



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, February 8, 2021
Time: 2pm
Location: Online

1. The meeting was **called to order** at 2:03pm by Committee Chairman Aaron Shinn.

2. **Roll Call:**

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

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

3. Motion to **approve** December 14, 2020 meeting **minutes** (Exhibit A). Abba/Kolber – Motion carried. No “NO” votes and no abstentions.

4. **Public comment** on items appearing on the agenda: none.

5. **Program updates:**

- **Marketing & promotions**

- Dr. Bolton spoke about LODI RULES at Lodi Grape Day (168 attendees) and will be speaking about it again to the San Diego Farm Bureau on March 3.
- Our new Washington growers asked for a Winery Handbook with the CERTIFIED GREEN seal, so we completed that version and mailed 30 copies to Washington.
- We finalized the storyboard and copy for the 1-minute LODI RULES explainer video with Reingold.
- We updated all three of our infographics with the final 2020 stats and added these to our websites.
- The next “How to tell your sustainable farming story” workshop will be on February 25.
- We finalized the LODI RULES Vineyard Tech Sheet templates with estreetco.
- We’re creating a video about sheep grazing for weed management based on the Schulenburg Vineyard Demonstration.

- **Program improvements**
 - The 2021 program documents have all been updated and are available online and in LODI RULES binders.
 - We still need to spot-check the LODI RULES Spanish translation, but hope to announce it soon.
 - We've had some discussions with the REC Committee about conducting a salary survey.
 - There is a new dual certification pathway available for LODI RULES growers to more easily become certified under the CCSW program.
 - We are on a grant proposal titled "Enhancing Sustainable Winegrowing Education and Communication through Industry-Wide Goals for Key Sustainability Areas".

- **New & revised Standards**
 - We're taking the Standard revisions, adding Companion Information, and formatting them. The Committee agreed that we should add the pesticide risk threshold requirement into the Standards, as Dr. Cliff Ohmart suggests, to better incorporate the pesticide risk model into the actual Standard.

- **Grower/Winery communications**
 - We will schedule a Sustainable Vision Workshop once all applications are in.
 - We continue to sign up new growers (as small as 1 acre) and new wineries who want to use one of our seals on a wine label.
 - We updated the Winery Resources web page at lodigrowers.com with many communications tools developed in the past four years – now it is time for us to communicate that these tools exist!
 - In lieu of a LODI RULES Annual Meeting, we decided to communicate via an email, create a special LODI RULES newsletter (highlighting Grower Marketing), and call our growers and wineries to check in and see what materials they may need, including swag.
 - Today's lodigrowers.com viticulture blog article announced the opening of the 2021 Green Medal Awards, of which two Committee Members have won in the past and where Dr. Bolton serves on the Planning Committee and as a judge. Applications are due on April 2.

- **Protected Harvest & SureHarvest news**
 - Late applications will be accepted until April 1 without a problem.
 - There have been some issues with growers trying to get in touch with Protected Harvest over the phone.
 - The Committee discussed the 2021 application email and fee increase communications, which were clear with no issues.

- **Pesticide Risk Model for 2021 certification year & beyond**
 - It is looking like a 2022 launch date for PRT, with select participation in 2021 on a test-run basis.
 - Stuart Spencer gave the Committee an update on finalizing an agreement regarding the new pesticide risk model with Protected Harvest and IPMI.
 - Dr. Bolton met with Eric Harris (SureHarvest, for Protected Harvest) last week to discuss PRT and a timeline. He entered select 2020 data in to PRT to get a better idea of the threshold we will want to use for PRT. It is important to have at least three years' worth of data to determine this threshold, and that the end result is simple and user-friendly. Our next step is to look more closely at materials that are high in PEAS/low in PRT (or vice versa) and determine why and how to best communicate these nuances to growers. Dr. Bolton and Eric Harris will continue to meet about once every three weeks to ensure that we stay on schedule and flush out the details.

6. The **FY2020-2021 Budget** (Exhibit B) through November 30, 2020 was reviewed.
7. **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 Spring storytelling ad campaign and a future LODI RULES Masterclass with Elaine Brown. He also discussed the Lodi Winegrape Commission Annual Meeting and Annual Report plans.
 - The Commission will be hiring a Viticulture Research Specialist. Depending on the candidate, this position may be able to help us with basic LODI RULES presentations.
 - A UC Researcher has extensively studied the potential for growing elderberries as a profitable hedgerow crop.
 - Pheromone mating disruption for vine mealybugs may soon be covered by USDA NRCS EQIP/CSP.
 - There is a pruning seminar on February 10.
8. **Public comment** on items not appearing on the agenda: Madelyn Kolber suggested that we offer certificates and acknowledgement for exiting Committee Members to thank them for their service.
9. **Future agenda items:** none.
10. **Next meeting** is on April 12, 2021, at 2pm.
11. **Meeting adjourned** at 3:51pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



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 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

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	\$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	<u>\$35,100.00</u>	<u>\$645.00</u>	<u>1.84%</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	\$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	<u>\$7,200.00</u>	<u>\$334.20</u>	<u>4.64%</u>
	Total Expenditures	<u>\$49,500.00</u>	<u>\$979.20</u>	<u>1.98%</u>

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%