Research, Education, and Communication Committee Meeting Minutes

April 8, 2014

1. The Research, Education, and Communication Committee of the Lodi Winegrape Commission met May 20, 2014 at the LWC offices, 2545 W. Turner Road, Lodi, CA 95242.
2. The meeting was called to order by Chairman Charlie Starr at 12:07 PM. Those in attendance are indicated below.

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| **Attended** | **First** | **Last** |
| X | Amy | Blagg |
|  | Lee | Caton |
| X | Devin | Clark |
| x | Brad | Goehring |
|  | Ben | Kolber |
|  | Aaron | Lange |
| x | Galen | Schmiedt |
| x | Charlie | Starr, Jr. |
| x | Chris  | Storm |
|  | Bill | Thomas |
| x | Joe | Valente |
| x | Paul | Verdegaal |
|  x | Larry | Whitted |

Staff members present were Matthew Hoffman, Stuart Spencer, and Camron King. Quorum was established.

1. Motion to approve minutes from the March 5 meeting after correcting misspelling of Brad Goehring’s name. Galen Schmiedt, Joe Valente, carried.
2. Update to grower website: Matthew Hoffman told the committee that the first excerpt from Grape Pest Management was posted in the Coffee Shop was posted last Monday, and others will follow. Matthew asked the committee for recommendations of potential Coffee Shop articles. Brad Goehring recommended Andy Beckstoffer. Matthew also proposed the idea of integrating eViticulture, or our own version of it, into the website. The committee was open to exploring the potential of eViticulture as an outreach tool in Lodi.
3. Update on NVEELC: Matthew told the committee about the NVEELC in IN, and that the group was impressed with the LWC and their leadership in the area of viticulture research and outreach. The 2015 conference will be held in Lodi.
4. Grower Outreach meetings: Matthew reminded the committee of the upcoming BMSB meeting on May 29th and the spray drift workshop on June 19th. Chris Storm asked if the field demonstration portion of the workshop could be opened up to more than the 40 attendees. Matthew will ask Fritz Westover of the Vineyard Team of this is a possibility.
5. Weather station update: Matthew updated the committee on progress to installing 2 new weather stations through the cost-share agreement. He is in communication with Michael & David Winery to install one station near HW12 and I5. Chris Storm mentioned that Vino Farms is planning on installing a station near that location and that there may not be a need for 2 station so close to one another. Matthew will discuss this further with Chris outside of the meeting. Matthew conveyed Don Shucraft's update that 4 privately purchased weather stations have been added to the network. This is a benefit as it strengthens the network's coverage at not cost to the Commission. It was brought up that several of the stations could be renamed to better reflect their location and that there are more stations in place than on the map. Matthew and Charlie Starr will work on name changes updating the map.
6. Research program development: Matthew and Charlie proposed to the committee that we work with Neil McRoberts (UC Davis) on a leaf roll and red blotch virus sampling project. Neail would provide his new sampling calculator, which helps growers optimize their field sampling methodology, and the commission would hire a field scout to collect samples. We would identify growers interested in understanding the extend of these viruses in their vineyard. Matthew noted that this proposal is similar to the BIFS program where growers receive the benefit of field monitoring. Some committee members where opposed to the proposal mainly on the grounds that they did not see the benefit of knowing about viruses in the vineyard compared to knowing about other factors that influence vineyard replanting decisions. Other committee members were in support of the proposal because they see virus sampling as a useful way of informing management decisions about when a vineyard or a portion of a vineyard should be replanted due to viruses. No conclusive decision about partnering with Neil was made, but they were open to considering more detailed information about how this partnership would work, who would benefit, and what it would cost. The committee was divided on the issue. Paul Verdegaal recommended other options including purchasing *Grape Pest Management* copies for all CR11 growers and offering nitrate sampling for irrigation wells in CD11.
7. 2015 budget: The committee made 4 budget recommendations. 1) increase Dues, Subscriptions, and Staff educ. to $7,500. Reduce Newsletter item to $10,000. Increase Research item to $20,000. Matthew, Charlie, and Camron will put together a justification for the net increase in our budget before it goes to the LWC finance committee and ultimately to the board. Charlie volunteered to follow up with AVF about accepting the LWC's $7,500 donation.
8. The next meeting was scheduled for July 10, 2014.

Respectfully submitted,

Charlie Starr

Chairman