Research, Education, and Communication Committee Meeting Minutes

January 14, 2015

1. The Research, Education, and Communication Committee of the Lodi Winegrape Commission met January 15, 2015 at the LWC offices, 2545 W. Turner Road, Lodi, CA 95242.
2. The meeting was called to order by Chairman Charlie Starr at 12:00 PM. Those in attendance are indicated below.

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

Staff members present were Stuart Spencer and Matthew Hoffman. Others present were Karen Block. Quorum was established.

1. Motion to approve minutes from the October 16 meeting. Larry Whitted, Galen Schmiedt, carried.
2. *Introductions*: Stan Grant attended his first meeting while back on the committee. He is replacing Bill Thomas. Karen Block from UC Davis V&E was in attendance and introduced herself.
3. *Grape Pest Management*: Matthew gave a report of the GPM meeting attendance, book distribution, and results from the meeting evaluation forms from the first 4 meetings in the series. In summary, attendance has been strong with over 70 attendees per meeting on average and evaluation results are positive. Matthew reported that the first order of 100 GPM books has been distributed and a second order needs to be made. The committee agreed to order the second 100.
4. *Research and outreach*: The committee recommended that Matthew contact Brad Hansen and Kendra Baumgartner regarding their Lodi research. They may be willing to write up Coffee Shop articles.
5. *Website and Email Communication*: Brad Goehring suggested that changes be made to the Lodi Grower E-News so that accessing the Coffee Shop article is easier. In the future the article will be directly linked to the email. It was also suggested that instead of including the first paragraph of the article in the E-News, a summary of the article be used.
6. *Farm tax prep workshop*: Matthew reported on preparation of the farm tax workshop. Amy Blagg will send Molly Bjork her rsvp list.
7. *Weather station update*: Matthew gave the committee a report on the weather app scoping meeting that was held on 11-18. The committee agreed that connecting the LWC’s current weather stations to Weather Underground would be a cost-efficient way to improve the usability of the weather information. Matthew will work with Western Weather Group to set this up and report to committee. Matthew suggested that in the future a meeting between the committee and Weather Underground be scheduled to bring us up to speed on how the service works. Committee members restated the importance of renaming the stations with more descriptive names. It was brought up that the Live Oak station is not showing precipitation averages accurately because the batteries died. Matthew will contact Weather Group and see if the Live Oak data can be adjusted. Brad Goehring said he was still interested in cost-sharing a weather station in the Clements area. Matthew will put Brad in touch with a WWG representative to discuss location and feasibility.

1. *Library*: Stan Grant suggested that the Lodi Rules reference library be added to the LWC’s lodigrowers.com library. Galen Schmidt said there is a possibility that Wilbur Ellis staff might be able to help input that information into lodigrowers.com. Stan will send the list of articles to Matt.
2. The next meeting was scheduled for March 4, 2015.

Respectfully submitted,

Charlie Starr

Chairman