



RESEARCH, EDUCATION & COMMUNICATION COMMITTEE
MEETING MINUTES

Date: Tuesday, October 27, 2020
Time: 1pm
Location: Online

1. The **meeting was called to order** at 1:05pm by Committee Chairman Larry Whitted. The Commission's mission statement was shared.
2. Those in **attendance** are indicated below. A **quorum** was established.

First Name	Last Name	Attended
Scott	Armolea	
Amy	Blagg	x
Kyle	Brown	x
Pieter	den Hartog	
Ben	Duesterhaus	x
Brad	Goehring	
Mike	Kluda	x
Chris	Storm	x
Keith	Striegler	x
Joe	Valente	x
Larry	Whitted	x

Staff present: Dr. Stephanie Bolton and Stuart Spencer.

Guests present: Stanton Lange (Grower and Demo Vineyard Manager) and Lisa Meline (Viticulture Student Volunteer).

3. **Consideration of Previous Minutes.** Striegler/Brown made a motion to approve the August 18, 2020 meeting minutes. The motion was carried on a vote of Committee members present. No "no" votes. No abstentions.

4. **Public comment.** Lisa Meline, our new volunteer, introduced herself to the Committee. She is enrolled in the viticulture program at Folsom Lake College.

5. **Grower education programs.**

- **Review of recent events**
 - On August 20th the Commission hosted a "How to Tell Your Farming Story to Buyers" workshop on with professional storyteller Dr. Lisa Cantrell. Future workshops will be planned for post-harvest.
 - On October 14-15th, the Commission (with help from Calhoun & Co.) co-hosted a Lodi Wine Masterclass with the Somm Foundation. This class was recorded and can be accessed via the Lodi Wine YouTube channel and on lodigrowers.com.
- **Ideas for future events**
 - Winter Pruning Seminars: Small, outdoor, weekly hands-on pruning seminars during the Winter focused on particular pruning systems, ranging from hand pruning to mechanized pruning.
 - Sheep Grazing Demo: In January/February, an outdoor field demo with a local sheep herder.
 - Smoke Exposure Risk Management: the science, testing, and insurance aspects (LDGGA is planning a seminar on this topic from the insurance perspective).

- Possible future event topics: Bot canker complex (Scott Armolea will write a blog post), nutrient management (we have Stan Grant waiting in the wings), niche market talks, mealybug and virus Q&A (to be housed on virus webpage).

6. **Grower communications.**

- As print materials become more important, we've been working with a design team to create new newsletter templates using the LODI WINE branding. Instead of a longer traditional newsletter, we will release more specific content in the areas of: The Modern Farmer Series, Lodi Winegrape Commission News, Viticulture Research, etc.
- Dr. Bolton is writing a book called "How to Get the Most Value out of Your Commission: Grower Edition" which will explain the opportunities offered to growers through the Commission.
- The lodigrowers.com website rebranding is still in progress. The Local Opportunities page is updated weekly with new learning opportunities, and every Monday we post a new blog.
- The Commission mailed out information about the Coronavirus Food Assistance Program 2 (CFAP 2) financial assistance program in early October.

7. **Winegrape research in Crush District 11.**

- **Research projects and focus group updates**
 - The Virus Focus Group has been passing out virus books all over California and beyond (thanks Dr. Striegler!). The virus outreach project has attracted many researchers to Lodi, including Dr. Katie Gold (Cornell University) who we collaborated with on a NASA hyperspectral imagery project this September, and Dr. Mark Sisterson (USDA ARS), who collected vine mealybugs to study imidacloprid resistance.
 - Dr. Kent Daane and collaborators are making progress on the BIFS grant with vine mealybug pheromone mating disruption application.
 - The Xerces Society project on native species hedgerows and beneficial insect/monarch habitat is going well and looks like it will be under budget.
- **Potential district-wide projects**
 - The Grapevine Rootstock Research Focus Group will have it's first meeting in November.
 - Our region needs baseline smoke taint compound data collected in a non-smoke impacted vintage for our main varieties.
 - Salary survey.

8. **Weather Network services.**

- The firewall issue at Lodi-West was repaired and that station is back online.
- There is a possible gap in the Clements area that Mike Klouda will look into.

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard organically and make improvements. Stanton will set up a second meeting with the landscape architect, Jeff Gamboni, to discuss improvements for this fiscal year.

10. **Viticulture Research Specialist position.**

- The expected hiring date is January 2021.
- Chris Storm reported that there are several qualified candidates in the viticulture job pool right now.

11. The **FY2020-2021 Budget** was reviewed.

13. **Reports from other Committees.**

- Stuart Spencer updated the Committee on the Lodi Winegrape Commission's marketing efforts, which include a new "Save the Old" campaign highlighting our historic vineyards and a reimagined Lodi Wine & Chocolate experience.
- The LODI RULES Committee updated the standards and will help our Committee with the Salary Survey.

14. **Public comment on items not appearing on the Agenda (2 min limit):** none.

15. **Items for future Agendas:** none.

16. The **next meeting is scheduled for December 1st at 1pm.**

17. Valente/Blagg made a motion to adjourn. The **meeting was adjourned** at 2:23pm.

Respectfully submitted,

Handwritten signature of Stephanie L. Bolton in blue ink.

Stephanie L. Bolton, PhD
Research & Education Director
Lodi Winegrape Commission

LODI WINEGRAPE COMMISSION
RESEARCH, EDUCATION & COMMUNICATION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Outreach & Education</u>			
6033 & 6098	Supplies	\$2,000.00	\$27.22	1.36%
6070.2	Maintenance - Cleaning	\$400.00	\$12.00	3.00%
6076 & 6080	Travel	\$10,000.00	\$179.98	1.80%
6130	Public Relations	\$1,000.00	\$152.74	15.27%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$500.00		0.00%
6220	Grower Meetings & Socials	\$16,000.00	\$635.00	3.97%
6221	LWC Meeting Expenses	\$1,200.00		0.00%
6250	Membership/Dues	\$3,000.00		0.00%
6255	Subscriptions	\$1,500.00		0.00%
6266	Weather Services	\$30,000.00	\$4,182.00	13.94%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	<u>\$54,200.00</u>	<u>\$5,188.94</u>	<u>9.57%</u>
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$1,644.63	16.45%
6060	Website/Internet	\$5,000.00	\$1,149.89	23.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$462.50	5.78%
6120	Printing & Materials	\$2,500.00	\$166.35	6.65%
6210	Publications	\$30,000.00	\$2,967.02	9.89%
	Communications Expenditures	<u>\$65,500.00</u>	<u>\$6,390.39</u>	<u>9.76%</u>
	<u>Research</u>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$15,000.00	\$625.36	4.17%
	Research Expenditures	<u>\$35,000.00</u>	<u>\$625.36</u>	<u>1.79%</u>
	Total REC Expenditures	<u>\$154,700.00</u>	<u>\$12,204.69</u>	<u>7.89%</u>

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