



## LODI RULES COMMITTEE MEETING MINUTES

**Date:** Monday, June 14, 2021  
**Time:** 12pm  
**Location:** Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 12:20pm by Committee Chairman Aaron Shinn.

2. **Roll Call:**

Attended	First Name	Last Name
x	Phil	Abba
	Warren	Bogle
x	Bruce	Fry
	Charlie	Hamilton
	Dirk	Heuvel
	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), Stuart Spencer (LWC staff), and Dr. Eric Harris (SureHarvest for Protected Harvest).

3. Motion to **approve** May 10, 2021 meeting **minutes** (Exhibit A). Abba/Quashnick – Motion carried. No “NO” votes and no abstentions.

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

5. **Program updates:**

- Thanks to Madelyn and Phil for participating in our two-hour LODI RULES Masterclass moderated by Elaine Chukan Brown on Monday, May 17. It was called “Boots on the Ground: A Masterclass in Sustainable Viticulture & LODI RULES” and was a partnership between the Lodi Winegrape Commission and the SommFoundation. We had over 150 people attend and received pages of compliments. The recording can be viewed on YouTube: [youtube.com/watch?v=g-ib-ooULMk](https://www.youtube.com/watch?v=g-ib-ooULMk).
- 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. Dr. Harris presented information on where we are with PRT at this time and showed the Committee which types of materials cause high risk scores in PRT.
  - It is important that there is also a non-computer-based tool for pesticide decision making. We have a draft list of materials and risk scores, which can be a PDF for growers to use in the field, but the Committee needs to review it.
  - We will use data from 2017, 2019, and 2020 to determine a PRT threshold (need to use more than 300 blocks per vintage).
  - All LODI RULES Committee members are strongly encouraged to participate in the PRT pilot workshops on the following dates/times. DPR credits approved.
    - July 8 & 13 (choose one) | LODI RULES PRT Pilot Feedback Workshop

6. The **FY2020-2021 Budget** (Exhibit B) to date was reviewed.
7. Stuart Spencer updated the Committee on **activities from other LWC Committees**.
8. **Public comment** on items not appearing on the agenda: none.
9. **Future agenda items**: none.
10. **Next meeting** is on July 26, 2021, at 12pm.
11. **Meeting adjourned** at 1:28pm.

Respectfully submitted,



Stephanie Bolton, PhD

LODI RULES Sustainable Winegrowing Director



## 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

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

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$1,458,345.72	90.85%
4160	Winery Contributions	\$85,000.00	\$74,375.00	87.50%
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	\$574.30	57.43%
4150	Other Income (Sponsorship)	\$10,000.00	\$1,238.45	12.38%
	<b>Subtotal Commission Revenue</b>	<b>\$2,020,785.00</b>	<b>\$1,589,279.87</b>	<b>78.65%</b>
	<b>Revenue (CWEF-Visitor Center)</b>			
4145	Administrative Agreement	\$210,209.88	\$112,859.29	53.69%
4148	Rent	\$48,051.91	\$40,039.00	83.32%
	Other	\$0.00	\$0.00	#DIV/0!
	<b>Subtotal CWEF Revenue</b>	<b>\$258,261.79</b>	<b>\$152,898.29</b>	<b>59.20%</b>
	<b>Total Revenue</b>	<b>\$2,279,046.79</b>	<b>\$1,742,178.16</b>	<b>76.44%</b>
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$555,542.20	76.00%
	Winery Marketing	\$135,000.00	\$20,675.03	15.31%
	Research, Education & Communication	\$154,700.00	\$64,739.51	41.85%
	Lodi Rules	\$49,500.00	\$10,384.23	20.98%
	Admin & Personnel	\$904,270.86	\$712,340.51	78.78%
	Visitor Center Sponsorship	\$75,000.00	\$62,500.00	83.33%
	<b>Subtotal Commission Expenditures</b>	<b>\$2,049,420.86</b>	<b>\$1,426,181.48</b>	<b>69.59%</b>
	<b>CWEF Expenditures</b>			
	Visitor Center	\$258,261.79	\$152,898.29	59.20%
	<b>Subtotal CWEF Expenditures</b>	<b>\$258,261.79</b>	<b>\$152,898.29</b>	<b>59.20%</b>
	<b>Total Expenditures</b>	<b>\$2,307,682.65</b>	<b>\$1,579,079.77</b>	<b>68.43%</b>
	<b>Excess of Revenues Over (Under) Expenditures</b>	<b>-\$28,635.86</b>	<b>\$163,098.39</b>	

LODI WINEGRAPE COMMISSION  
GROWER MARKETING  
2020-2021 BUDGET  
AS OF APRIL 30, 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	\$113,130.59	226.26%
6110	Advertising (Paid Media)	\$350,000.00	\$207,380.18	59.25%
6120	Printing & Materials	\$30,000.00	\$17,895.22	59.65%
	<b>Industry, Trade &amp; Consumer Promotion Expenditures</b>	<b>\$430,000.00</b>	<b>\$338,405.99</b>	<b>78.70%</b>
	<b><u>Promotional Events &amp; Activities</u></b>			
6023.2	Export Promotion	\$30,000.00	\$22,500.00	75.00%
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	\$1,200.00	37.50%
	<b>Promotional Events &amp; Activities Expenditures</b>	<b>\$49,200.00</b>	<b>\$28,736.10</b>	<b>58.41%</b>
	<b><u>Public Relations</u></b>			
6023	Consulting Services (Agency)	\$78,000.00	\$65,000.00	83.33%
6098	Supplies	\$3,000.00	\$1,020.62	34.02%
6130	Public Relations Activities	\$75,000.00	\$29,931.75	39.91%
6132	Lodi Wine Blog	\$72,000.00	\$66,000.00	91.67%
6170	Wine Purchases	\$1,500.00	\$1,252.84	83.52%
	<b>Public Relations Expenditures</b>	<b>\$229,500.00</b>	<b>\$163,205.21</b>	<b>71.11%</b>
	<b><u>Activities Support</u></b>			
6033	Office Supplies	\$1,000.00	\$123.09	12.31%
6035	Postage/Shipping	\$3,000.00	\$13,280.29	442.68%
6060	Website - Internet	\$10,000.00	\$11,738.67	117.39%
6076 & 6080	Travel	\$7,500.00	\$37.15	0.50%
6221	LWC Meeting Expenses	\$750.00	\$15.70	2.09%
	<b>Activities Support Expenditures</b>	<b>\$22,250.00</b>	<b>\$25,194.90</b>	<b>113.24%</b>
	<b>Total Expenditures</b>	<b>\$730,950.00</b>	<b>\$555,542.20</b>	<b>76.00%</b>

LODI WINEGRAPE COMMISSION  
WINERY MARKETING  
2020-2021 BUDGET  
AS OF APRIL 30, 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	\$5,685.00	37.90%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$296.55	3.95%
6130	Public Relations	\$2,000.00		0.00%
	<b>Consumer Promotion Expenditures</b>	<b>\$62,000.00</b>	<b>\$21,037.24</b>	<b>33.93%</b>
	<b><u>Events (Roadshows)</u></b>			
6140	Promotional Sponsorship	\$30,000.00	-\$3,960.00	-13.20%
6070.2 & 6098	Supplies & Maintenance	\$30,000.00	\$3,384.00	11.28%
6076 & 6080	Travel	\$7,500.00	\$5.18	0.07%
	<b>Events Expenditures</b>	<b>\$67,500.00</b>	<b>-\$570.82</b>	<b>-0.85%</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		\$109.02	
	<b>Activities Support Expenditures</b>	<b>\$5,500.00</b>	<b>\$208.61</b>	<b>3.79%</b>
	<b>Total Expenditures</b>	<b>\$135,000.00</b>	<b>\$20,675.03</b>	<b>15.31%</b>

LODI WINEGRAPE COMMISSION  
RESEARCH EDUCATION & COMMUNICAT  
2020-2021 BUDGET  
AS OF APRIL 30, 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	\$36.09	1.80%
6070.2	Maintenance - Cleaning	\$400.00	\$12.00	3.00%
6076 & 6080	Travel	\$10,000.00	\$402.93	4.03%
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	\$452.42	90.48%
6220	Grower Meetings & Socials	\$16,000.00	\$6,505.16	40.66%
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	\$14,883.50	49.61%
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>\$26,070.85</u></b>	<b><u>48.10%</u></b>
	<b><u>Communications</u></b>			
6035	Postage	\$10,000.00	\$5,051.64	50.52%
6060	Website/Internet	\$5,000.00	\$1,468.05	29.36%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$633.90	7.92%
6120	Printing & Materials	\$2,500.00	\$2,368.46	94.74%
6210	Publications	\$30,000.00	\$4,982.63	16.61%
	<b>Communications Expenditures</b>	<b><u>\$65,500.00</u></b>	<b><u>\$14,504.68</u></b>	<b><u>22.14%</u></b>
	<b><u>Research</u></b>			
6320	AVF Contributions	\$10,000.00	\$10,000.00	100.00%
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>\$24,163.98</u></b>	<b><u>69.04%</u></b>
	<b>Total REC Expenditures</b>	<b><u>\$154,700.00</u></b>	<b><u>\$64,739.51</u></b>	<b><u>41.85%</u></b>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION  
 LODI RULES  
 2020-2021 BUDGET  
 AS OF APRIL 30, 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	\$81.68	4.08%
6100	Graphic Design	\$3,000.00	\$867.66	28.92%
6120	Printing & Materials	\$2,000.00	\$2,707.60	135.38%
6130	Public Relations	\$8,600.00	\$3,989.54	46.39%
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	\$1,670.39	18.56%
	<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>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><u>\$7,200.00</u></b>	<b><u>\$0.00</u></b>	<b><u>0.00%</u></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	\$273.94	39.13%
6076 & 6080	Travel	\$4,000.00	\$40.32	1.01%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	<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>Total Expenditures</b>	<b><u>\$49,500.00</u></b>	<b><u>\$10,384.23</u></b>	<b><u>20.98%</u></b>



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

DEPARTMENT: ADMINISTRATION

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

LODI WINEGRAPE COMMISSION

CWEF

2020-2021 BUDGET

AS OF APRIL 30, 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	\$90,570.74	52.33%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$22,288.55	60.03%
	<b>Personnel Expenditures</b>	<b>\$210,209.88</b>	<b>\$112,859.29</b>	<b>53.69%</b>
	<b><u>Office Expenses</u></b>			
8040	Rent	\$48,051.91	\$40,039.00	83.32%
	<b>Office Expenditures</b>	<b>\$48,051.91</b>	<b>\$40,039.00</b>	<b>83.32%</b>
	<b>Total Visitor Center Expenditures</b>	<b>\$258,261.79</b>	<b>\$152,898.29</b>	<b>59.20%</b>

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