



## LODI RULES COMMITTEE MEETING MINUTES

**Date:** Monday, May 10, 2021  
**Time:** 2pm  
**Location:** Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 2:04pm by Committee Chairman Aaron Shinn.

2. **Roll Call:**

Attended	First Name	Last Name
x	Phil	Abba
x	Warren	Bogle
x	Bruce	Fry
x	Charlie	Hamilton
	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), Brandon Sywassink (LWC Board), Amy Wolfe (Protected Harvest Board President), Steve McIntyre (Monterey Pacific), and Sara Frazer (Monterey Pacific).

3. Motion to **approve** April 12, 2021 meeting **minutes** (Exhibit A). Kolber/Abba – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: none.
5. **Program updates:**
- Bogle has encouraged many new growers with contracts – we have at least 18 new growers for 2021 – thanks Warren!
  - The virtual LODI RULES Sustainable Vision Workshops with Kent Reeves on April 28 and May 6 were well-attended and inspiring.
  - We scheduled our two-hour LODI RULES Masterclass moderated by Elaine Chukan Brown for Monday, May 17 from 10am-12pm. It will be called “Boots on the Ground: A Masterclass in Sustainable Viticulture & LODI RULES” and is a partnership between the Lodi Winegrape Commission and the SommFoundation. We’ve had 150 people register to attend and there is a competition for somms who attend. Madelyn Kolber and Phil Abba will both be grower panelists, and all are encouraged to attend.
  - Dr. Bolton has been meeting with Dr. Eric Harris (SureHarvest, for Protected Harvest) and Ariel Larson (IPM Institute) every 2-3 weeks to discuss PRT and make sure we are on track with a timeline. It is important that there is also a non-computer-based tool for pesticide decision making. Ariel is working on a longer list of materials and risk scores than was presented to the Committee previously, which can be a PDF for growers to use in the field. We are using data from 2017, 2018, and 2020 to determine a PRT threshold. All LODI

RULES Committee members are strongly encouraged to participate in the PRT pilot workshops on the following dates/times. DPR credits applied for.

- June 3 & 8 (choose one) | LODI RULES PRT Pilot Intro Workshop
- July 8 & 13 (choose one) | LODI RULES PRT Pilot Feedback Workshop

6. **Amy Wolfe, the Protected Harvest Board President**, introduced herself to the Committee and each Member shared a bit about themselves and why there are dedicated to the LODI RULES program.
7. **Steve McIntyre of Monterey Pacific** introduced himself and spoke with the Committee about his ideas for why there is a need to offer flexibility between certification programs in the future.
8. The **FY2020-2021 Budget** (Exhibit B) to date, along with a **FY2021-2022 draft Budget Request** were reviewed. Quashnick/Hamilton made a motion to submit the Draft Budget Request to the LWC Board after adjusting the PRT license fee if needed. Motion carried. No "NO" votes and no abstentions.
9. **Brief reports from other Lodi Winegrape Commission Committees, focusing on LODI RULES connections:**
  - The Commission's Spring Advertising Campaign for Lodi Wine is centered around telling the vineyard/grower story.
  - It looks like the Referendum will pass.
  - On May 20, there will be a Smart Sprayer Tailgate Talk at a Trinchero ranch.
10. **Public comment** on items not appearing on the agenda: LWC Board Member Brandon Sywassink discussed some questions regarding our contract with the third party certifier, Protected Harvest.
11. **Future agenda items:** LODI RULES succession planning.
12. **Next meeting** is on June 14, 2021, at 12pm.
13. **Meeting adjourned** at 3:44pm.

Respectfully submitted,



Stephanie Bolton, PhD  
LODI RULES Sustainable Winegrowing Director



## LODI RULES COMMITTEE MEETING MINUTES

**Date:** Monday, April 12, 2021  
**Time:** 2pm  
**Location:** Online

1. The meeting was **called to order** at 2:06pm 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
	Steve	Quashnick
x	Chris	Storm
x	Aaron	Shinn

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

3. Motion to **approve** February 8, 2021 meeting **minutes** (Exhibit A). Abba/Lange – Motion carried. No “NO” votes and no abstentions.

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

5. **Program updates:**

- **Marketing & promotions**

- Bogle has encouraged many new growers with contracts – we have at least 18 new growers for 2021 – thanks Warren!
- There are two virtual LODI RULES Sustainable Vision Workshops scheduled with Kent Reeves: April 28 (1:30-4:30pm) and May 6 (9am-12pm). Dr. Bolton personally emailed 28 people interested in attending, and these are advertised in grower emails and at lodigrowers.com.
- Dr. Bolton spoke about LODI RULES at the San Diego Farm Bureau meeting on March 3.
- We finished the 1-minute LODI RULES explainer video with Reingold, just in time for Earth Day and Down to Earth Month. The goals of this video were to explain in simple terms what sustainable farming means and to get consumers/trade to turn wine bottles around to look for a certified green seal. The video is the pop-up video on lodirules.org and is available for any growers/wineries to use on their social media, websites, etc.
- We hosted a “How to tell your sustainable farming story” workshop on February 25 with great attendance.

- On February 11, we sent the LODI RULES Grower Marketing Tools Newsletter to 440 people via email, including current and potential growers
  - Our LODI RULES email lists have 380 current growers, 78 LODI RULES seal users, and 63 potential growers
  - There's been lots of suggestions to do more for our community's children to teach them about sustainability. We teamed up with Suzanne Ledbetter to develop a family- and pandemic-friendly travel Sustainability BINGO game for consumers who drive through wine country. Suzanne wrote an article about this effort and the LODI RULES program for the April 2021 edition of San Joaquin Magazine. The BINGO sets are available at the Lodi Winegrape Commission office and the Lodi Wine Visitor Center during the month of April – we sent an email to our LODI RULES community advertising them on April 1.
  - We scheduled our two-hour LODI RULES Masterclass moderated by Elaine Chukan Brown for Monday, May 17 from 10am-12pm. It will be called “Boots on the Ground: A Masterclass in Sustainable Viticulture & LODI RULES” and is a partnership between the Lodi Winegrape Commission and the SommFoundation. We've had 75 people apply to attend as a sponsored slot (they get wine shipped to them) and there is a competition for somms who attend. Madelyn Kolber and Phil Abba will both be grower panelists, and all are welcome to attend. We're launching our LODI RULES Spanish translation at this Masterclass too.
  - CSWA is compiling a 2020 Sustainability Report and they are including the other California sustainability programs in this report, so we sent them a lot of information about stats, history, and our accomplishments.
- **Program improvements**
    - We've had some discussions with the REC Committee about conducting a salary survey and will keep it on the table as an option, but after looking into it further there is less motivation to conduct one ourselves. There are a few options for growers to complete a free salary survey right now, including Western Growers.
    - Once the new and revised LODI RULES Standards are formatted and have Companion Information, we will share these with our growers for feedback.
    - Madelyn Kolber updated the Committee on certificates for past members.
- **New & revised Standards**
    - We're taking the Standard revisions, adding Companion Information, and formatting them.
- **Grower/Winery communications**
    - We continue to sign up new growers and new wineries who want to use one of our seals on a wine label.
    - 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. We are still working on the phone call check-ins.
- **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.
    - Dr. Bolton has been meeting with Eric Harris (SureHarvest, for Protected Harvest) every 3-4 weeks to discuss PRT and make sure we are on track with a timeline. It is important that there is also a non-computer-based tool for pesticide decision making. Ariel is working on a longer list of materials and risk scores than was presented to the Committee previously, which can be a PDF for growers to use in the field. We are using data from 2017, 2018, and 2020 to determine a PRT threshold.

6. The **FY2020-2021 Budget** (Exhibit B) through January 31, 2021 was reviewed.
7. **Brief reports from other Lodi Winegrape Commission Committees, focusing on LODI RULES connections:** none.
8. **Public comment** on items not appearing on the agenda: none.
9. **Future agenda items:** none.
10. **Next meetings** are on May 10 and June 14, 2021, at 2pm.
11. **Meeting adjourned** at 3:38pm.

Respectfully submitted,



Stephanie Bolton, PhD  
LODI RULES Sustainable Winegrowing Director

LODI WINEGRAPE COMMISSION  
2020-2021 BUDGET  
AS OF FEBRUARY 28, 2021

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$1,381,473.44	86.06%
4160	Winery Contributions	\$85,000.00	\$62,875.00	73.97%
4162	Event Revenue	\$270,000.00	\$0.00	0.00%
4122	Lodi Rules Licensing Fees	\$49,500.00	\$54,746.40	110.60%
4131	Grant Income	\$0.00	\$0.00	#DIV/0!
4130	Interest	\$1,000.00	\$532.62	53.26%
4150	Other Income (Sponsorship)	\$10,000.00	\$1,178.45	11.78%
	<b>Subtotal Commission Revenue</b>	<b>\$2,020,785.00</b>	<b>\$1,500,805.91</b>	<b>74.27%</b>
	<b>Revenue (CWEF-Visitor Center)</b>			
4145	Administrative Agreement	\$210,209.88	\$87,289.96	41.53%
4148	Rent	\$48,051.91	\$32,031.20	66.66%
	Other	\$0.00	\$0.00	#DIV/0!
	<b>Subtotal CWEF Revenue</b>	<b>\$258,261.79</b>	<b>\$119,321.16</b>	<b>46.20%</b>
	<b>Total Revenue</b>	<b>\$2,279,046.79</b>	<b>\$1,620,127.07</b>	<b>71.09%</b>
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$474,731.38	64.95%
	Winery Marketing	\$135,000.00	\$17,656.42	13.08%
	Research, Education & Communication	\$154,700.00	\$46,125.87	29.82%
	Lodi Rules	\$49,500.00	\$2,379.56	4.81%
	Admin & Personnel	\$904,270.86	\$569,289.30	62.96%
	Visitor Center Sponsorship	\$75,000.00	\$50,000.00	66.67%
	<b>Subtotal Commission Expenditures</b>	<b>\$2,049,420.86</b>	<b>\$1,160,182.53</b>	<b>56.61%</b>
	<b>CWEF Expenditures</b>			
	Visitor Center	\$258,261.79	\$119,321.16	46.20%
	<b>Subtotal CWEF Expenditures</b>	<b>\$258,261.79</b>	<b>\$119,321.16</b>	<b>46.20%</b>
	<b>Total Expenditures</b>	<b>\$2,307,682.65</b>	<b>\$1,279,503.69</b>	<b>55.45%</b>
	<b>Excess of Revenues Over (Under) Expenditures</b>	<b>-\$28,635.86</b>	<b>\$340,623.38</b>	

LODI WINEGRAPE COMMISSION  
GROWER MARKETING  
2020-2021 BUDGET  
AS OF FEBRUARY 28, 2021

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Industry, Trade &amp; Consumer Promotion</u></b>			
6100	Graphic Design (Advertising Design)	\$50,000.00	\$101,900.59	203.80%
6110	Advertising (Paid Media)	\$350,000.00	\$174,417.18	49.83%
6120	Printing & Materials	\$30,000.00	\$18,120.14	60.40%
	<b>Industry, Trade &amp; Consumer Promotion Expenditures</b>	<b>\$430,000.00</b>	<b>\$294,437.91</b>	<b>68.47%</b>
	<b><u>Promotional Events &amp; Activities</u></b>			
6023.2	Export Promotion	\$30,000.00	\$15,000.00	50.00%
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%
6150	Community Sponsorship	\$6,000.00	\$36.10	0.60%
6160	Trade Shows	\$3,200.00		0.00%
	<b>Promotional Events &amp; Activities Expenditures</b>	<b>\$49,200.00</b>	<b>\$20,036.10</b>	<b>40.72%</b>
	<b><u>Public Relations</u></b>			
6023	Consulting Services (Agency)	\$78,000.00	\$52,000.00	66.67%
6098	Supplies	\$3,000.00	\$1,020.62	34.02%
6130	Public Relations Activities	\$75,000.00	\$28,614.56	38.15%
6132	Lodi Wine Blog	\$72,000.00	\$54,000.00	75.00%
6170	Wine Purchases	\$1,500.00	\$1,067.10	71.14%
	<b>Public Relations Expenditures</b>	<b>\$229,500.00</b>	<b>\$136,702.28</b>	<b>59.57%</b>
	<b><u>Activities Support</u></b>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$13,462.80	448.76%
6060	Website - Internet	\$10,000.00	\$10,055.14	100.55%
6076 & 6080	Travel	\$7,500.00	\$37.15	0.50%
6221	LWC Meeting Expenses	\$750.00		0.00%
	<b>Activities Support Expenditures</b>	<b>\$22,250.00</b>	<b>\$23,555.09</b>	<b>105.87%</b>
	<b>Total Expenditures</b>	<b>\$730,950.00</b>	<b>\$474,731.38</b>	<b>64.95%</b>

LODI WINEGRAPE COMMISSION  
WINERY MARKETING  
2020-2021 BUDGET  
AS OF FEBRUARY 28, 2021

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Consumer Promotion</u></b>			
6070.3	Maintenance Directional Signs	\$2,500.00	\$15,055.69	602.23%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$2,260.00	15.07%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$199.62	2.66%
6130	Public Relations	\$2,000.00		0.00%
	<b>Consumer Promotion Expenditures</b>	<b>\$62,000.00</b>	<b>\$17,515.31</b>	<b>28.25%</b>
	<b><u>Events (Roadshows)</u></b>			
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%
	<b>Events Expenditures</b>	<b>\$67,500.00</b>	<b>\$5.18</b>	<b>0.01%</b>
	<b><u>Activities Support</u></b>			
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	\$99.59	6.64%
6060	Website - Internet		\$36.34	
	<b>Activities Support Expenditures</b>	<b>\$5,500.00</b>	<b>\$135.93</b>	<b>2.47%</b>
	<b>Total Expenditures</b>	<b>\$135,000.00</b>	<b>\$17,656.42</b>	<b>13.08%</b>



LODI WINEGRAPE COMMISSION  
RESEARCH EDUCATION & COMMUNICAT  
2020-2021 BUDGET  
AS OF FEBRUARY 28, 2021

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<b><u>Outreach &amp; Education</u></b>			
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	\$502.74	50.27%
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	\$4,441.80	27.76%
6221	LWC Meeting Expenses	\$1,200.00	\$196.21	16.35%
6250	Membership/Dues	\$3,000.00	\$1,430.00	47.67%
6255	Subscriptions	\$1,500.00	\$1,649.80	109.99%
6266	Weather Services	\$30,000.00	\$11,466.50	38.22%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	<b>Outreach &amp; Education Expenditures</b>	<b><u>\$54,200.00</u></b>	<b><u>\$20,293.25</u></b>	<b><u>37.44%</u></b>
	<b><u>Communications</u></b>			
6035	Postage	\$10,000.00	\$3,742.12	37.42%
6060	Website/Internet	\$5,000.00	\$1,218.06	24.36%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$581.90	7.27%
6120	Printing & Materials	\$2,500.00	\$1,233.96	49.36%
6210	Publications	\$30,000.00	\$4,892.60	16.31%
	<b>Communications Expenditures</b>	<b><u>\$65,500.00</u></b>	<b><u>\$11,668.64</u></b>	<b><u>17.81%</u></b>
	<b><u>Research</u></b>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%
6330	Winegrape Research	\$15,000.00	\$4,163.98	27.76%
	<b>Research Expenditures</b>	<b><u>\$35,000.00</u></b>	<b><u>\$14,163.98</u></b>	<b><u>40.47%</u></b>
	<b>Total REC Expenditures</b>	<b><u>\$154,700.00</u></b>	<b><u>\$46,125.87</u></b>	<b><u>29.82%</u></b>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION  
 LODI RULES  
 2020-2021 BUDGET  
 AS OF FEBRUARY 28, 2021

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Communications, Marketing &amp; Promotions</u></b>			
6060	Website/Internet	\$2,000.00	\$39.34	1.97%
6100	Graphic Design	\$3,000.00	\$251.66	8.39%
6120	Printing & Materials	\$2,000.00	\$133.12	6.66%
6130	Public Relations	\$8,600.00		0.00%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$10,000.00	\$428.10	4.28%
6220	Grower Meetings & Seminars	\$9,000.00	\$1,127.39	12.53%
	<b>Communications, Marketing &amp; Promotions Expenditures</b>	<b>\$35,100.00</b>	<b>\$1,979.61</b>	<b>5.64%</b>
	<b><u>Program Improvements</u></b>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	<b>Program Improvements Expenditures</b>	<b>\$7,200.00</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b><u>Activities Support</u></b>			
6022	Legal Fees	\$1,200.00	\$325.00	27.08%
6033 & 6098	Supplies	\$300.00		0.00%
6035	Postage/Shipping	\$700.00	\$74.95	10.71%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	<b>Activities Support Expenditures</b>	<b>\$7,200.00</b>	<b>\$399.95</b>	<b>5.55%</b>
	<b>Total Expenditures</b>	<b>\$49,500.00</b>	<b>\$2,379.56</b>	<b>4.81%</b>

LODI WINEGRAPE COMMISSION  
ADMINISTRATION  
2020-2021 BUDGET  
AS OF FEBRUARY 28, 2021

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<b><u>Personnel</u></b>			
6000	Salaries/Wages	\$544,030.00	\$343,031.90	63.05%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$79,803.44	59.57%
	<b>Personnel Expenditures</b>	<b>\$678,002.00</b>	<b>\$422,835.34</b>	<b>62.36%</b>
	<b><u>Office Expenses</u></b>			
6026	Insurance	\$16,000.00	\$2,562.72	16.02%
6033	Office Supplies	\$12,000.00	\$6,305.55	52.55%
6035	Postage	\$2,000.00	\$784.12	39.21%
6040	Rent	\$75,474.86	\$50,100.16	66.38%
6041	Offsite Storage	\$5,136.00	\$3,640.00	70.87%
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$8,775.81	97.51%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$4,249.00	65.37%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$472.29	47.23%
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%
	<b>Office Expenditures</b>	<b>\$129,310.86</b>	<b>\$79,029.27</b>	<b>61.12%</b>
	<b><u>Professional Fees</u></b>			
6022	Legal Counsel	\$5,000.00	\$3,870.01	77.40%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%
6099	CDFA Charges	\$40,000.00	\$24,159.97	60.40%
	<b>Professional Fees Expenditures</b>	<b>\$66,000.00</b>	<b>\$48,576.98</b>	<b>73.60%</b>
	<b><u>Information Technology</u></b>			
6060	Software Licenses	\$2,000.00	\$79.99	4.00%
6070.1	IT Services	\$23,216.00	\$15,477.20	66.67%
6070.4	Copier/Lease	\$3,742.00	\$2,494.08	66.65%
	<b>Information Technology Expenditures</b>	<b>\$28,958.00</b>	<b>\$18,051.27</b>	<b>62.34%</b>
	<b><u>Other Admin Expenses</u></b>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$35.69	14.28%
6221	LWC Meeting Expenses	\$1,000.00	\$201.75	20.18%
6250	Dues	\$250.00	\$559.00	223.60%
	<b>Other Admin Expenditures</b>	<b>\$2,000.00</b>	<b>\$796.44</b>	<b>39.82%</b>
	<b>Total Expenditures</b>	<b>\$904,270.86</b>	<b>\$569,289.30</b>	<b>62.96%</b>

LODI WINEGRAPE COMMISSION

CWEF

2020-2021 BUDGET

AS OF FEBRUARY 28, 2021

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>
	<b><u>Personnel</u></b>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$70,652.51	40.82%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$16,637.45	44.81%
	<b>Personnel Expenditures</b>	<b>\$210,209.88</b>	<b>\$87,289.96</b>	<b>41.53%</b>
	<b><u>Office Expenses</u></b>			
8040	Rent	\$48,051.91	\$32,031.20	66.66%
	<b>Office Expenditures</b>	<b>\$48,051.91</b>	<b>\$32,031.20</b>	<b>66.66%</b>
	<b>Total Visitor Center Expenditures</b>	<b>\$258,261.79</b>	<b>\$119,321.16</b>	<b>46.20%</b>

LODI WINEGRAPE COMMISSION  
2021-2022 DRAFT BUDGET

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>REVENUE TO DATE (4/30)</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
4120	Assessments	\$1,605,285.00	\$1,458,345.72	90.85%	\$1,716,269.00
4160	Winery Contributions	\$85,000.00	\$74,375.00	87.50%	\$85,000.00
4162	Event Revenue	\$270,000.00	\$0.00	0.00%	\$100,000.00
4122	Lodi Rules Licensing Fees	\$49,500.00	\$54,746.40	110.60%	\$58,000.00
4131	Grant Income	\$0.00	\$0.00	#DIV/0!	\$54,000.00
4130	Interest	\$1,000.00	\$574.30	57.43%	\$1,000.00
4150	Other Income (Sponsorship)	\$10,000.00	\$1,238.45	12.38%	\$10,000.00
	<b>Subtotal Commission Revenue</b>	<b>\$2,020,785.00</b>	<b>\$1,589,279.87</b>	<b>78.65%</b>	<b>\$2,024,269.00</b>
	<b>Revenue (CWEF-Visitor Center)</b>				
4145	Administrative Agreement	\$210,209.88	\$112,859.29	53.69%	\$207,395.88
4148	Rent	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	Other	\$0.00	\$0.00	#DIV/0!	\$0.00
	<b>Subtotal CWEF Revenue</b>	<b>\$258,261.79</b>	<b>\$152,898.29</b>	<b>59.20%</b>	<b>\$256,403.62</b>
	<b>Total Revenue</b>	<b>\$2,279,046.79</b>	<b>\$1,742,178.16</b>	<b>76.44%</b>	<b>\$2,280,672.62</b>
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE (4/30)</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
	Grower Marketing	\$730,950.00	\$555,542.20	76.00%	\$768,350.00
	Winery Marketing	\$135,000.00	\$20,675.03	15.31%	\$74,750.00
	Research, Education & Communication	\$154,700.00	\$64,739.51	41.85%	\$155,050.00
	Lodi Rules	\$49,500.00	\$10,384.23	20.98%	\$50,900.00
	Admin & Personnel	\$904,270.86	\$712,340.51	78.78%	\$921,828.00
	Visitor Center Sponsorship	\$75,000.00	\$62,500.00	83.33%	\$75,000.00
	<b>Subtotal Commission Expenditures</b>	<b>\$2,049,420.86</b>	<b>\$1,426,181.48</b>	<b>69.59%</b>	<b>\$2,045,878.00</b>
	<b>CWEF Expenditures</b>				
	Visitor Center	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	<b>Subtotal CWEF Expenditures</b>	<b>\$258,261.79</b>	<b>\$152,898.29</b>	<b>59.20%</b>	<b>\$256,403.62</b>
	<b>Total Expenditures</b>	<b>\$2,307,682.65</b>	<b>\$1,579,079.77</b>	<b>68.43%</b>	<b>\$2,302,281.62</b>
	<b>Excess of Revenues Over (Under) Expenditures</b>	<b>-\$28,635.86</b>	<b>\$163,098.39</b>		<b>-\$21,609.00</b>
	<b>Estimated Beginning Reserves (7/1/21)</b>				<b>\$1,298,618.32</b>
	<b>Estimated Ending Reserves (6/30/22)</b>				<b>\$1,277,009.32</b>

LODI WINEGRAPE COMMISSION  
GROWER MARKETING  
2021-2022 BUDGET

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
	<b><u>Industry, Trade &amp; Consumer Promotion</u></b>				
6100	Graphic Design (Advertising Design)	\$50,000.00	\$113,130.59	226.26%	\$75,000.00
6110	Advertising (Paid Media)	\$350,000.00	\$207,380.18	59.25%	\$350,000.00
6120	Printing & Materials	\$30,000.00	\$17,895.22	59.65%	\$30,000.00
	<b>Industry, Trade &amp; Consumer Promotion Expenditures</b>	<b>\$430,000.00</b>	<b>\$338,405.99</b>	<b>78.70%</b>	<b>\$455,000.00</b>
	<b><u>Promotional Events &amp; Activities</u></b>				
6023.2	Export Promotion	\$30,000.00	\$22,500.00	75.00%	\$30,000.00
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%	\$10,000.00
6150	Community Sponsorship	\$6,000.00	\$36.10	0.60%	\$6,000.00
6160	Trade Shows	\$3,200.00	\$1,200.00	37.50%	\$1,600.00
	<b>Promotional Events &amp; Activities Expenditures</b>	<b>\$49,200.00</b>	<b>\$28,736.10</b>	<b>58.41%</b>	<b>\$47,600.00</b>
	<b><u>Public Relations</u></b>				
6023	Consulting Services (Agency)	\$78,000.00	\$65,000.00	83.33%	\$78,000.00
6098	Supplies	\$3,000.00	\$1,020.62	34.02%	\$3,000.00
6130	Public Relations Activities	\$75,000.00	\$29,931.75	39.91%	\$75,000.00
6132	Lodi Wine Blog	\$72,000.00	\$66,000.00	91.67%	\$72,000.00
6170	Wine Purchases	\$1,500.00	\$1,252.84	83.52%	\$1,500.00
	<b>Public Relations Expenditures</b>	<b>\$229,500.00</b>	<b>\$163,205.21</b>	<b>71.11%</b>	<b>\$229,500.00</b>
	<b><u>Activities Support</u></b>				
6033	Office Supplies	\$1,000.00	\$123.09	12.31%	\$1,000.00
6035	Postage/Shipping	\$3,000.00	\$13,280.29	442.68%	\$15,000.00
6060	Website - Internet	\$10,000.00	\$11,738.67	117.39%	\$12,000.00
6076 & 6080	Travel	\$7,500.00	\$37.15	0.50%	\$7,500.00
6221	LWC Meeting Expenses	\$750.00	\$15.70	2.09%	\$750.00
	<b>Activities Support Expenditures</b>	<b>\$22,250.00</b>	<b>\$25,194.90</b>	<b>113.24%</b>	<b>\$36,250.00</b>
	<b>Total Expenditures</b>	<b>\$730,950.00</b>	<b>\$555,542.20</b>	<b>76.00%</b>	<b>\$768,350.00</b>

LODI WINEGRAPE COMMISSION  
WINERY MARKETING  
2021-2022 BUDGET

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
	<b><u>Consumer Promotion</u></b>				
6070.3	Maintenance Directional Signs	\$2,500.00	\$15,055.69	602.23%	\$2,500.00
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%	\$10,000.00
6100	Graphic Design (Advertising Design)	\$15,000.00	\$5,685.00	37.90%	\$15,000.00
6110	Advertising	\$15,000.00		0.00%	\$13,000.00
6120	Printing & Materials	\$7,500.00	\$296.55	3.95%	\$7,500.00
6130	Public Relations	\$2,000.00		0.00%	\$1,000.00
	<b>Consumer Promotion Expenditures</b>	<b>\$62,000.00</b>	<b>\$21,037.24</b>	<b>33.93%</b>	<b>\$49,000.00</b>
	<b><u>Events (Roadshows)</u></b>				
6140	Promotional Sponsorship	\$30,000.00	-\$3,960.00	-13.20%	\$0.00
6070.2 & 6098	Supplies & Maintenance	\$30,000.00	\$3,384.00	11.28%	\$5,000.00
6076 & 6080	Travel	\$7,500.00	\$5.18	0.07%	\$500.00
	<b>Events Expenditures</b>	<b>\$67,500.00</b>	<b>-\$570.82</b>	<b>-0.85%</b>	<b>\$5,500.00</b>
	<b><u>Activities Support</u></b>				
6023	Consulting Services (Strategic Plan)	\$0.00	\$0.00	#DIV/0!	\$15,000.00
6221	Meeting Expenses	\$2,500.00		0.00%	\$2,500.00
6033	Office Supplies	\$1,000.00		0.00%	\$500.00
6090	Merchant/Bank Fees	\$500.00		0.00%	\$500.00
6035	Postage	\$1,500.00	\$99.59	6.64%	\$1,500.00
6060	Website - Internet		\$109.02		\$250.00
	<b>Activities Support Expenditures</b>	<b>\$5,500.00</b>	<b>\$208.61</b>	<b>3.79%</b>	<b>\$20,250.00</b>
	<b>Total Expenditures</b>	<b>\$135,000.00</b>	<b>\$20,675.03</b>	<b>15.31%</b>	<b>\$74,750.00</b>

LODI WINEGRAPE COMMISSION  
RESEARCH EDUCATION & COMMUNICAT  
2021-2022 BUDGET

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
	<b><u>Outreach &amp; Education</u></b>				
6033 & 6098	Supplies	\$2,000.00	\$36.09	1.80%	\$2,000.00
6070.2	Maintenance - Cleaning	\$400.00	\$12.00	3.00%	\$400.00
6076 & 6080	Travel	\$10,000.00	\$402.93	4.03%	\$10,000.00
6130	Public Relations	\$1,000.00	\$502.74	50.27%	\$1,000.00
6160	Trade Show & Conference Fees	\$2,200.00		0.00%	\$2,200.00
6200 & 6270	Staff Education & Reference Materials	\$500.00	\$452.42	90.48%	\$700.00
6220	Grower Meetings & Socials	\$16,000.00	\$6,505.16	40.66%	\$16,000.00
6221	LWC Meeting Expenses	\$1,200.00	\$196.21	16.35%	\$1,200.00
6250	Membership/Dues	\$3,000.00	\$1,430.00	47.67%	\$3,000.00
6255	Subscriptions	\$1,500.00	\$1,649.80	109.99%	\$1,650.00
6266	Weather Services	\$30,000.00	\$14,883.50	49.61%	\$30,000.00
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%	\$2,000.00
	<b>Outreach &amp; Education Expenditures</b>	<b>\$54,200.00</b>	<b>\$26,070.85</b>	<b>48.10%</b>	<b>\$54,550.00</b>
	<b><u>Communications</u></b>				
6035	Postage	\$10,000.00	\$5,051.64	50.52%	\$10,000.00
6060	Website/Internet	\$5,000.00	\$1,468.05	29.36%	\$5,000.00
6070.5	Demo Vineyard	\$10,000.00		0.00%	\$10,000.00
6100	Graphic Design	\$8,000.00	\$633.90	7.92%	\$8,000.00
6120	Printing & Materials	\$2,500.00	\$2,368.46	94.74%	\$2,500.00
6210	Publications	\$30,000.00	\$4,982.63	16.61%	\$30,000.00
	<b>Communications Expenditures</b>	<b>\$65,500.00</b>	<b>\$14,504.68</b>	<b>22.14%</b>	<b>\$65,500.00</b>
	<b><u>Research</u></b>				
6320	AVF Contributions	\$10,000.00	\$10,000.00	100.00%	\$10,000.00
6320	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%	\$10,000.00
6330	Winegrape Research	\$15,000.00	\$4,163.98	27.76%	\$15,000.00
	<b>Research Expenditures</b>	<b>\$35,000.00</b>	<b>\$24,163.98</b>	<b>69.04%</b>	<b>\$35,000.00</b>
	<b>Total REC Expenditures</b>	<b>\$154,700.00</b>	<b>\$64,739.51</b>	<b>41.85%</b>	<b>\$155,050.00</b>



LODI WINEGRAPE COMMISSION  
LODI RULES  
2021-2022 BUDGET

DEPARTMENT: LODI RULES

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<b><u>Communications, Marketing &amp; Promotions</u></b>				
6060	Website/Internet	\$2,000.00	\$81.68	4.08%	\$1,000.00
6100	Graphic Design	\$3,000.00	\$867.66	28.92%	\$3,000.00
6120	Printing & Materials	\$2,000.00	\$2,707.60	135.38%	\$7,000.00
6130	Public Relations	\$8,600.00	\$3,989.54	46.39%	\$8,000.00
6160	Trade Shows/Conferences	\$500.00		0.00%	\$500.00
6210	Publications (Newsletters & Videos)	\$10,000.00	\$428.10	4.28%	\$8,000.00
6220	Grower Meetings & Seminars	\$9,000.00	\$1,670.39	18.56%	\$9,000.00
	<b>Communications, Marketing &amp; Promotions Expenditures</b>	<b><u>\$35,100.00</u></b>	<b><u>\$9,744.97</u></b>	<b><u>27.76%</u></b>	<b><u>\$36,500.00</u></b>
	<b><u>Program Improvements</u></b>				
6023	Consulting Services	\$7,000.00		0.00%	\$6,000.00
	PRT License Fees				\$1,000.00
6200	Reference Materials	\$200.00		0.00%	\$200.00
	<b>Program Improvements Expenditures</b>	<b><u>\$7,200.00</u></b>	<b><u>\$0.00</u></b>	<b><u>0.00%</u></b>	<b><u>\$7,200.00</u></b>
	<b><u>Activities Support</u></b>				
6022	Legal Fees	\$1,200.00	\$325.00	27.08%	\$1,200.00
6033 & 6098	Supplies	\$300.00		0.00%	\$300.00
6035	Postage/Shipping	\$700.00	\$273.94	39.13%	\$700.00
6076 & 6080	Travel	\$4,000.00	\$40.32	1.01%	\$4,000.00
6221	LWC Meeting Expenses	\$1,000.00		0.00%	\$1,000.00
	<b>Activities Support Expenditures</b>	<b><u>\$7,200.00</u></b>	<b><u>\$639.26</u></b>	<b><u>8.88%</u></b>	<b><u>\$7,200.00</u></b>
	<b>Total Expenditures</b>	<b><u>\$49,500.00</u></b>	<b><u>\$10,384.23</u></b>	<b><u>20.98%</u></b>	<b><u>\$50,900.00</u></b>

LODI WINEGRAPE COMMISSION  
ADMINISTRATION  
2021-2022 BUDGET

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<b><u>Personnel</u></b>				
6000	Salaries/Wages	\$544,030.00	\$427,286.27	78.54%	\$558,090.00
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$99,275.30	74.10%	\$135,602.00
	<b>Personnel Expenditures</b>	<b>\$678,002.00</b>	<b>\$526,561.57</b>	<b>77.66%</b>	<b>\$693,692.00</b>
	<b><u>Office Expenses</u></b>				
6026	Insurance	\$16,000.00	\$11,286.92	70.54%	\$14,000.00
6033	Office Supplies	\$12,000.00	\$7,979.79	66.50%	\$11,000.00
6035	Postage	\$2,000.00	\$940.01	47.00%	\$1,500.00
6040	Rent	\$75,474.86	\$62,625.20	82.97%	\$76,984.00
6041	Offsite Storage	\$5,136.00	\$4,578.00	89.14%	\$5,494.00
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%	\$1,200.00
6056 & 6058	Utilities & Telephone	\$9,000.00	\$10,559.27	117.33%	\$13,000.00
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$5,480.19	84.31%	\$7,000.00
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$568.79	56.88%	\$1,000.00
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%	\$1,000.00
	<b>Office Expenditures</b>	<b>\$129,310.86</b>	<b>\$106,157.79</b>	<b>82.10%</b>	<b>\$132,178.00</b>
	<b><u>Professional Fees</u></b>				
6022	Legal Counsel	\$5,000.00	\$6,002.86	120.06%	\$7,500.00
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%	\$21,000.00
6099	CDFA Charges	\$40,000.00	\$29,657.11	74.14%	\$37,000.00
	<b>Professional Fees Expenditures</b>	<b>\$66,000.00</b>	<b>\$56,206.97</b>	<b>85.16%</b>	<b>\$65,500.00</b>
	<b><u>Information Technology</u></b>				
6060	Software Licenses	\$2,000.00	\$79.99	4.00%	\$2,000.00
6070.1	IT Services	\$23,216.00	\$19,346.50	83.33%	\$23,216.00
6070.4	Copier/Lease	\$3,742.00	\$3,117.60	83.31%	\$3,742.00
	<b>Information Technology Expenditures</b>	<b>\$28,958.00</b>	<b>\$22,544.09</b>	<b>77.85%</b>	<b>\$28,958.00</b>
	<b><u>Other Admin Expenses</u></b>				
6075	Vehicles	\$500.00		0.00%	\$0.00
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$58.09	23.24%	\$250.00
6221	LWC Meeting Expenses	\$1,000.00	\$253.00	25.30%	\$1,000.00
6250	Dues	\$250.00	\$559.00	223.60%	\$250.00
	<b>Other Admin Expenditures</b>	<b>\$2,000.00</b>	<b>\$870.09</b>	<b>43.50%</b>	<b>\$1,500.00</b>
	<b>Total Expenditures</b>	<b>\$904,270.86</b>	<b>\$712,340.51</b>	<b>78.78%</b>	<b>\$921,828.00</b>

LODI WINEGRAPE COMMISSION  
CWEF  
2021-2022 BUDGET

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>FY 2021 - 2022 BUDGET</u>
	<b><u>Personnel</u></b>				
8000 & 8003	Salaries/Wages	\$173,080.00	\$90,570.74	52.33%	\$168,080.00
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$22,288.55	60.03%	\$39,315.88
	<b>Personnel Expenditures</b>	<b>\$210,209.88</b>	<b>\$112,859.29</b>	<b>53.69%</b>	<b>\$207,395.88</b>
	<b><u>Office Expenses</u></b>				
8040	Rent	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	<b>Office Expenditures</b>	<b>\$48,051.91</b>	<b>\$40,039.00</b>	<b>83.32%</b>	<b>\$49,007.74</b>
	<b>Total Visitor Center Expenditures</b>	<b>\$258,261.79</b>	<b>\$152,898.29</b>	<b>59.20%</b>	<b>\$256,403.62</b>