel/Merrilees, 5-0-3*).

6. Marketing Committee Chair Clay Shannon kicked off an update. Marketing & Events Manager Hoberg provided a recap on LCWC's Grower Conversation Series and noted the three events were successful with good attendance and positive feedback. Board Members suggested a similar three-session series for 2025, spring through summer. Committee Chair Shannon gave an update from the Bulk Wine Show in San Francisco, noting good opportunities for networking. Chair Walters and President Sommerfield provided an update on TEXSOM, noting the quality of trade and sommelier attendees.

   Manager Hoberg provided a rundown of upcoming events including SommCON seminar with John Szabo in San Diego (October 6-7) and San Diego Food & Wine Festival (November 8-10). She also gave an update on social media efforts, which include video filming by Brown Barn Films and paid efforts for a regional page on *Vivino* and regional wine quiz on *Wine Folly*; press visits with freelancer Layne Randolph and *Wine Enthusiast* Editor Tonya Pitts; and grape and wine sales efforts to buyers, including a mailing in July and email in August.

   The Board by consensus agreed to move forward on a proposal from Karen Pavone to develop 10 more grower spotlights (article and photo) for $15,000.

   Committee Chair Shannon briefed Board Members on the latest discussions for presenting a Sauvignon Blanc Symposium in 2026. The group proposed several ideas for location/venue, format, entertainment, and special guests, with a focus on inviting buyers and trade.

7. Research & Education Committee Chair Padraic Sherlock gave a brief update on results from analysis of the Lake County Pruning School (LCPS) demonstration block, performed with Simonit & Sirch's Jacopo Miolo and Jett Johansson. Data shows good results: bigger canes, fewer but bigger clusters, and good phenolics.

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Marketing Manager Hoberg noted the addition of an Advanced course to the third year of LCPS.

8. Community/Industry Relations Committee Chair Joy Merrilees led a brief update on LCWC's activities supporting AgVenture 2024's Winegrape Day, Lake County Wine Auction, and Lake County Fair's Junior Livestock Auction. She also shared updates from the statewide smoke taint task force and will provide a 10-minute video clip to share with growers.

9. President Sommerfield and Chair Walters discussed adding new participants to committees, doing more work at the committee level, and fewer Board meetings.

10. Next meeting: December 5

11. Adjourned at 4:45 p.m.

AB 2720 Roll Call Vote Tally

Committee Members	Motion #1	Motion #2
Jonathan Walters, *Chair*	**Aye**	**Aye**
Joy Merrilees, *Vice Chair*	**Aye**	**Aye**
Pete Dodson, *Secretary/Treasurer*	**Absent**	**Absent**
Andre Guéziec	**Absent**	**Absent**
Jonathan Holzapfel	**Aye**	**Aye**
Pilar Luchsinger White	**Absent**	**Absent**
Clay Shannon	**Aye**	**Aye**
Padraic Sherlock	**Aye**	**Aye**
FINAL TALLY	**5-0-3**	**5-0-3**

Respectfully submitted,

Debra Sommerfield, President, Lake County Winegrape Commission