



**RESEARCH, EDUCATION & COMMUNICATION COMMITTEE
MEETING MINUTES**

Date: Tuesday, January 12, 2021
Time: 2pm
Place: Online

1. The **meeting was called to order** at 2:04pm 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	x
Amy	Blagg	x
Kyle	Brown	x
Pieter	den Hartog	x
Ben	Duesterhaus	
Brad	Goehring	x
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: Lisa Meline (Viticulture Student Volunteer) and Dr. Karen Block (UC Davis).

3. **Consideration of previous minutes.** Valente/Striegler made a motion to approve the December 1, 2020 meeting minutes. The motion was carried on a vote of Committee members present. No "no" votes. No abstentions.

4. **Public comment:** none.

5. **Grower education programs.**

- **Review of recent initiatives**

- The Commission hosted two Storytelling Workshops, on December 8th and 10th to help growers learn how to tell their vineyard story in a way that is attractive to winegrape buyers, media, and the public/consumers.
- The January 5th IPM Network Breakfast Meeting, with Dr. Akif Eskalen speaking about wood canker disease, had 45 attendees and offered 1.5 hrs of DPR CE credits. Committee Member Scott Armolea helped to guide the direction of the meeting and moderated the session.
- Our Pruning Workshop at LangeTwins with Committee Member Kyle Brown and Craig Edwards taught a small group about mechanized pruning and the follow up hand labor.
- Committee Member Amy Blagg hosted crop insurance, Dept. of Labor, and sexual harassment meetings.
- Guest Dr. Karen Block told us about a San Joaquin Valley Grape Symposium and the UC Paso Robles On the Road event.

- **Ideas for future initiatives**

- 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. The next seminar will be organized with Jaclyn Stokes and is scheduled for January 20th.
- Sheep Grazing Demo for weed management: In late January/February, an outdoor field demo with a local sheep rancher.
- Committee Members Amy Blagg, Joe Valente, Larry Whitted, and Dr. Stephanie Bolton are working with the Lodi Chamber Agribusiness Committee and UCCE farm advisors outside of Lodi to put together a virtual Lodi Grape Day on February 2, 2021. Dr. Kaan Kurtural, Dr. Anita Oberholster, Dr. Anil Shresthra, and Beth Stone Smith will be the main speakers, and Dr. Stephanie Bolton will give a brief update on the Commission's viticulture research and IPM activities.
- The Commission will host two more Storytelling Workshops in February.
- The next IPM Network Breakfast Meeting is March 2nd.
- Dr. Stephanie Bolton will be giving a Fresno State Viticulture & Enology Seminar on February 24th called "10 Exciting Things Happening in Lodi Viticulture Right Now."
- Possible future event topics: nutrient management (we have Stan Grant waiting in the wings), niche market talks, mealybug and virus Q&A (to be housed on virus webpage), smart apply sprayer demo (Matt Frank and Belcorp).
- UC Davis will host a Healthy Vineyard Soils seminar (2/9-10) and a Recent Advances in Viticulture & Enology (RAVE) conference (April 7-8).
- LDGGA has a laws & regs update meeting and a virtual Annual Meeting (2/18) coming up.
- The virtual Unified Wine & Grape Symposium is the last week in January.

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.
- Grower e-Newsletter emails are sent a few times per month as needed, with an extensive calendar at the bottom.
- The lodigrowers.com website is updated nearly daily with educational events (under the Education heading, Local Opportunities page) and viticulture blogs are posted every Monday morning.
- The Commission is working on a format/time for the Annual Meeting and the Annual Report.
- The Commission mailed postcards to assessment-paying CD11 growers to confirm addresses and entities in advance of our five-year election, coming in the Spring.
- The Committee discussed the benefits and challenges of conducting a Lodi salary survey. Current industry salary surveys are expensive for growers to participate in and do not capture Lodi data.

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

- **Research projects and focus group updates**

- The Virus Focus Group has still been passing out virus books all over California and beyond, with a lot of gratitude and praise. Requests for books come in every week.
- Dr. Kent Daane and collaborators are making progress on the BIFS grant with vine mealybug pheromone mating disruption application. He will be speaking with a Jahant group of growers next week.
- The Xerces Society project on native species hedgerows and beneficial insect/monarch habitat has engaged a wide audience, as the growers who are planting hedgerows in the project educate students and their circles of wine consumers.
- The newly formed Grapevine Rootstock Research Focus Group continues to meet monthly with Chris Storm, Dr. Keith Striegler, Lisa Meline, and Dr. Stephanie Bolton present. The next meeting will be held on January 16th.
- Dr. Stephanie Bolton will lead a collaborative project to elucidate the current status of Viticulture & Enology extension in the USA, with NGRA's support.

- **Viticulture Research Specialist**

- The Commission currently has two strong candidates for the new position and has begun interviews.

8. **Weather Network services.** We need more rain!

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard organically and make improvements. Stanton and Dr. Stephanie Bolton met with the landscape architect, Jeff Gamboni, to discuss improvements for this fiscal year. The Commission received a proposal for the architect fees yesterday and will need to obtain more quotes.
10. The **FY2020-2021 Budget** through November 30th (Exhibit A) was reviewed.
11. **Reports from other Committees.**
- Stuart Spencer updated the Committee on the Lodi Winegrape Commission's marketing efforts, which included mailing a holiday Lodi Grower gift send to about 75-80 winegrape buyers and a reimagined Lodi Wine & Chocolate experience. Stuart will be speaking about Lodi old vine vineyards at a ZAP event later this month.
12. **Public comment on items not appearing on the agenda (2 min limit):** none.
13. **Items for future agendas:** none.
14. The **next meeting is scheduled for March 9th at 2pm.**
15. Striegler/Goehring made a motion to adjourn. The **meeting was adjourned** at 3:22pm.

Respectfully submitted,

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

LODI WINEGRAPE COMMISSION
2020-2021 BUDGET
AS OF NOVEMBER 30, 2020

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$541,357.04	33.72%
4160	Winery Contributions	\$85,000.00	\$43,000.00	50.59%
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	\$351.22	35.12%
4150	Other Income (Sponsorship)	\$10,000.00	\$924.45	9.24%
	Subtotal Commission Revenue	\$2,020,785.00	\$585,632.71	28.98%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$54,488.79	25.92%
4148	Rent	\$48,051.91	\$20,019.50	41.66%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$74,508.29	28.85%
	Total Revenue	\$2,279,046.79	\$660,141.00	28.97%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$328,952.21	45.00%
	Winery Marketing	\$135,000.00	\$3,967.42	2.94%
	Research, Education & Communication	\$154,700.00	\$25,154.49	16.26%
	Lodi Rules	\$49,500.00	\$979.20	1.98%
	Admin & Personnel	\$904,270.86	\$335,643.35	37.12%
	Visitor Center Sponsorship	\$75,000.00	\$31,250.00	41.67%
	Subtotal Commission Expenditures	\$2,049,420.86	\$725,946.67	35.42%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$74,508.29	28.85%
	Subtotal CWEF Expenditures	\$258,261.79	\$74,508.29	28.85%
	Total Expenditures	\$2,307,682.65	\$800,454.96	34.69%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	-\$140,313.96	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF NOVEMBER 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	\$80,480.59	160.96%
6110	Advertising (Paid Media)	\$350,000.00	\$122,029.18	34.87%
6120	Printing & Materials	\$30,000.00	\$12,080.26	40.27%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$214,590.03	49.90%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$10,000.00	33.33%
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	\$15,000.00	30.49%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$32,500.00	41.67%
6098	Supplies	\$3,000.00	\$366.14	12.20%
6130	Public Relations Activities	\$75,000.00	\$21,199.15	28.27%
6132	Lodi Wine Blog	\$72,000.00	\$33,000.00	45.83%
6170	Wine Purchases	\$1,500.00	\$994.04	66.27%
	Public Relations Expenditures	\$229,500.00	\$88,059.33	38.37%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$4,444.98	148.17%
6060	Website - Internet	\$10,000.00	\$6,835.73	68.36%
6076 & 6080	Travel	\$7,500.00	\$22.14	0.30%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$11,302.85	50.80%
	Total Expenditures	\$730,950.00	\$328,952.21	45.00%

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

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<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	\$810.00	5.40%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$149.96	2.00%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$3,863.78	6.23%
	<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	\$5.18	0.07%
	Events Expenditures	\$67,500.00	\$5.18	0.01%
	<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	\$3,967.42	2.94%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2020-2021 BUDGET
AS OF NOVEMBER 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	\$271.98	2.72%
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	\$295.00	59.00%
6220	Grower Meetings & Socials	\$16,000.00	\$1,626.80	10.17%
6221	LWC Meeting Expenses	\$1,200.00	\$45.86	3.82%
6250	Membership/Dues	\$3,000.00	\$350.00	11.67%
6255	Subscriptions	\$1,500.00	\$1,493.80	99.59%
6266	Weather Services	\$30,000.00	\$6,970.00	23.23%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	<u>\$54,200.00</u>	<u>\$11,245.40</u>	<u>20.75%</u>
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$2,930.21	29.30%
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	\$399.94	16.00%
6210	Publications	\$30,000.00	\$4,802.57	16.01%
	Communications Expenditures	<u>\$65,500.00</u>	<u>\$9,745.11</u>	<u>14.88%</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	\$4,163.98	27.76%
	Research Expenditures	<u>\$35,000.00</u>	<u>\$4,163.98</u>	<u>11.90%</u>
	Total REC Expenditures	<u>\$154,700.00</u>	<u>\$25,154.49</u>	<u>16.26%</u>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
 LODI RULES
 2020-2021 BUDGET
 AS OF NOVEMBER 30, 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	\$100.00	5.00%
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	\$545.00	6.06%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$645.00	1.84%
	<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	\$979.20	1.98%

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

DEPARTMENT: ADMINISTRATION				
ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$216,233.68	39.75%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$48,042.89	35.86%
	Personnel Expenditures	\$678,002.00	\$264,276.57	38.98%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	\$841.92	5.26%
6033	Office Supplies	\$12,000.00	\$3,499.93	29.17%
6035	Postage	\$2,000.00	\$589.95	29.50%
6040	Rent	\$75,474.86	\$31,312.60	41.49%
6041	Offsite Storage	\$5,136.00	\$2,233.00	43.48%
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$5,390.17	59.89%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$2,899.00	44.60%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$282.40	28.24%
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%
	Office Expenditures	\$129,310.86	\$49,188.59	38.04%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$1,771.88	35.44%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$40,000.00	\$8,430.82	21.08%
	Professional Fees Expenditures	\$66,000.00	\$10,202.70	15.46%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00	\$9,673.25	41.67%
6070.4	Copier/Lease	\$3,742.00	\$1,558.80	41.66%
	Information Technology Expenditures	\$28,958.00	\$11,232.05	38.79%
	<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	\$180.41	18.04%
6250	Dues	\$250.00	\$559.00	223.60%
	Other Admin Expenditures	\$2,000.00	\$743.44	37.17%
	Total Expenditures	\$904,270.86	\$335,643.35	37.12%

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET
AS OF NOVEMBER 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	\$44,140.55	25.50%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$10,348.24	27.87%
	Personnel Expenditures	\$210,209.88	\$54,488.79	25.92%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$20,019.50	41.66%
	Office Expenditures	\$48,051.91	\$20,019.50	41.66%
	Total Visitor Center Expenditures	\$258,261.79	\$74,508.29	28.85%