Research, Education, and Communication Committee Meeting Minutes

October 15, 2013

1. The Research, Education, and Communication Committee of the Lodi Winegrape Commission met October 15, 2013 at the LWC offices, 2545 W. Turner Road, Lodi, CA 95242.
2. The meeting was called to order by Chairman Charlie Starr at 12:05 PM. In attendance were Lee Caton, Aaron Lange, Amy Blagg, Devin Clarke, Brad Goehring, Galin Schmiedt, Chris Storm, Larry Whitted and Joe Valente. Other present were Craig Ledbetter. Staff members present were Camron King and Matthew Hoffman. Quorum was established.
3. Motion to approve minutes from the April 25th meeting – Galin Schmiedt, Brad Goehring, carried.

1. Matthew Hoffman gave an update on the grower website: lodigrowers.com. Also discussed was Matthew’s idea to put together educational videos, which would be integrated into Coffee Shop articles and build on field days and breakfast meetings. The committee was supportive of the idea, and Matthew will move forward with purchasing equipment and starting to contact researchers and growers to be filmed.
2. Matthew presented the skeleton of an outreach calendar, which consisted of field meetings, breakfast meetings, and field trips on all months except harvest months of September and October. The committee offered suggestions to reorder the events so they are more seasonably appropriate. Matthew will commence contacting guest speakers and scheduling meetings.
3. Two proposals for research projects were presented to the committee. The first was by Kendra Baumgartner, on trunk canker diseases. The committee agreed to find Kendra growers who’s vineyards fit her research design. Kendra will contact Matthew with details, and data collection will start this winter. Tom Shapland presented on his ET measurement tool, and Matthew Hoffman agreed to work with him on trialing the tool on in his vineyards.
4. The next meeting date was set for November 20th at noon. Matthew suggested that we abandon reoccurring meeting schedule, because it limits Commission’s ability to navigate unexpected schedule changes. The committee agreed.

Respectfully submitted,

Charlie Starr

Chairman