



Executive Committee Meeting Minutes May 5, 2021

The Executive Committee of the Lodi Winegrape Commission met on May 5, 2021

1. The meeting was called to order by Chair Altnow at 2:36PM.
2. Roll was called. In attendance were Chair Altnow, Curt Gillespie, Aaron Shinn and Brandon Sywassink. Also, in attendance was Mirek Wilczek (CDFA Marketing Branch), Rodney Tipton, Ben & Madelyn Kolber, Farrah Felten and Tom Hoffman. Staff present was Stuart Spencer. A quorum was established.
3. Minutes of 4/6/21 were approved (Exhibit A). Sywassink/Shinn – Carried
4. Public Comments on Items Appearing on the Agenda – None
5. LAIC Presentation – Rodney Tipton and members of the Lodi Appellation Inclusion Collective (LAIC) discussed their organization and plans. At this point, they have partnered with the Roots Fund to offer a Lodi enrichment trip in June for four individuals. The experience is being funded by the vintners and growers directly involved in hosting the individuals. On this trip, all four individuals are interested in wine production. LAIC is striving to create opportunities in the wine industry for people of color and other groups previously not significantly represented in the wine industry. There are also discussions about a potential wine competition as well.
6. LWC Policy & Procedures –
 - Board Elections – Commission board elections are coming up. Kendra Altnow will be terming out, and we will need at least one new board member if all Commissioners and Alternates rerun.
 - Assessment Policy & Procedures - Spencer is still working with Commission legal counsel Jill England on developing an Assessment Policy and Procedures. The goal is to have an updated policy and procedures in place by the coming growing season.
 - Executive Director Review & Compensation Policy – the committee discussed updating the ED review and creating a compensation policy that benchmark's salaries to other trade associations of similar size and budget. Such a policy could make the process more objective and constructive, and better position the organization to attract future executive directors.

7. LWC Activities Update – ED Spencer updated the committee on several key items. Staff is looking to partner with Visit Lodi on a Tourism Recovery Grant application to SJ County. Stephanie has been meeting with local education leaders discussing how to better prepare our local students for careers in the local agricultural and hospitality industries. Recently, the group was awarded a \$200,000 Genentech Foundation grant to design a new, innovative high school program that provides Lodi student access to a dual enrollment and CTE curriculum to prepare students for a variety of professional careers within the winegrowing and hospitality industries. Spencer and Altnow have been discussing the need to initiate a strategic planning effort with the winery community to foster better engagement and clearly define a set of goals and objectives. Spencer also discussed the possibility of applying for a second round of PPP funding. Unfortunately, the program ran out of money before the Commission had spent it's first round.
8. Public Comment on items not appearing on the agenda – None.
9. Future Agenda Items –
 - Executive Director Review
 - Assessment Policy & Procedures
 - Board Elections
10. Next meeting date – the Executive Committee set the date for the next Executive Committee meeting for June 3, 2021 and June 17 at 2:30PM. They also set the date for the June LWC Board meeting for June 23, 2021 at 2:30PM.
11. The meeting was adjourned at 4:35PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary



Executive Committee Meeting Minutes April 6, 2021

The Executive Committee of the Lodi Winegrape Commission met on April 6, 2021

1. The meeting was called to order by Chair Altnow at 2:33PM.
2. Roll was called. In attendance were Chair Altnow, Aaron Shinn and Brandon Sywassink. Also, in attendance was Mirek Wilczek (CDFA Marketing Branch). Staff present was Stuart Spencer. A quorum was established.
3. Minutes of 2/25/21 were approved (Exhibit A). Sywassink/Shinn – Carried
4. Public Comments on Items Appearing on the Agenda – None
5. LWC Activities Update – ED Spencer updated the committee on current Commission marketing, research, and education activities. 20 wineries are participating in the upcoming Lodi Wine & Chocolate weekend scheduled for May 15-16. Participation and engagement from the winery community has been lackluster during COVID. The committee discussed ways to reengage the vintners. Spencer also noted that the lease with Wine & Roses is up this year, and he had started discussion with Russ Munson. In addition, the committee discussed the ongoing LWC Referendum vote (final votes are due by April 22) and the upcoming board elections.
6. LWC Assessment Policy & Procedures – Spencer is still working with Commission legal counsel Jill England on developing an Assessment Policy and Procedures. The goal is to have an updated policy and procedures in place by the coming growing season.
7. Public Comment on items not appearing on the agenda – A few items were brought up. Wilczek noted that the CDFAs Marketing Branch would be moving to the Sacramento downtown offices, and that some of the employees would continue working from home moving forward. Altnow noted that it was time to conduct the Executive Director annual review. It was also noted that CDFAs would count board election ballots moving forward.
8. Future Agenda Items –
 - Executive Director Review
 - Assessment Policy & Procedures
 - Board Elections

9. Next meeting date – the Executive Committee set the date for the next Executive Committee meeting for May 5, 2021 at 2:30PM. They also set the date for the next LWC Board meeting for May 12, 2021 at 2:30PM.

10. The meeting was adjourned at 4:02PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary