



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, December 14, 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
	Charlie	Hamilton
x	Dirk	Heuvel
x	Madelyn	Kolber
x	Stanton	Lange
x	Steve	Quashnick
	Chris	Storm
x	Aaron	Shinn

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

3. Motion to **approve** October 19, 2020 meeting **minutes** (Exhibit A). Quashnick/Lange – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: none.
5. **Program updates:**
 - **2020 certification stats**
 - Total acreage certified in 2020 was 55,380 acres: 28,775 acres in the Lodi AVA, 25,733 acres across 15 other California Crush Districts, 665 acres in Israel, and 206 acres in Washington state. There were 122 applicants certifying 1,292 vineyards.
 - **Marketing & promotions**
 - Dr. Bolton and Committee Member Chris Storm spoke at the Sustainable Ag Expo.
 - A UK group hosted an international sustainable wine forum which will be duplicated in an “Americas” version.
 - Our new Washington growers have asked for a Winery Handbook with the CERTIFIED GREEN seal – coming soon.
 - The LODI RULES explainer video is coming along nicely with Reingold. Madelyn Kolber will share a video created by dairy producers.
 - The next “How to tell your sustainable farming story” workshop will be on February 25th, 2021.
 - The Committee brainstormed some ideas for how to communicate in lieu of an in-person Annual Re-Cap Event.

- **Program improvements**
 - Dr. Cliff Ohmart and the auditors provided 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, Dr. Heather Muser, and Jeff Fleak occurred in November.
 - The 2021 certification and promotional documents are being updated.
 - The Committee discussed a future salary survey.
 - **Pesticide Risk Model for 2021 certification year & beyond**
 - It is looking like a 2022 launch date, with select participation in 2021 on a test-run basis. Stuart Spencer is working on finalizing an agreement regarding the new pesticide risk model. Tom Greene (IPMI) is now a Protected Harvest Board Member.
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** (Exhibit B) through September 30, 2020 was reviewed.
 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 and a future LODI RULES Masterclass with Elaine Brown.
 - The Commission will be hiring a Viticulture Research Specialist.
 - There are grower meetings coming up on December 16th (mechanized pre-pruning) and January 5th (wood canker diseases).
 9. **Public comment** on items not appearing on the agenda: none.
 10. **Future agenda items:** LODI RULES Masterclass and Companion Information.
 11. **Next meeting** is on February 8, 2021, at 2pm.
 12. **Meeting adjourned** at 3:43pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



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
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$38,472.66	2.40%
4160	Winery Contributions	\$85,000.00	\$28,625.00	33.68%
4162	Event Revenue	\$270,000.00	\$0.00	0.00%
4122	LODI RULES Licensing Fees	\$49,500.00	\$0.00	0.00%
4131	Grant Income	\$0.00	\$0.00	#DIV/0!
4130	Interest	\$1,000.00	\$228.30	22.83%
4150	Other Income (Sponsorship)	\$10,000.00	\$630.45	6.30%
	Subtotal Commission Revenue	\$2,020,785.00	\$67,956.41	3.36%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$31,452.27	14.96%
4148	Rent	\$48,051.91	\$12,011.70	25.00%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$43,463.97	16.83%
	Total Revenue	\$2,279,046.79	\$111,420.38	4.89%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$192,992.69	26.40%
	Winery Marketing	\$135,000.00	\$3,774.65	2.80%
	Research, Education & Communication	\$154,700.00	\$12,204.69	7.89%
	LODI RULES	\$49,500.00	\$702.79	1.42%
	Admin & Personnel	\$904,270.86	\$205,741.42	22.75%
	Visitor Center Sponsorship	\$75,000.00	\$18,750.00	25.00%
	Subtotal Commission Expenditures	\$2,049,420.86	\$434,166.24	21.18%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$43,463.97	16.83%
	Subtotal CWEF Expenditures	\$258,261.79	\$43,463.97	16.83%
	Total Expenditures	\$2,307,682.65	\$477,630.21	20.70%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	-\$366,209.83	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Industry, Trade & Consumer Promotion</u>			
6100	Graphic Design (Advertising Design)	\$50,000.00	\$71,514.75	143.03%
6110	Advertising (Paid Media)	\$350,000.00	\$55,851.00	15.96%
6120	Printing & Materials	\$30,000.00	\$555.19	1.85%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$127,920.94	29.75%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$7,500.00	25.00%
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%
6150	Community Sponsorship	\$6,000.00		0.00%
6160	Trade Shows	\$3,200.00		0.00%
	Promotional Events & Activities Expenditures	\$49,200.00	\$12,500.00	25.41%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$19,500.00	25.00%
6098	Supplies	\$3,000.00	\$284.90	9.50%
6130	Public Relations Activities	\$75,000.00	\$2,248.25	3.00%
6132	Lodi Wine Blog	\$72,000.00	\$24,000.00	33.33%
6170	Wine Purchases	\$1,500.00	\$201.94	13.46%
	Public Relations Expenditures	\$229,500.00	\$46,235.09	20.15%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$3,950.43	131.68%
6060	Website - Internet	\$10,000.00	\$2,364.09	23.64%
6076 & 6080	Travel	\$7,500.00	\$22.14	0.30%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$6,336.66	28.48%
	Total Expenditures	\$730,950.00	\$192,992.69	26.40%

LODI WINEGRAPE COMMISSION
 WINERY MARKETING
 2020-2021 BUDGET
 AS OF SEPTEMBER 30, 2020

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00	\$2,903.82	116.15%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$710.00	4.73%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$62.37	0.83%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$3,676.19	5.93%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$30,000.00		0.00%
6070.2 & 6098	Supplies & Maintenance	\$30,000.00		0.00%
6076 & 6080	Travel	\$7,500.00		0.00%
	Events Expenditures	\$67,500.00	\$0.00	0.00%
	<u>Activities Support</u>			
6221	Meeting Expenses	\$2,500.00		0.00%
6033	Office Supplies	\$1,000.00		0.00%
6090	Merchant/Bank Fees	\$500.00		0.00%
6035	Postage	\$1,500.00	\$98.46	6.56%
	Activities Support Expenditures	\$5,500.00	\$98.46	1.79%
	Total Expenditures	\$135,000.00	\$3,774.65	2.80%

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>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
LODI RULES
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: LODI RULES

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<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	\$327.00	3.63%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$368.59	1.05%
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	\$7,200.00	\$0.00	0.00%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00	\$325.00	27.08%
6033 & 6098	Supplies	\$300.00		0.00%
6035	Postage/Shipping	\$700.00	\$9.20	1.31%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	Activities Support Expenditures	\$7,200.00	\$334.20	4.64%
	Total Expenditures	\$49,500.00	\$702.79	1.42%

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$133,830.16	24.60%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$30,075.96	22.45%
	Personnel Expenditures	\$678,002.00	\$163,906.12	24.17%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	-\$305.28	-1.91%
6033	Office Supplies	\$12,000.00	\$1,639.04	13.66%
6035	Postage	\$2,000.00	\$577.65	28.88%
6040	Rent	\$75,474.86	\$18,787.56	24.89%
6041	Offsite Storage	\$5,136.00	\$1,323.00	25.76%
6054	Property Tax	\$1,200.00	\$1,055.70	87.98%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$3,066.61	34.07%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$1,924.00	29.60%
6090 & 6560	Payroll & Bank Fees	\$1,000.00	\$135.60	13.56%
6120	Printing & Supplies	\$1,000.00	\$971.84	97.18%
	Office Expenditures	\$129,310.86	\$29,175.72	22.56%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$537.76	10.76%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$40,000.00	\$5,128.32	12.82%
	Professional Fees Expenditures	\$66,000.00	\$5,666.08	8.58%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00	\$5,803.95	25.00%
6070.4	Copier/Lease	\$3,742.00	\$935.28	24.99%
	Information Technology Expenditures	\$28,958.00	\$6,739.23	23.27%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$4.03	1.61%
6221	LWC Meeting Expenses	\$1,000.00	\$130.24	13.02%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$2,000.00	\$254.27	12.71%
	Total Expenditures	\$904,270.86	\$205,741.42	22.75%

LODI WINEGRAPE COMMISSION
 CWF
 2020-2021 BUDGET
 AS OF SEPTEMBER 30, 2020

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$25,329.11	14.63%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$6,123.16	16.49%
	Personnel Expenditures	\$210,209.88	\$31,452.27	14.96%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$12,011.70	25.00%
	Office Expenditures	\$48,051.91	\$12,011.70	25.00%
	Total Visitor Center Expenditures	\$258,261.79	\$43,463.97	16.83%