Research, Education, and Communication Committee Meeting Minutes

March 4, 2015

1. The Research, Education, and Communication Committee of the Lodi Winegrape Commission met March 4, 2015 at the LWC offices, 2545 W. Turner Road, Lodi, CA 95242.
2. The meeting was called to order by Chairman Charlie Starr at 12:05 PM. Those in attendance are indicated below.

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

Staff members present were Stuart Spencer and Matthew Hoffman. Others present were Keith Striegler and David Langone. Quorum was established.

1. Motion to approve minutes from the Jan 14 meeting: Stan Grant, Joe Valente, carried.
2. *Demonstration vineyard.* Charlie Starr asked whether the Visitor Center remodel budget included funds for the demonstration vineyard. The vineyard would benefit from structural repairs to the arbor, paving of the walkway, and signage.
3. *Research and outreach*: Matthew updated the committee on upcoming education meetings.
   * Grape Pest Management: Matthew gave a report of the GPM meeting attendance, book distribution. Based on grower feedback from recent breakfast meetings, Matthew asked Paul to provide a wrap up of the meeting presentations instead of a talk at the beginning. The idea is to translate some of the more scientific information presented my researchers into practical terms in context of Lodi winegrowing. Paul agreed.
   * CAFF has asked the Commission to help promote an irrigation workshop that they are holding at Vino Farms on April 12.
   * Matthew is meeting with Clink at Allied Welding to put together an article on how to set a disk.
   * Dan Ostrowski with Wilbur Ellis is hosting a spray technology demonstration for May 6th.
   * Wilbur Ellis is offering staff time to help pull together files of research article bibliography provided previously by Stan Grant.
   * The committee suggested that articles focusing on drought conditions and groundwater management be posted in the Coffee Shop. Relatedly, a series of articles on irrigation technologies would be appropriate.
4. *VSIM:* Matthew provided the committee with information about the Vineyard Soil Irrigation Modeling System (VSIM). Lars Pierce, the project PI, has asked to come speak to the committee about the publically-available service. The committee agreed. Matthew will invite Lars to the next meeting.
5. *Grower social:* The committee suggested April 21, 22, and 23 as potential dates for the next grower social. Oak Farm winery was suggested as the venue.
6. *Newsletter:* Matthew is putting together the next grower newsletter, which will include an article from Paul Verdegaal, an article from Kendra Baumgartner, and a report of the grower survey.
7. *Soils booklet:* Matthew asked the committee to consider funding a consumer-facing booklet showcasing Lodi’s diverse soils. The booklet would be written by a science writer, and would be based on the Lodi soils landscape article written by Toby O’Geene. The committee asked that Matthew put together a budget and proposal for the next meeting.

1. The next meeting was scheduled for May 7, 2015.

Respectfully submitted,

Charlie Starr

Chairman