Research, Education, and Communication Committee Meeting Minutes

August 14, 2014

1. The Research, Education, and Communication Committee of the Lodi Winegrape Commission met August 14, 2014 at the LWC offices, 2545 W. Turner Road, Lodi, CA 95242.
2. The meeting was called to order by Chairman Charlie Starr at 12:12 PM. Those in attendance are indicated below.

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

Staff members present were Matthew Hoffman. Others present were Keith Striegler. Quorum was established.

1. Motion to approve minutes from the July 10 meeting. Joe Valente, Galen Schmiedt, carried.
2. Introduce Keith Striegler: Keith Striegler, of Gallo, attended the meeting and introduced himself. Keith is new to Gallo and will be working in the Lodi area. Matthew will add Keith to the Lodi Growers E-News list. Matthew asked Keith to share the names and emails of all Gallo field representatives in the Lodi area to also be added to the list.
3. Grower outreach and *Grape Pest Management*: Matthew gave a progress report on the GPM outreach series. He noted that the first meeting is scheduled for October 23 with confirmed speakers.
4. Soils Book Proposal: Matthew presented the proposal to fund a viticulture soils book to be edited by Stan Grant and in partnership with ACSESS. The Committee did not see a direct benefit to Lodi growers in the proposal because the book was too general. They argued that Lodi would not receive enough recognition if the book was not specifically written for Lodi conditions and published by the Commission. Matthew suggested that he ask the ACSESS if they would be amenable to a Lodi-specific book.
5. Weather station update: Matthew let the committee know that he is waiting on Michael David Winery to return the cost-share agreement before moving forward with the purchase of a new station. Matthew reported that he has been in communication with Alex Mandel of the UC Davis Information Center for the Environment (ICE) about developing a weather app for Lodi growers. More information will be reported to the committee at the next meeting.

1. Lodi Winegrowers Workbook: Matthew asked the committee for recommendations on how to revitalize local interest in the Lodi Winegropwers’ Workbook. The recommendations were to focus on getting more books in the hands of Lodi growers by having a stack at all breakfast meetings and including an announcement about their availability in the next Lodi grower E-News. It was also suggested that a stack be left at the County Ag Commissioner’s office. Keith took several books to distribute to Gallo employees as appropriate.
2. LoCA Vineyard Sign: Matthew told the committee that he and other commission staff are continuing to work with our graphic designed on the design. We are hoping to start taking orders in November or December.
3. Lodi Grower Newsletter: Matthew told the committee that the August grower newsletter was printed and mailed just prior to the meeting and that they should be arriving shortly. He provided committee members with a copy.
4. Tax and Finance Workshop: Paul Verdegaal suggested Matthew get in touch with Kent Fleming, who has expressed interest in facilitating a workshop for Lodi growers that would focus on tax preparation, business budgeting, and other economic/finance related items relevant to good farm management. Paul will introduce Kent to Matthew via email.
5. The next meeting was scheduled for Thursday October 16, 2014.

Respectfully submitted,

Charlie Starr

Chairman