Research, Education, and Communication Committee Meeting Minutes

July 10, 2014

1. The Research, Education, and Communication Committee of the Lodi Winegrape Commission met July 10, 2014 at the LWC offices, 2545 W. Turner Road, Lodi, CA 95242.
2. The meeting was called to order by Chairman Charlie Starr at 12:05 PM. Those in attendance are indicated below.

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

Staff members present were Matthew Hoffman. Quorum was established.

1. Motion to approve minutes from the May 20 meeting. Joe Valente, Galen Schmiedt, carried.
2. Report on ASEV: Matthew Hoffman gave a brief report on his trip to Austin TX to attend ASEV. While at the conference Matthew was able to recruit a number of scientists to write articles for the Coffee Shop. He told the Committee that he was the only regional grower association in attendance, and this presence goes a long way in continuing the LWC’s reputation as a leading grower association.
3. Grower outreach and *Grape Pest Management*: Matthew gave a report of the June 19th spray drift workshop, noting the event was well attended and was written up in the CAWG newsletter. Matthew recommended that the committee consider funding the purchase of 100 *Grape Pest Management* books as part of a 2015 partnership with UC ANR to develop an outreach series that works off of the book*.* Matthew would work with ANR to invite authors of the book to speak at breakfast meetings. Excerpts from the book have already been posted in the Coffee Shop and more would follow. The committee overall was highly supportive of this proposal. The total cost of book purchase would be around $10,000. There would be additional costs for hosting the meetings. Amy Blagg suggested that the Commission consider seeking industry funding to offset some of these additional costs. Galen made a motion to fund the proposal, seconded by Amy, carries. The committee suggested we look into hosting a weed management meeting in September with a grower and PCA panel.
4. Weather station update: Matthew have a short update on the cost-share purchase of a new weather station with Michael David Winery. He said that MD is willing to cost-share and the Commission is currently going through the set-up process with Western Weather Group. Charlie noted that Matthew will be contacting appropriate people at UC Davis to ask about developing a smartphone weather app, which would draw on data from the existing network and present it in a more user-friendly way that the current website does.
5. Existing and potential research projects: Matthew distributed the interim report from Chuck Ingles to the Committee. It was suggested that we consider taking advantage of existing research being conducted by chemical companies. Charlie Starr asked for committee suggestions on in-house research projects. He reminded the committee that at the previous meeting some committee members were strongly opposed to partnering with Neil McRoberts to implement his virus scouting methodology in Lodi. Charlie cautioned the committee that in order to move toward its goal of in-house research, ideas for research projects need to be brought to the table by committee members. Devin suggested 1) a study on drip line height and 2) traditional vs. H2O soluble soil analysis. Charlie suggested a study that looks at degree days and their change over time.
6. LWC Grower Newsletter: Matthew told the Committee that an August Lodi Grower Newsletter was in the works.
7. Grower Survey: Matthew told the committee that he and Camron are working a grower survey to collect information about grower participation in outreach events and collect feedback on how the Commission is performing. Joe Valente stated that the Commission’s resources might be better spent on improving communication with more frequent Commission and grower newsletters. Several other committee members agreed that an increase newsletter frequency, but because of the Coffee Shop less frequent Grower Newsletters are necessary. It was noted that some growers still do not use email or the internet and that print newsletters are necessary to communicate the Commission’s successes to them. The committee suggested Commission newsletters are sent out quarterly. An annual grower dinner or social event was also suggested. Charlie and Matthew agreed to communicate this to Camron.
8. LoCA vineyard signs: Matthew mentioned that Hannah Wilson, the summer intern, is the point person for developing a new LoCA vineyard sign. This sign would have a custom vineyard name field and be available to all CD 11 growers.
9. The next meeting was scheduled for August 14, 2014.

Respectfully submitted,

Charlie Starr

Chairman