



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, October 19, 2020
Time: 2pm
Location: Online

1. The meeting was **called to order** at 2:03pm by Committee Member Madelyn Kolber, who led the meeting in the place of Chairman Aaron Shinn.

2. **Roll Call:**

Attended	First Name	Last Name
	Phil	Abba
x	Warren	Bogle
x	Bruce	Fry
x	Charlie	Hamilton
x	Dirk	Heuvel
x	Madelyn	Kolber
x	Stanton	Lange
x	Steve	Quashnick
x	Chris	Storm
	Aaron	Shinn

A quorum was established. Others present – Dr. Stephanie Bolton (LWC staff), Stuart Spencer (LWC staff), Gabriella Goode (LWC staff), and Larry Whitted (REC Committee Chair).

The Committee recognized the contributions of exiting Committee Member Kevin Phillips and welcomed new Committee Member Dirk Heuvel.

3. Motion to **approve** August 10, 2020 meeting **minutes**. Quashnick/Kolber – Motion carried. No “NO” votes and no abstentions. (Exhibit A)
4. **Public comment** on items appearing on the agenda: none.
5. **Program updates:**
 - **Marketing & promotions**
 - Program interest continues to grow from growers, wineries, consumers, media, and trade.
 - Dr. Stephanie Bolton and Committee Member Chris Storm will be speaking at the Sustainable Ag Expo.
 - LODI RULES received positive attention during the Lodi Wine Masterclass, which the Committee has expressed interest in hosting specifically for LODI RULES.
 - The LODI RULES explainer video is coming along nicely with Reingold.
 - **Program improvements**
 - The Committee is awaiting feedback about the revised LODI RULES standard farming practices, which were submitted to Protected Harvest in August 2020 after years of careful consideration. These revisions will be set in place along with the next generation of PEAS, which may happen in 2022.
 - The annual LODI RULES leadership meeting with Dr. Bolton, Aaron Shinn, Dr. Cliff Ohmart, Amy Hiser, Heather Muser, and Jeff Fleak is coming up in November.

- **Pesticide Risk Model for 2021 certification year & beyond**
 - The members and growers who volunteered to pilot the new pesticide risk tool have been in close communication with Ariel Larson at IPMI. Ms. Larson is responsive to input and they are working to make the reporting system for PRT more user-friendly. Charlie Hamilton updated the Committee on the PRT progress to date – it is looking like a 2022 launch date, with select participation in 2021 on a test-run basis.
- 6. **Proposed Protected Harvest fee increases:** Stuart Spencer shared the latest communications with Protected Harvest about changes to grower fees and per acre withholdings.
- 7. The **FY2020-2021 Budget** through August 31, 2020 was reviewed. (Exhibit B)
- 8. **Brief reports from other Lodi Winegrape Commission Committees, focusing on LODI RULES connections:**
 - Stuart Spencer updated everyone on the Commission’s marketing activities, which include a “Save the Old Vines” advertising campaign.
 - The Commission will be hiring a Viticulture Research Specialist.
 - The REC Committee will work with the LODI RULES Committee on the Salary Survey.
- 9. **Public comment** on items not appearing on the agenda: none.
- 10. **Future agenda items:** LODI RULES Masterclass.
- 11. **Next meeting** is on December 14, 2020, at 2pm.
- 12. **Meeting adjourned** at 3:12pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, August 10, 2020
Time: 2pm
Location: Online

1. The meeting was **called to order** at 2:05pm by Committee Chairman Aaron Shinn.
2. **Roll Call:**

Attended	First Name	Last Name
x	Phil	Abba
	Warren	Bogle
	Bruce	Fry
x	Charlie	Hamilton
x	Madelyn	Kolber
x	Stanton	Lange
	Kevin	Phillips
x	Steve	Quashnick
x	Chris	Storm
x	Aaron	Shinn

A quorum was established. Others present – Dr. Stephanie Bolton (LWC staff), Stuart Spencer (LWC staff), Gabriella Goode (LWC staff), and Garret Schaefer (LWC Board).

3. Motion to **approve** June 15, 2020 meeting **minutes**. Quashnick/Hamilton – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: the Committee was introduced to Gabriella Goode, the Lodi Winegrape Commission’s new Administrative Assistant.
5. **Program updates:**
 - **Marketing & promotions**
 - Program interest continues to grow from growers, wineries, consumers, media, and trade.
 - Dr. Stephanie Bolton talked about the LODI RULES program with participating grower/vintner Alice Sutro on Alice’s Instagram live event.
 - **Program improvements**
 - The Committee reviewed revisions to the LODI RULES standard farming practices, which were finalized for submission to Protected Harvest after years of careful consideration. These revisions will be set in place along with the next generation of PEAS, which may happen in 2021 or 2022.
 - **Pesticide Risk Model for 2021 certification year & beyond**
 - The members and growers who volunteered to pilot the new pesticide risk tool have been in close communication with Ariel Larson at IPMI. Ms. Larson is responsive to input and they are working to make the reporting system for PRT more user-friendly.
6. **Proposed Protected Harvest fee increases:** Stuart Spencer shared the latest communications with Protected Harvest about changes to grower fees and per acre withholdings.

7. The **FY2020-2021 Budget** was not reviewed since it just began, but it was announced that the Lodi Winegrape Commission Board approved the Committee's budget request.
8. **Brief reports from other Lodi Winegrape Commission Committees, focusing on LODI RULES connections:**
 - Stuart Spencer updated everyone on the Commission's marketing activities.
 - The Commission launched the Modern Farmer Series to provide outreach on profitability, which includes a virtual Storytelling workshop customized to Lodi growers on August 20.
9. **Public comment** on items not appearing on the agenda: none.
10. **Future agenda items:** none.
11. **Next meeting** is on October 19, 2020, at 2pm.
12. **Meeting adjourned** at 4pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director

LODI WINEGRAPE COMMISSION
 LODI RULES
 FY2020-2021 BUDGET
 AS OF AUGUST 31, 2020

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Communications, Marketing & Promotions</u>			
6060	Website/Internet	\$2,000.00		0.00%
6100	Graphic Design	\$3,000.00		0.00%
6120	Printing & Materials	\$2,000.00	\$41.59	2.08%
6130	Public Relations	\$8,600.00		0.00%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$10,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$218.00	2.42%
	Communications, Marketing & Promotions Expenditures	<u>\$35,100.00</u>	<u>\$259.59</u>	<u>0.74%</u>
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	<u>\$7,200.00</u>	<u>\$0.00</u>	<u>0.00%</u>
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00		0.00%
6033 & 6098	Supplies	\$300.00		0.00%
6035	Postage/Shipping	\$700.00		0.00%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	Activities Support Expenditures	<u>\$7,200.00</u>	<u>\$0.00</u>	<u>0.00%</u>
	Total Expenditures	<u>\$49,500.00</u>	<u>\$259.59</u>	<u>0.52%</u>