



GROWER MARKETING COMMITTEE  
MEETING MINUTES  
April 21, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:30pm on Wednesday, April 21, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:36pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Garret Schafer, Richard Lauchland, and Craig Ledbetter were in attendance, as well as staff Stuart Spencer, Katie Crippen, Gabriella Goode, Stephanie Bolton, and Jenny Heitman.

A quorum was established.

Minutes from the March 3 (Exhibit A) meeting were reviewed. A motion to approve the minutes was made. Ledbetter / Lauchland – carried.

**Public Comment on Items Appearing on the Agenda**

No public comments on items appearing on the agenda were made.

**Marketing & Advertising**

Staff provided an overview of ongoing and future marketing and advertising initiatives.

**Spring Storytelling Campaign (May-June 2021)** – Staff presented examples of new website pages being added to LodiWine.com as part of the spring campaign. The website's current About page is seeing an update which will direct visitors to one of two new pages – People and Place. The Place page will include detailed information on Lodi's terroir (climate, topography, and soils), viticultural areas, old vines, diverse varieties, sustainable viticulture and LODI RULES, and history. It will also include two story illustrations which were developed during the initial Lodi Wine branding process. The People page will also feature two to three story illustrations as well as a library of grower and producer portraits and profiles. This library will be an ongoing project. Wine Enthusiast will feature a rotating gallery of Lodi's story illustrations on WineMag.com. The gallery will be supported by digital banner advertisements, social media posts (Facebook, Instagram, and Twitter), and e-newsletters to WE's trade audience. Story illustrations and grower and producer portraits and profiles will be featured throughout the campaign on Lodi's social media channels and e-newsletters.

**Save the Old Vines Fall Campaign – Continuing Coverage** – Ripple effects from our fall "Save the Old Vines" advertising campaign continue to extend into opportunities for outreach with trade and media audiences. Stuart Spencer recently spoke on Lodi's



leadership in old vine preservation on March 24 at the first The Old Vine Conference. The conference was started by Sarah Abbott MW, Tim Atkin MW, and Dr. Jamie Goode with the goals of building a global wine category for old vine wines and ensuring old vine vineyards a valued and enduring place within the global wine industry. The committee discussed expanding on this program for 2021-22. Ideas include building a database of old vine grape buyers and mapping Lodi's old vine vineyards.

### **Public Relations**

Staff provided an overview of ongoing and future public relations activities.

**LODI RULES Virtual Masterclass (May 17, 2021)** – We will be partnering with SommFoundation to host a virtual masterclass highlighting LODI RULES. The class is scheduled for May 17 from 10:00am to 12:00 noon. Wine writer and educator Elaine Chukan Brown will be moderating a panel of Lodi growers including Phil Abba (Abba Vineyards), Madelyn Kolber (KG Vineyard Management), Aaron Lange (LangeTwins Family Winery & Vineyards), and Kevin Phillips (Michael David Winery). Thirty qualified wine trade will be receiving a sample set of four wines. Following the class, participants will have the opportunity to earn scholarship money for education by completing an online test.

**Media Visits** – We continue to host individual media visits. Currently, we have visits scheduled April 30-May 2 from Alder Yarrow (Vinography wine blog and JancisRobinson.com) and May 7-10 from Allison Levine (Please the Palate), David and Amber Burke (Wine Travel Eats blog), and Rick Dean and Gary Link (Strong Coffee, Red Wine blog).

### **FY 2020-21 Budget**

The committee reviewed the 2020-2021 budget through February 2021 (Exhibit B). Staff informed the committee that the Commission had recently been approved for a PPP Loan and would likely apply for a second as eligible. The committee will discuss 2021-22 budget request at the next meeting.

### **Reports from Other Committees**

#### **Research, Education & Communications Committee**

**Modern Farmer Series** – The Modern Farmer Series continues with storytelling virtual workshops and vineyard technical sheets.

**Ongoing Education** – The committee continues to offer relevant, educational programming for Lodi growers. Upcoming workshops include CD11 Lodi IPM Network Breakfast Meeting (May 4), UC: Lodi Water Management Workshop III (May 13), and Smart Sprayer Tailgate Talk (May 20).

**Rootstock Focus Group** – Lodi's Rootstock Focus Group has begun meeting. The Group's objective is to plan replicated rootstock trials across the Lodi AVA for long-term data collection, using some novel rootstocks.



**Viticulture Research Specialist Position** – Staff is currently conducting interviews for a Viticulture Research Specialist. The position will help plan, conduct, analyze, and communicate the results of on-farm vineyard trials around topics of importance to Lodi growers.

### **LODI RULES Committee**

**LODI RULES Sustainability Bingo Scavenger Hunt** – To celebrate Down to Earth Month (April) and Earth Day (April 22), the LODI RULES committee has created a pandemic- and family-friendly travel bingo game for consumers and their children to play on their next trip through the Lodi wine region. On one side, the cards feature a bingo game composed of depictions of sustainable initiatives (LODI RULES seal, recycling symbol, weather station, etc.). On the other, a “seek and discover” game aimed at teaching the importance of biodiversity in agriculture asks participants to make a list of other food or food products growing throughout the region.

**LODI RULES 1-Minute Explainer Video** – The committee has released a one-minute explainer video with intent to demonstrate how wine consumers can support the program by looking for one of three seals on their next bottle of wine.

### **Winery Marketing Committee**

**Lodi Wine & Chocolate Weekend** – The 2021 event will take place May 15 and 16. Changes to this year’s celebration will include adoption of a reservation-only format as well as limits to attendance and group size. Winery participation is down from 40 to 45 to 20 this year. Tickets are currently on sale.

**Community Benchmark** – Staff and committee are evaluating Community Benchmark – a region-wide DTC data aggregator. If implemented, the system would provide the Commission and wineries in the region opportunity to track the business success of their tasting room and wine club sales relative to the entire region. There is an annual program fee of \$9,499 plus a \$150 set-up fee per winery.

**Lodi Winery Export Marketing** – Export marketing activities are continuing with a recent virtual tasting and discussion for UK trade and media on January 26. The group will be conducting a similar virtual tasting and discussion in June for trade and media in the Asia market. California Wines recently included Lodi old vine mugs in shipments to more than 100 members of the trade and media as part of a program for UK, Ireland, and UAE market.

### **Public Comment on Items Not Appearing on the Agenda**

No public comments on items not appearing on the agenda were made.

### **Agenda Items for Future Meetings**

No agenda items were requested to be added to future meetings.

### **Set Next Meeting Date**



The next meeting of the Grower Marketing Committee will be held on Tuesday, May 25, at 2:30pm.

**Adjourn**

The meeting adjourned at 4:30pm.

Respectfully submitted,

Joan Kautz, Committee Chair

**Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).**



GROWER MARKETING COMMITTEE  
MEETING MINUTES  
March 3, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:30pm on Wednesday, March 3, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:34pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Garret Schafer, Kendra Altnow, Jacylyn Stokes, Richard Lauchland, and Craig Ledbetter, were in attendance, as well as staff Stuart Spencer, Katie Crippen, Gabriella Goode, and Jenny Heitman.

A quorum was established.

Minutes from the January 19 (Exhibit A) meeting were reviewed. A motion to approve the minutes was made. Stokes / Gillespie – carried.

**Public Comment on Items Appearing on the Agenda**

No public comments on items appearing on the agenda were made.

**Marketing & Advertising**

Staff provided an overview of ongoing and future marketing and advertising initiatives.

**Spring Storytelling Campaign (April & May 2021)** – Staff is currently working with Rindal & Co. to develop marketing collateral for the upcoming spring paid advertising campaign. The campaign will launch mid-April and will run through May 31. Two new pages will be added to lodiwine.com under the “About” tab: “Place” and “People.” The “People” page will feature professional photographs of many of Lodi’s growers and winemakers as well as personal profiles or interviews. Digital advertisements with Wine Enthusiast will drive traffic to these pages throughout the campaign. Grower and winemaker photographs with interviews will be used on social media and email newsletters throughout the campaign.

**FY 2021-22 Pre-Planning** – The committee discussed ideas for marketing initiatives for 2021-22. Joan Kautz shared an overview of regional marketing programs taking place nationally and internationally. Primary initiatives include new brand advertising campaigns (California Wine and Argentina) and educational seminars and tastings for trade and media (ViniPortugal, South Africa, Napa Valley, Wines of Sicily, Central Coast). The committee agreed that the sheer number of initiatives demonstrates a



competitive market as well as saturation of advertising. Lodi must continue to innovate and think outside the box in order to compete for consumer and industry demand.

**Save the Old Vines Fall Campaign – Continuing Coverage** – Ripple effects from our fall “Save the Old Vines” advertising campaign continue to extend into opportunities for outreach with trade and media audiences. More recently, Master of Wine Rob MacCulloch penned an article highlighting Lodi’s legacy of old vines and recent preservation efforts for JancisRobinson.com. Rob’s article was featured in Jancis’ email newsletter to 35,000 wine trade, media, and consumers around the world. Dr. Liz Thach – also a Master of Wine and educator at Sonoma State University – visited several old vine vineyards in Lodi February 8 and 9 and detailed her visit in an article set to be published with Wine Business in early March. Stuart Spencer has been asked to speak on Lodi’s leadership in old vine preservation on March 24 at the first The Old Vine Conference – a global movement started by Sarah Abbott MW, Tim Atkin MW, and Dr. Jamie Goode with the goals of building a global wine category for old vine wines and ensuring old vine vineyards a valued and enduring place within the global wine industry. The committee agreed to continue to build on this past year’s efforts regarding old vine preservation in 2021.

**Lodi AVA Educational Series** – In celebration of the 35th anniversary of the official recognition of the Lodi AVA in February, we are currently highlighting each of Lodi’s seven sub-AVAs on Instagram and through our consumer e-newsletters. Packages featuring wines from each of Lodi’s sub-AVAs are currently being sold on lodiwine.com.

### **Public Relations**

Staff provided an overview of ongoing and future public relations activities.

**LODI RULES Virtual Masterclass** – We will be partnering with SommFoundation to host a virtual masterclass highlighting LODI RULES. Once again, Elaine Brown will be moderating a panel of Lodi growers.

**Media Visits** – We continue to host individual media visits. Dr. Liz Thach – a Master of Wine and educator at Sonoma State University visited Lodi February 8 and 9. We are currently expecting visits to Lodi from writer Alder Yarrow (April/May 2021), Vinography wine blog, as well as Allison Levine (May 2021), Please the Palate wine blog.

**Employee Recognition Program** – The committee discussed organizing an employee recognition program for Lodi vineyard workers. The program would honor men and women who excel in their various positions and would showcase their skills and contributions. Employees would be nominated by their employers for individual achievement and exceptional performance.



### **FY 2020-21 Budget**

The committee reviewed the 2020-2021 budget through December 2020 (Exhibit B). Staff informed the committee that the Commission had recently been approved for a PPP Loan.

### **Reports from Other Committees**

#### **Research, Education & Communications Committee**

**Modern Farmer Series** – The Modern Farmer Series continues with storytelling virtual workshops. Two workshops – one aimed specifically at LODI RULES growers – were hosted on February 16 and 25. Workshops are led by Lisa Cantrell, Founder of Capital Storytelling and Professor at Sacramento State.

#### **LODI RULES Committee**

**Sheep Grazing Demo (February 22, 2021)** – The committee hosted a live sheep grazing demo at Schulenburg Vineyard to demonstrate benefits, including mechanical removal of herbicide resistant weeds and the addition of microbes to the soil.

**Updated Style Guide** – Staff is currently developing an updated brand style guide for LODI RULES. The style guide will help to ensure a consistent and continuous brand experience across marketing materials.

**Visitor Center March LODI RULES Wine Club** – The March “Cool Kids” Lodi Wine Club will feature six wines made from grapes certified under LODI RULES.

#### **Winery Marketing Committee**

**Lodi Wine & Chocolate Weekend** – The 2021 event will take place May 15 and 16. Changes to this year’s celebration will include adoption of a reservation-only format as well as limits to attendance and group size. Tickets are expected to go on sale the week of April 12.

#### **California Wine Education Foundation**

**Staff Updates** – Paul Marsh, CS, started on March 1 as the Visitor Center Manager and Wine Club Director and replaces former manager and director, Jeremy Bowe. Paul is the former owner of Mile Wine Company, Stockton, and was also previously employed as wine buyer, certified sommelier, and dining room manager for The Firehouse Restaurant in Old Sacramento.

#### **Public Comment on Items Not Appearing on the Agenda**

No public comments on items not appearing on the agenda were made.



**Agenda Items for Future Meetings**

No agenda items were requested to be added to future meetings.

**Set Next Meeting Date**

The next meeting of the Grower Marketing Committee will be held on Wednesday, April 21, at 2:30pm.

**Adjourn**

The meeting adjourned at 3:47pm.

Respectfully submitted,

Joan Kautz, Committee Chair

**Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).**



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>