



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes - Final  
January 28, 2021**

The Lodi Winegrape Commission met on Thursday, January 28, 2021 virtually via Zoom.

1. The meeting was called to order by Chairman Kendra Altnow at 2:33PM.
2. Roll was called

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

Also, in attendance was Larry Whitted, Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer and Jenny Heitman. A quorum was established.

3. On a motion by Sywassink/Olagaray the minutes of the December 10, 2020 meeting were approved with spelling corrections (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Brandon Sywassink reported that the Finance Committee met on January 12, 2021 and reviewed the October and November financial statements, and budget through November 2021. As a reminder all board members are sent copies of the financial statements when the Finance Committee receives them. Sywassink reported that the Finance Committee had no concerns, and everything is on track.
6. **Chaiman’s Report** – no report
7. **Executive Director’s Report** - ED Spencer presented and discussed his Executive Director Report (Exhibit B). He noted that Jeremy Bowe, our Visitor Center manager, had resigned. His last day will be February 1, 2021. Jeremy and his family are moving to Florida to pursue

new opportunities. Spencer also reported that he was in discussion with F&M Bank about submitting for a PPP loan on behalf of the Commission. The bank believed the Commission would qualify. Spencer had previously discussed with the Executive Committee and the board was supportive of moving forward.

## 8. **Committee Reports:**

Executive Committee – The committee met on Monday, January 25, 2021. Nothing more to report.

Grower Marketing Committee – Committee Chair Joan Kautz updated the board on the Grower Marketing committee activities including the fall “Save the Old” promotional campaign, and the holiday gift send to leading grape buyers. The export group also just hosted a virtual old vine Zinfandel tasting with Northern European media and trade. Attendees were sent samples of 6 wines and joined the virtual tasting at 7am featuring vintners and moderated by Stuart. A similar event is being planned for the Asian markets. Events are being done with assistance of the California Wine Export program.

Lodi Rules – Shinn updated the board on the recent Lodi Rules committee activities. Acreage increased to 55,380 acres across 15 California crush districts, Washington state, and Israel. The 2021 application is open and due by February 15. Several new communication pieces are in the works for release later this year.

Research, Education, Communication – Committee Chair Larry Whitted reported that the committee met on January 12. Whitted noted that they hosted a virtual IPM Network meeting on January 5<sup>th</sup> with Dr. Akif Eskalen attended by 40 people. They would skip February since Lodi Grape Day is scheduled for February 2. They have two storytelling workshops scheduled for February, and an upcoming pruning field day with Joe Valente and Amy Blagg.

Winery Marketing Committee – The committee met on January 11 to discuss options for Lodi Wine & Chocolate. The committee decided to move the event to May. Most likely the weekend of Lodi Row X Row/ZinFest. The committee felt they needed to get further away from the current shut down in order to host the event in a responsible way.

## 9. **Other Organization Reports:**

CWEF – No report

SJCFB – no report

LDGGA – Amy Blagg updated the board on LDGGA activities. They will hold their annual meeting virtually on February 18 and Jeff Bitter from Allied Grape Growers will be the speaker. There will be a drive thru dinner that evening. She also noted that CAWG and several other ag groups filed suit on the new emergency OSHA COVID standards.

Lodi Grape Festival – no report

CAWG – no report

10. **Public Comment** – None

11. **Agenda Items for Future Meetings** – None

12. The next meeting was not scheduled.

13. The meeting adjourned at 3:50 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Curt Gillespie  
Secretary



**LODI WINE**  
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**Lodi Winegrape Commission  
Meeting Minutes - Final  
December 10, 2020**

The Lodi Winegrape Commission met on Thursday, December 10, 2020 virtually via Zoom.

1. The meeting was called to order by Chairman Kendra Altnow at 2:33PM.
2. Roll was called

<b>Commissioner</b>	<b>Present</b>	<b>Alternate Commissioner</b>	<b>Present</b>
Phil Abba	X	Dirk Heuvel	
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	
Diego Olagaray	X	Garret Schaefer	X
Aaron Shinn		Jason Eells	
Brandon Sywassink	X	Scott Armolea	X

Also, in attendance was Larry Whitted, Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer and Jenny Heitman. A quorum was established.

- . On a motion by Fry/Murphy the minutes of the October 22, 2020 meeting were approved (Exhibit A).
- . Public Comment on Items Appearing on the Agenda – None
- . **Financial Report** – Brandon Sywassink reported that the Finance Committee met in November and reviewed the fiscal and compliance audits with Croce, Sanguinetti & VanderVeen. Sywassink reported that the audits were rigorous and thorough, and no problems were found. The committee recommends that the board accept the audits as presented. Motion to accept the fiscal and compliance audits. Fry/Sywassink – Carried.
- . **Chairman’s Report** – Chairperson Altnow reported that the Grower Marketing & Executive committees discussed the Commission’s annual meeting and 30<sup>th</sup> anniversary celebration. Both committees feel the celebration should be moved to the fall post-harvest when there is a better chance of us being able to gather in person. They also felt doing small group seated in-person meetings this spring in lieu of the annual meeting would be more effective than a

virtual meeting. These small meetings would be dependent on the status of COVID-related health regulations. Staff would still be producing an annual report that will be published and mailed to all growers.

Election Procedures – Altnow also reported that the Executive Committee reviewed proposed Election Procedures updates (Exhibit B) drafted by legal counsel for the nominations and elections of board members and officers. Motion to recommend the LWC board adopt the proposed elections procedures with the clarification regarding tons produced to be a producer. Sywassink/Murphy – Carried.

7. **Executive Director's Report** - ED Spencer presented and discussed his Executive Director Report. He noted that they were moving forward with the search for the Viticulture Research Specialist position and felt that the new position coordinating on-farm practical research projects will serve our growers well. Spencer also highlighted several new pages added to lodigrowers.com increasing transparency regarding Commission activities. The new pages include all committee agendas and minutes, accountability reports including budgets and audits, and page listing all the governing documents for the Commission.

8. **Committee Reports:**

Executive Committee – The committee met on December 8 to discuss election procedure updates, annual meeting, and 30<sup>th</sup> anniversary celebration.

Grower Marketing Committee – Altnow reported that Joan Kautz had been appointed Grower Marketing Committee chair. The committee met on November 30<sup>th</sup> to review the fall integrated advertising and promotional program built around the concept of “Save the Old” vines of Lodi. The program has been well received and staff will have more metrics in January to review. Staff is also working on a spring program built around telling the stories of the people and place of Lodi. The committee also discussed the annual meeting and 30<sup>th</sup> anniversary celebration.

Lodi Rules – Spencer updated the board on the recent Lodi Rules committee activities including ongoing negotiations with Protected Harvest and IPM Institute regarding use of the PRT.

Research, Education, Communication – Committee Chair Larry Whitted reported that the committee met on December 1. Whitted updated the board on ongoing research projects including an ant trial and the region wide VMB project with Kent Daane and the Modern Farmer Series. He also noted that they hosted a virtual IPM Network meeting on December 1<sup>st</sup> with Kent Daane that was well attended and received, and they had another virtual meeting scheduled for January 5. The committee is also look at several winter field days around weed management with sheep and pruning demonstrations/instructions.

Winery Marketing Committee – The committee is scheduled to meet on Monday, December 15 to discuss options for Lodi Wine & Chocolate. The committee had a plan in place that

would have allowed for the event to take place under the existing health guidelines. However, with the recent shutdown of all tasting activities by the state, the Committee will need to reevaluate when and how to hold the event weekend.

**9. Other Organization Reports:**

CWEF – No report

SJCFB – no report

LDGGA – Amy Blagg updated the board on the new emergency OSHA standards that just went into place regarding COVID. She also has a department of labor webinar scheduled for December 16, and the District Grape Growers will be participating in the coming Lodi Christmas Light Extravaganza at the Grape Festival Grounds. She also noted that they were finishing up the Toys for Tots drive in memory of Ed Van Diemen and would be holding their annual meeting virtually on February 18.

Lodi Grape Festival – no report

CAWG – no report

**10. Public Comment – None**

**11. Agenda Items for Future Meetings – None**

12. The next meeting was scheduled for January 28, 2021 at 2:30PM.

13. The meeting adjourned at 3:50 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Curt Gillespie  
Secretary



## Executive Director Report 1-26-21

### BOARD UPDATE

**Staffing Update** - February 1 will be Jeremy Bowe's last day with the Lodi Winegrape Commission. Jeremy and his family are moving to Sarasota, Florida to pursue new opportunities. Jeremy has been with the Commission for more than 10 years serving as the Lodi Wine Visitor Center Tasting Room Manager and Lodi Wine Club Director. Jeremy's loyalty and commitment to the Lodi winegrowing community will be missed. I'm currently in the process of evaluating how best to move forward but have already had several qualified candidates inquire about the position.

Our search for a **Viticulture Research Specialist** is ongoing and we have already had several qualified candidates apply. Stephanie is conducting preliminary interviews. A more formal interview will be scheduled with those that pass round 1 and will include several growers in the process.

**Election Procedures** – the updated Election Procedures approved at last month's board meeting have been concurred with by CDFA. The procedures are included in our governing documents and are available to view on the grower website - [https://www.lodigrowers.com/wp-content/uploads/2021/01/Governing-Documents.Policies.and\\_Procedures.pdf](https://www.lodigrowers.com/wp-content/uploads/2021/01/Governing-Documents.Policies.and_Procedures.pdf)

**Annual Report** – Staff is working on finalizing the 2020 annual report that will be mailed to all Lodi growers in February. The report will be tied to our strategic plan demonstrating action on stated objectives and initiatives.

**COVID Vaccine** – I've reached out to the county and offered our assistance in facilitating vaccinations of the Ag community. As of Tuesday, the state has changed its vaccination priority program, and instead is moving to an age-based program. However, the food and agriculture sector are believed to still be included as a priority, but there is a lack of clarity at the state and county levels.

### **COVID – Winery Tasting Rooms**

And we are open again for outdoor tastings. On Monday, January 25, the Governor removed the stay-at-home order for all regions across the state. The order had been in place since December 6, 2020. All counties now return back to the state's tier-based system. As it stands now, we can reopen under the Purple Tier guidelines with outdoor tasting.

**Visitor Center** – The Visitor Center has been shut down for tasting since December 6 but has remained open for member pickups and curbside sales. With Monday's lifting of the stay-at-home order, we will begin offering seated outdoor tasting Thursday – Sunday, Noon-5pm. We will coordinate with existing part-time staff to offer the tasting while we search for a new manager.

## **LWC COMMITTEE UPDATE**

**GROWER MARKETING** – Attached is a synopsis of our fall advertising and promotional program focused on “Save the Old Vines” including performance metrics. Staff is working on the spring promotional campaign that will focus on the people and place that make Lodi special. This story telling approach will include a new landing page at lodiwine.com where we will feature growers and their stories. We will continue to work with several advertising partners and have a fully integrated approach on our own channels (social media, blog, etc.). In the interim period, we’re focused on telling the story of the nested 7 AVA’s of Lodi.

Below is a picture of the custom Lodi-branded gift box that was sent out in December to leading grape buyers as a thank you for supporting Lodi growers. Nearly 90 boxes were sent out.



I also moderated a Zinfandel Virtual Tasting for ZAP (Zinfandel Advocates & Producers) on January 21<sup>st</sup>. The tasting featured three Lodi Zins and was targeted at media, trade, and ZAP VIP’s. On Tuesday, January 26 we hosted a Lodi Zinfandel tasting with European media and trade. The event was coordinated by Camron King in cooperation with the California wine export program. We had six grower/vintners join the discussion. Samples were sent in advance, so the guests had the opportunity to taste along. A similar tasting is being coordinated for the Asian markets later this spring.

**WINERY MARKETING** – The Winery Marketing Committee met on January 11, 20 to discuss how to move forward with Lodi Wine & Chocolate. The event is a key fundraiser and marketing tool for the winery committee. The committee decided to move the event this year to May. It will likely be held on same weekend as Lodi Row X Row/ZinFest would have been held. The committee continues to look for ways to drive engagement with Lodi wineries in an uncertain landscape.

## **RESEARCH, EDUCATION & COMMUNICATION**

### **Grower Meetings/Outreach**

We hosted our second virtual Lodi IPM Breakfast Meeting on January 5th with Dr. Akif Eskalen, UC Davis, where he discussed wood canker disease. Scott Armolea served as the moderator and around 40 attendees logged in. We will continue offering these IPM meetings for DPR credits on the first Tuesday of each month virtually until we can meet in person. February's meeting will be skipped to encourage attendance at Lodi Grape Day. Lodi Grape Day will be held on the afternoon of February 2nd and includes a fantastic line-up of speakers and topics,

including smoke exposure, the vineyard of the future, weed management for winegrape quality, and a glassy-winged sharpshooter talk customized for Lodi growers and PCAs.

We put together a series of "Winter Wednesday Pruning Seminars" where we host small grower-to-grower on-farm pruning workshops showcasing different trellising and pruning systems. The first one, hosted by Kyle Brown and Craig Edwards, was on December 16th and featured Cabernet Sauvignon (2013) on high wire, plus Zinfandel and Chardonnay, utilizing the Spagnolo pre-pruner with crew follow-up. This meeting was re-capped by our volunteer, Lisa Meline, as a blog posted on lodigrowers.com. The next pruning seminar will be hosted by Joe Valente and Amy Blagg and is scheduled for February 10th.

### **Viticulture Research**

In addition to interviewing for the new Viticulture Research Specialist position, we continue to foster collaborations with researchers in California and beyond. Dr. Stephanie Bolton has recently met with Wendy Powers, Larry Bettiga, Dr. Elisabeth Forrestel, Dr. Kerri Steenwerth, Dr. Maher Al Rwahnih, Dr. Cristina Lazcano, Noely Gonzalez-Maldondo, Nick Dokoozlian, and others - all to increase practical research opportunities for Lodi growers. We're currently engaged in research projects on mealybugs and viruses, the sudden vine collapse, insecticide resistance, ant baits, sustainability, hedgerows and beneficial insect/monarch habitat, biocontrol, hyperspectral imagery, biodiversity, and more.

The new Lodi Grapevine Rootstock Research Focus Group has ten solid members who have started scouring literature from around the globe for potential rootstocks of relevance to Lodi, along with learning about how to best conduct rootstock trials of all sizes. Members include Dr. Stephanie Bolton, Dr. Keith Striegler, Stan Grant, Chris Storm, Matt Frank, Tia Russell, Nick Podsakoff, Jeff Wheeler, Kyle Brown, and Lisa Meline.

As part of the NGRA Board and Extension & Outreach Committee, Stephanie will lead a nationwide effort to describe the current status of viticulture and enology extension in the US, with team members Dr. Michelle Moyer (Washington State University) and Hans Walter-Peterson (Cornell University).

### **The Modern Farmer Series**

We're hosting two more workshops in February with a professional storyteller who is part of our grower profitability outreach team, Dr. Lisa Cantrell. These workshops help growers craft the story of their vineyards in a way that is attractive to winegrape buyers. One session is Tuesday (2/16), and the second one on Thursday (2/25) is focused on sustainability for LODI RULES Growers. Lodi growers may contact Dr. Stephanie Bolton at any time to create a Vineyard Tech Sheet to help them market their winegrapes. We're brainstorming ideas on how to train the next generation in some of these "modern farmer" skills, along with mechanization and technical viticulture.

### **Weather Network**

Calibration was completed for all the weather stations in our network. Marc Walsh, Senior Physical Scientist at Western Weather, commented "The stations got a lot of attention as not only were they all calibrated, I ended up reviewing data, extensively, from each of the stations post-calibrations and I ultimately updated all of the datalogger programs so that they all basically have the same output variables including enhanced rainfall parameters which will be really nice during big storm events – i.e. this week! ... finally. I will include a special "Storm Report" on the LWC Weather Page starting tomorrow where you'll be able to see these new parameters."

## **LODI RULES**

The final 2020 certification stats came in, and our program is now at 55,380 acres of certified vineyards. 28,776 acres are certified in the Lodi AVA, 25,733 acres are certified across 15 other California Crush Districts, 665 acres are certified in Israel, and 206 acres are certified in Washington state. In total, 1,292 vineyard blocks were certified. Over 60 wineries have completed the paperwork to use one of our three LODI RULES seal options. The 2021 LODI RULES certification year is underway with e-applications sent to growers and an application deadline of February 15th.

Several new LODI RULES communications pieces have been developed and are available to download at [lodigrowers.com](http://lodigrowers.com) under the LODI RULES tab. In lieu of an in-person Year-End Recap, Dr. Stephanie Bolton will be sending email and print communications to our growers and wineries, followed up with a personal phone call check-in. The new LODI RULES Standards and Revisions (to be formally implemented with PRT in 2022) will be available for growers to review in February. We're currently working on a one-minute LODI RULES explainer video, finalizing the LODI RULES Spanish translation, LODI RULES Vineyard Tech Sheet templates, and writing the Companion Information for the new Standards.

## **COMMITTEE MEETINGS**

**February 8** – Lodi Rules Committee (2:00 pm)

**February 9** – Winery Marketing Committee (2:30 pm)

**February 16** – Finance Committee (Noon)

**February 25** – Executive Committee (2:30 pm)

**March 9** – Research, Education & Communication Committee (2:00 pm)