Research, Education, and Communication Committee Meeting Minutes

October 16, 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 12:08 PM. Those in attendance are indicated below.

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

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

1. Motion to approve minutes from the August 14 meeting. Larry Whitted, Galen Schmiedt, carried.
2. *Grape Pest Management*: Matthew reminded the committee that the first GPM meeting is scheduled for October 23. Matthew and Paul asked the committee for suggestions on whom to invite to participate in the November 6th grower panel on vineyard floor management. The committee made recommendations and Matthew will contact potential panelists.
3. Spray education program through WSU/Cornell: Matthew updated the committee that Dan Ostroski attended the workshop in NY and is working with Paul Verdegaal and Matt to put together at least three outreach meetings and several Coffee Shop articles on the topic for 2014/2015.
4. *Lodi Winegrowers Workbook*: Matthew reported that to date 30 workbooks have been put in the hands of Lodi winegrowers and others. At least 14 of these recipients were CD11 growers. The committee agreed that $4 was an acceptable cost for mailing the workbooks (media mail rate) to individuals who request them. Commission staff will offer mail delivery to growers who request the books as opposed to only office pick up.
5. *Compendium of Grape Diseases*: Matthew put forth to the committee the request from the APS PRESS to subsidize printing costs of the *Compendium of Grape Pest Diseases*. The committee declined to contribute the suggested $1,000-3,000.
6. Drip irrigation practices and perspectives: Matthew and Charlie proposed to the committee that Matthew start working on putting together a summary document of grower thoughts on the innumerable ways to installing drip irrigation. This would be a written document to be used in the Coffee Shop and elsewhere. It would summarize the different ways drip irrigation can be installed and outline the pluses and minuses for each method. This would not be a research document but rather a grower perspectives piece on best practices. The committee was in favor. Matthew will start working on the piece in due time.
7. Farm tax prep workshop: The committee was in favor of contracting with Kent Flemming to host a farm tax preparation workshop this coming winter. Amy Blagg (LDGGA) agreed to split the cost of the workshop, which is estimated to be about $1,500. Galen Schmiedt suggested that Wilbur-Ellis may be willing to sponsor the lunch. Matthew and Amy will commence with planning.
8. Weather station update: Matthew let the committee know that Michael David Winery has signed the cost-share agreement and the station will be purchased and installed soon. The station will fill a gap in the network and improve the overall quality of local weather data available to Lodi growers.
9. Weather app: Matthew the committee to consider contracting with Alex Mandel of the UC Davis Information Center for the Environment for a cost of $450 to do a scoping meeting for app development. The committee agreed on the importance of having expert advice as we learn about what it would take to develop an app. Chris Storm motioned to contact with Alex for the service, Amy Blagg seconded the motion, carried.
10. Grower Survey: Matthew provided the committee with two mockups of the paper version of the grower survey and let them know that it will be mailed on October 28th. The committee suggested that postage be put on the return envelopes to boost probability of strong response rate. Commission staff will stick stamps on all return envelopes prior to mailing. An electronic version will also be available.
11. November grower social: Matthew reminded the committee of the November 20th grower social, and told them that this social will include a report-out from commission committee chairs, the board chair, some staff members, and the ED.
12. 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.
13. The next meeting was scheduled for Wednesday, January 14, 2015.

Respectfully submitted,

Charlie Starr

Chairman