



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, July 26, 2021
Time: 12pm
Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 12:06pm by Committee Chairman Aaron Shinn.

2. **Roll Call:**

Attended	First Name	Last Name
x	Phil	Abba
x	Warren	Bogle
	Bruce	Fry
x	Charlie	Hamilton
x	Dirk	Heuvel
	Madelyn	Kolber
	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 Matt McGinness (GM Environmental Sustainability - Global Wine & Spirits, Constellation).

3. Motion to **approve** June 14, 2021 meeting **minutes** (Exhibit A). Storm/Quashnick – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: Matt McGinness shared a benchmarking scheme (FSA, Farm Sustainability Assessment, under the SAI, Sustainable Agriculture Initiative, platform) with the Committee and proposed cost-sharing the process with the Commission at a rate of 70% Constellation, 30% LWC.
5. **Program updates:**
 - Thanks to everyone who has participated in the 2021 LODI RULES PRT Pilot, which is now complete. Dr. Bolton has been meeting with Dr. Eric Harris (SureHarvest, for Protected Harvest) and Ariel Larson (IPM Institute) every 2-3 weeks since January to discuss PRT and make sure we are on track with a timeline. Stuart Spencer, Dr. Bolton, and Charlie Hamilton presented information on where we are with PRT at this time. Stuart Spencer and Dr. Bolton will meet with Protected Harvest on August 9, then Dr. Bolton will meet with Dr. Harris and Ariel Larson on August 10.
 - The LODI RULES Spanish translation was shared with the Committee.
6. The **FY2020-2021 Budget** (Exhibit B) through May 2021 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 August 23, 2021, at 12pm.
11. **Meeting adjourned** at 1:56pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



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 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
	Subtotal Commission Revenue	\$2,020,785.00	\$1,589,279.87	78.65%	\$2,024,269.00
	Revenue (CWEF-Visitor Center)				
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
	Subtotal CWEF Revenue	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	Total Revenue	\$2,279,046.79	\$1,742,178.16	76.44%	\$2,280,672.62
<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
	Subtotal Commission Expenditures	\$2,049,420.86	\$1,426,181.48	69.59%	\$2,045,878.00
	CWEF Expenditures				
	Visitor Center	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	Subtotal CWEF Expenditures	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	Total Expenditures	\$2,307,682.65	\$1,579,079.77	68.43%	\$2,302,281.62
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	\$163,098.39		-\$21,609.00
	Estimated Beginning Reserves (7/1/21)				\$1,298,618.32
	Estimated Ending Reserves (6/30/22)				\$1,277,009.32

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2021-2022 BUDGET

DEPARTMENT: GROWER MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Industry, Trade & Consumer Promotion</u>				
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
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$338,405.99	78.70%	\$455,000.00
	<u>Promotional Events & Activities</u>				
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
	Promotional Events & Activities Expenditures	\$49,200.00	\$28,736.10	58.41%	\$47,600.00
	<u>Public Relations</u>				
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
	Public Relations Expenditures	\$229,500.00	\$163,205.21	71.11%	\$229,500.00
	<u>Activities Support</u>				
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
	Activities Support Expenditures	\$22,250.00	\$25,194.90	113.24%	\$36,250.00
	Total Expenditures	\$730,950.00	\$555,542.20	76.00%	\$768,350.00

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2021-2022 BUDGET

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Consumer Promotion</u>				
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
	Consumer Promotion Expenditures	\$62,000.00	\$21,037.24	33.93%	\$49,000.00
	<u>Events (Roadshows)</u>				
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
	Events Expenditures	\$67,500.00	-\$570.82	-0.85%	\$5,500.00
	<u>Activities Support</u>				
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
	Activities Support Expenditures	\$5,500.00	\$208.61	3.79%	\$20,250.00
	Total Expenditures	\$135,000.00	\$20,675.03	15.31%	\$74,750.00

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>
	<u>Outreach & Education</u>				
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
	Outreach & Education Expenditures	\$54,200.00	\$26,070.85	48.10%	\$54,550.00
	<u>Communications</u>				
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
	Communications Expenditures	\$65,500.00	\$14,504.68	22.14%	\$65,500.00
	<u>Research</u>				
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
	Research Expenditures	\$35,000.00	\$24,163.98	69.04%	\$35,000.00
	Total REC Expenditures	\$154,700.00	\$64,739.51	41.85%	\$155,050.00

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
	<u>Communications, Marketing & Promotions</u>				
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
	Communications, Marketing & Promotions Expenditures	<u>\$35,100.00</u>	<u>\$9,744.97</u>	<u>27.76%</u>	<u>\$36,500.00</u>
	<u>Program Improvements</u>				
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
	Program Improvements Expenditures	<u>\$7,200.00</u>	<u>\$0.00</u>	<u>0.00%</u>	<u>\$7,200.00</u>
	<u>Activities Support</u>				
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
	Activities Support Expenditures	<u>\$7,200.00</u>	<u>\$639.26</u>	<u>8.88%</u>	<u>\$7,200.00</u>
	Total Expenditures	<u>\$49,500.00</u>	<u>\$10,384.23</u>	<u>20.98%</u>	<u>\$50,900.00</u>

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2021-2022 BUDGET

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Personnel</u>				
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
	Personnel Expenditures	\$678,002.00	\$526,561.57	77.66%	\$693,692.00
	<u>Office Expenses</u>				
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
	Office Expenditures	\$129,310.86	\$106,157.79	82.10%	\$132,178.00
	<u>Professional Fees</u>				
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
	Professional Fees Expenditures	\$66,000.00	\$56,206.97	85.16%	\$65,500.00
	<u>Information Technology</u>				
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
	Information Technology Expenditures	\$28,958.00	\$22,544.09	77.85%	\$28,958.00
	<u>Other Admin Expenses</u>				
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
	Other Admin Expenditures	\$2,000.00	\$870.09	43.50%	\$1,500.00
	Total Expenditures	\$904,270.86	\$712,340.51	78.78%	\$921,828.00

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>
	<u>Personnel</u>				
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
	Personnel Expenditures	\$210,209.88	\$112,859.29	53.69%	\$207,395.88
	<u>Office Expenses</u>				
8040	Rent	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	Office Expenditures	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	Total Visitor Center Expenditures	\$258,261.79	\$152,898.29	59.20%	\$256,403.62