



Executive Committee Meeting Minutes September 24, 2020

The Executive Committee of the Lodi Winegrape Commission met virtually via GoTo Meeting.

1. The meeting was called to order by Chair Altnow at 2:39PM.
2. Roll was called. In attendance were Chair Altnow, Curt Gillespie and Brandon Sywassink. Also, in attendance was Mirek Wilczek (CDFA Marketing Branch). Staff present was Stuart Spencer. A quorum was established.
3. Minutes of 6/420 were approved (Exhibit A). Gillespie/Sywassink – Carried
4. Public Comments on Items Appearing on the Agenda – None
5. LWC Activities Update –
 - ED Spencer gave a brief update on current Commission marketing, research, and education activities. The group discussed strategies to invigorate the winery marketing committee since most of their activities involve travel, visitation and events which are a significant challenge under COVID restrictions. The committee needs to figure out how to keep Lodi relevant in the minds of consumers when coming to Lodi is limited. We are in a new era of hospitality and need to help our wineries adapt.
 - The group discussed recent staff changes and the proposed viticulture research specialist position. The Executive Committee would like to see us move forward with filling that position.
 - Croce, Sanguinetti and VanderVeen is conducting their annual audit of the Commission. Executive board members can contact Lyndsay George with CSV if they have any questions or concerns.
6. 2021 Referendum – The Commission is up for renewal this fiscal year and must select a date to conduct the election. CDFAs conduct the election, the Lodi Winegrape Commission needs to provide them with a certified list of growers. The Executive Committee would like to hold the election towards the end of February early March. Motion to hold the Lodi Winegrape Commission referendum in March 2021. Gillespie/Sywassink – Carried.
7. Public Comment on items not appearing on the agenda – none.
8. Future Agenda Items
 - Budget
 - Grower list for CDFAs

- 30th Anniversary – annual meeting and video to celebrate accomplishments.
9. Next meeting date – the Executive Committee set the date for the next LWC Board meeting for October 22, 2020 at 2:30PM.
 10. The meeting was adjourned at 4:00PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary



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3. Minutes of 6/4/20 were approved (Exhibit A). Gillespie/Sywassink – Carried
4. Public Comments on Items Appearing on the Agenda – None
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