



RESEARCH, EDUCATION & COMMUNICATION COMMITTEE
MEETING MINUTES

Date: Tuesday, July 20, 2021
Time: 12pm
Place: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242
Virtual Option: <https://www.gotomeet.me/LodiRules/rec-committee>

1. The **meeting was called to order** at 12:05pm by Committee Chairman Larry Whitted. The Commission’s mission statement was shared.
2. Those in **attendance** are indicated below. A **quorum** was established.

First Name	Last Name	Attended
Scott	Armolea	x
Amy	Blagg	
Kyle	Brown	x
Pieter	den Hartog	x
Ben	Duesterhaus	x
Brad	Goehring	x
Mike	Kluda	x
Chris	Storm	x
Keith	Striegler	x
Joe	Valente	x
Larry	Whitted	x

Staff present: Dr. Stephanie Bolton and Stuart Spencer.
Guests present: Lisa Meline (Viticulture Student Volunteer), Stanton Lange (Lodi Grower), Kevin den Hartog (Lodi Grower), and Dr. Karen Block (UC Davis).

3. **Consideration of previous minutes.** den Hartog/Valente made a motion to approve the March 9, 2021 meeting minutes. The motion was carried on a vote of Committee members present. No “no” votes. No abstentions.
4. **Public comment:** none.
5. **Grower education programs.**
 - **Review of recent initiatives**
 - The Commission hosted a Smart Sprayer Demo with Matt Frank (Trinchero) on May 20.
 - On June 1, our monthly IPM Network Breakfast Meeting had Roger Baldwin speaking about rodent control in the vineyard.
 - In conjunction with Round Valley Ranches and Monarch Tractor, the Commission hosted an autonomous electric tractor demo with over 70 attendees from age 7 to 90. Two articles were written about the event.
 - In partnership with LDGGA, we co-hosted the annual Harvest Safety Seminar in English and Spanish, which was the more popular session with over 170 attendees.

- **Ideas for future initiatives**

- There will be a blood drive for Kris Gutierrez on Thursday.
- The next IPM Network Breakfast Meeting is August 3 with guest speaker Dr. Tapan Pathak. He will discuss pest management in a new normal. This will be our first in-person, indoor meeting post-pandemic.
- On September 7, we will have Stan Grant speaking about Mineral Nutrient Management Methods at Burgundy Hall (8-9:30am).
- The next big Mealybug & Virus Outreach Meeting is confirmed for April 7, 2022, and UC is helping us with the room fees while AVF is extending our virus outreach grant timeline to be able to cover this meeting as originally planned for 2020.
- The Committee is planning for a second mechanization series that we can host with Committee Member Dr. Keith Striegler (Gallo) in 2022, which should include a curtain burner and mechanical suckering.
- UC Davis will host a wildfire talk with Dr. Anita Oberholster on July 27.

6. **Grower communications.**

- Grower e-Newsletter emails are sent a few times per month as needed, with an extensive calendar at the bottom.
- The lodigrowers.com website is updated nearly daily with educational events (under the Education heading, Local Opportunities page) and viticulture blogs are posted every Monday morning. Monday's blog provided an update of the Commission's Spring grower marketing campaign, focused on telling the stories of our farmers and vineyards.
- The Commission mailed out an Annual Report in the Spring and decided to postpone the Annual Meeting until the Fall, when we can hopefully have a celebration for our 30th Anniversary.
- We need to look into the issue of Ag Burning for a potential article/blog post.

7. **Winegrape research in Crush District 11.**

- **Research projects and focus group updates**

- We closed out the 2018-2158 AVF grant, and still have the 2019-2158 AVF grant and two PD/GWSS grants open (virus outreach).
- We translated the Mealybug Scouting Card into Spanish.
- We are working with UC to sample a few vineyards for Sudden Vine Collapse research next week as part of an AVF grant.
- We are performing a small-scale trial for a product called Ninja which may offer some virus prevention in a new planting.
- Dr. Kent Daane and collaborators are making progress on the BIFS grant with vine mealybug pheromone mating disruption application. He and Dr. Stephanie Bolton were asked to create a pheromone mating disruption handbook to aid in NRCS EQIP approval/use of mating disruption as a conservation practice.
- The Grapevine Rootstock Research Focus Group continues to meet monthly with Committee Members Chris Storm, Kyle Brown, and Dr. Keith Striegler, Student Volunteer Lisa Meline, and Dr. Stephanie Bolton present, among others. The group met with Dr. Andy Walker yesterday, who offered to help us with our future rootstock trials.
- We have an email out to Dr. Anita Oberholster with our tentative plan for regional baseline smoke taint compound sampling in a non-wildfire smoke vintage.

- **Viticulture Research Specialist**

- The Commission will be re-posting the position with some modifications soon.

8. **Weather Network services.** There are two potential sites inquiring about a cost-share, as evaluated by Mike Klouda. He suggests the Gill site as long as the weather station will be placed in a vineyard.

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard organically and make improvements. We will release *Cryptolaemus* beetle and *Anagyrus* wasp larvae (a new product given to us by Koppert) in the demo vineyard today.

10. Dr. Stephanie Bolton has been in touch with Jeremy Murdock (UC) about the **UC Davis vineyard cost studies** and he has the same message since March 2021 – coming soon.

11. The **FY2020-2021 Budget** through May 31 (Exhibit A) was reviewed.

12. **Reports from other Committees.**

- Stuart Spencer updated the Committee on the Lodi Winegrape Commission's marketing efforts.

13. **Public comment on items not appearing on the agenda (2 min limit):** Dr. Karen Block updated the Committee on UC meetings and told us that UC ANR has new funding dollars. Lisa Meline thanked the Committee for their help with her viticulture course.

14. **Items for future agendas:** none.

15. The **next meeting is scheduled for August 24 at 12pm** (we will skip meeting in September and October, resuming in November).

16. The **meeting was adjourned** at 1:40pm.

Respectfully submitted,



Stephanie L. Bolton, PhD
Research & Education Director
Lodi Winegrape Commission

LODI WINEGRAPE COMMISSION
2021-2022 DRAFT BUDGET

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE (4/30)	%	FY 2021 - 2022 BUDGET
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
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE (4/30)	%	FY 2021 - 2022 BUDGET
	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	\$35,100.00	\$9,744.97	27.76%	\$36,500.00
	<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	\$7,200.00	\$0.00	0.00%	\$7,200.00
	<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	\$7,200.00	\$639.26	8.88%	\$7,200.00
	Total Expenditures	\$49,500.00	\$10,384.23	20.98%	\$50,900.00

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