



LODI WINE
WINEGRAPE
COMMISSION

**Lodi Winegrape Commission
Meeting Minutes - Final
July 23, 2020**

The Lodi Winegrape Commission met on Thursday, July 23, 2020 virtually via Go to Meeting.

The meeting was called to order by Chairman Kendra Altnow at 1:05 pm.

Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	X	Dirk Heuvel	X
Kendra Altnow	X	Mitch Spaletta	
Bruce Fry	X	Joan Kautz	X
Curt Gillespie	X	Jacylyn Stokes	X
Matt Lauchland	X	Todd Maley	X
Tom Murphy	X	Colton Machado	X
Diego Olagarary	X	Garret Schaefer	X
Aaron Shinn	X	Jason Eells	X
Brandon Sywassink	X	Scott Armolea	X

Also, in attendance was Galen Schmiedt, Ben Kolber, Amy Blagg, Larry Whitted and Mirek Wilczek (CDA Marketing Branch). Staff present Stuart Spencer, Stephanie Bolton and Jenny Heitman. A quorum was established.

On a motion by Olagarary/Shinn the minutes of the June 25, 2020 meeting were approved (Exhibit A).

Public Comment on Items Appearing on the Agenda – None

Financial Report – Galen Schmiedt reported that the Finance Committee had not met since the last board meeting.

Report of Nominating Committee

Galen Schmiedt and Ben Kolber comprised the nominating committee and reported that they had talked to all Commissioners and have the following recommendations: Chairman, Kendra Altnow; Vice Chairman, Aaron Shinn; Treasurer Diego Olagarary; Secretary, Curt Gillespie. The bylaws limit board members to serve on one committee, except the officers

may serve on an additional committee besides the Executive Committee. After some discussion, Mirek Wilczek with CDFA administered the election for the Chairperson:

- Motion to nominate Kendra Altnow for Chairman – Fry/Sywassink – Carried
- Motion to nominate Aaron Shinn for Vice Chairman – Abba/Fry– Carried
- Motion to nominate Curt Gillespie for Secretary – VanDiemen/Kolber – Carried
- Motion to nominate Brandon Sywassink for Treasurer – Fry/Olagarary - Carried

Chariman’s Report – Chairperson Altnow welcomed the new board members and looks forward to working with each of them moving Lodi forward. She reminded everyone that each board member must serve on a committee and asked each new member to let ED Spencer know their committee preferences.

Consideration of Agreements between the Lodi Winegrape Commission (LWC) and California Wine Education Foundation (CWEF). Spencer shared the draft agreements for Management Services for 2020-21 (Exhibit B), Promotional Services for 2020-21 (Exhibit C), and Event Management 2019-20 (Exhibit D). Spencer explained that the agreements formalize the relationship between LWC and CWEF concerning the Lodi Wine & Visitor Center and Lodi Row X Row (ZinFest).

- Motion to approve the management services agreement. Shinn/Sywassink – Carried
- Motion to approve the promotional services agreement. Shinn/Olagarary – Carried
- Motion to approve the event management agreement. Sywassink/Abba - Carried

Executive Director’s Report - ED Spencer presented and discussed his Executive Director Report (Exhibit E). Of note, were growing concerns regarding COVID-19 related impacts on harvest and labor. Spencer has been working with the Lodi District Grape Growers on potential testing, outreach, and educational strategies to mitigate impacts within our ag community.

Committee Reports:

Executive Committee – The committee has not met but will likely meet in late August.

Grower Marketing Committee – Committee Chair Altnow reported that the committee has not met since the previous board meeting. The committee is scheduled to meet in August and will be reviewing the 2020-21 advertising plan, and upcoming activities.

Lodi Rules – Committee Chair Aaron Shinn reported that the Lodi Rules committee met on Monday, June 20. They are working on updating some standards and beta testing the new PRT (pesticide risk tool). The committee will be meeting again in the August to review final standard change language and forward to Protected Harvest for consideration. Staff is also negotiating potential certification price increase proposed by Protected Harvest. Committee members want to minimize potential increases and feel out-of-district acreage should absorb most of the increases.

Research, Education, Communication – Committee Chair Larry Whitted reported that the committee had not met since the last meeting. Whitted updated the board on recent activities including ongoing distribution of the new virus workbook, development of a new

Modern Farmer outreach series, a virtual rootstock field day, and additional needs for virus testing around sudden vine collapse.

Winery Marketing Committee – The committee met on July 6. Staff will be organizing several listening/brainstorming sessions with the winery community in August to identify and discuss new strategies for keeping their wines and brands present in the minds of consumers across the country.

Other Organization Reports:

CWEF – Spencer updated the board that during the Visitor Center is currently open Thursday – Sunday from noon – 4pm. All tasting is taking place outdoors, seated, and by reservation. Staff has utilized the downtime to reimagine the wine club, creating three separate clubs, and hopefully engaging more consumers. In addition, the online store is getting refreshed, and a new landing page for the Visitor Center is being developed.

SJCFB – no report

LDGGA – Amy Blagg updated the board. LDGGA Blood Drive in honor of Kris Gutierrez is being held today. The legislature is closed but legislation is continuing to move along. She will update the grower community as needed. She also noted that she is working closely with the Commission on COVID related outreach and strategies.

Lodi Grape Festival – no report

CAWG – no report

Public Comment – None

Agenda Items for Future Meetings – None

The next meeting was not scheduled.

The meeting adjourned at 2:18pm.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary