



LODI WINE
WINEGRAPE
COMMISSION

**Lodi Winegrape Commission
Meeting Minutes - FINAL
October 20, 2021**

The Lodi Winegrape Commission met on Wednesday, October 20, 2021.

1. The meeting was called to order by Chairman Aaron Shinn at 2:03PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	EX	Dirk Heuvel	X
Jason Eells	EX	Joe Laranaga	X
Bruce Fry	X	Joan Kautz	X
Curt Gillespie	X	Jacylyn Stokes	X
Matt Lauchland		Todd Maley	X
Tom Murphy	X	Colton Machado	
Diego Olagaray	X	Mitch Spaletta	
Aaron Shinn	X	Garret Schaefer	
Brandon Sywassink	EX	Scott Armolea	X

Also, in attendance was Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer, Stephanie Bolton and Jenny Heitman. A quorum was established.

3. On a motion by Olagaray/Gillespie the minutes of the July 22, 2021 meeting were approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Stuart Spencer informed the board that yesterday’s Finance Committee did not have a quorum. Shinn and Olagaray were present at the meeting and reviewed the Commission’s audits with Pauline Sanguinetti and Lyndsay George of Croce, Sanguinetti & Vander Veen. The firm reviewed the draft financial and agreed upon procedures audits and presented the Management Advisory Letter and the Communication with Those Charged with Governance letter. Shinn and Olagaray noted that there were no findings and that they were good with the audits. Motion to approve and accept the audits as presented. Fry/Gillespie – Carried.
6. **Chairman’s Report** – Chair Shinn updated the board on his activities as Chair. He noted that he had stepped down as Lodi Rules Chair and appointed Phil Abba. He met with past

chair Altnow to discuss her time as Chair, and any priorities the Commission should address in the coming years. Shinn noted that Commission should explore outside human resources support and continue to evaluate the effectiveness of the Visitor Center operation moving forward.

7. **Executive Director's Report** - ED Spencer discussed several initiatives that he has been working on over the past couple months. He noted that the Commission, in partnership with Visit Lodi, had received a \$96,000 tourism recovery grant. The money will be split between the organizations and must be spent by June 30, 2022. He also noted that the winery community completed a strategic retreat in August. The two-day retreat was successful in building consensus around several key priorities. The strategic planning task force would soon be reviewing the final plan and disseminating to the broader community. Spencer also noted that he and Stephanie had met with the Stockton City Manager and Economic Development Director to discuss how Stockton can be more involved economically in the greater San Joaquin County ag community.

8. **Committee Reports:**

Executive Committee – The committee met last week to review Commission activities for the past couple months. The committee is scheduled to meet at Noon on November 15.

Grower Marketing Committee – Committee Chair Joan Kautz, Jenny Heitman and Stuart Spencer reviewed ongoing marketing activities. The Commission hosted a group of six wine “influencers” for a three-day immersion in Lodi vineyards and wine. Influencers are a rising category of media that are having a growing impact on the wine space. The influencers had the opportunity to hand pick grapes, ride a harvester, sort grapes at a winery and many other Lodi immersive experiences over the three days. Staff is also working on the next step in our storytelling campaign and would like to create a series of videos that tell the stories of individual growers and families. This would likely be part of our spring promotional campaign with advertising support. Currently, the Commission has a “content” promotional program running with Wine Enthusiast themed around our “Save the Old” campaign featuring Lodi’s old vines.

Lodi Rules –Stephanie Bolton updated the board on the recent Lodi Rules committee activities. Stephanie participated at the Tiburon Wine Festival in September featuring Lodi Rules wines. The committee and staff continue to work on a making the Pesticide Risk Tool (PRT) at useable and useful tool for LODI RULES growers. And they are working on scheduling a year-end wrap up meeting in December.

Research, Education, Communication – Stephanie Bolton reported that the Commission hosted an IPM Breakfast meeting on October 5 featuring Dr. Akif Eskalen discussing new biocontrol agents for pruning wounds, fungicide trials, and more. In addition, Stephanie is working with Dr. Keith Striegler (E&J Gallo) to cohost a grower workshop and lunch on October 28 titled, “How to Shut Down a Vineyard for the Winter.” She is also looking at hosting a “Grower Sales Skills” workshop in December.

Winery Marketing Committee – Spencer informed the board that in addition to the strategic planning process the winery committee has contracted with Community Benchmark to benchmark visitation and DTC sales for Lodi wineries. An estimated 28 wineries have initially signed up to participate in the service. Initial feedback has been positive, but once more time has passed, and more data is in the system, better conclusions can be drawn. The committee is also moving forward with 2022 Lodi Wine & Chocolate with modifications to address vintner concerns.

9. Other Organization Reports:

CWEF – Spencer updated the board on Visitor Center activities and noted that the Foundation board was scheduled to meet Monday, October 25 at 2:00PM. The board also discussed the plusses and minuses of restarting Lodi Row X Row/ZinFest in May 2022. The last ZinFest was held in May 2019. Following that event, the consensus was to rebrand the event for May 2020. The pandemic forced the cancellation in 2020 and 2021. Many believe we need a signature event for the region, but concerns exist over costs, and our ability to execute on a major event with current staff levels. CWEF will be discussing it more at next week's meeting.

SJCFB – no report

LDGGA – Amy Blagg updated the Commission on recent legislative issues facing Lodi winegrowers.

Lodi Grape Festival – Joe Valente reported via proxy Amy Blagg that 2021 Lodi Grape Festival was a success with great attendance, sales, and a safe event.

CAWG – no report

10. **Public Comment** – No comment

11. **Agenda Items for Future Meetings** – None

12. The next meeting was scheduled for December 6 at 2:00PM.

13. The meeting adjourned at 4:11 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary



LODI WINE
WINEGRAPE
COMMISSION

**Lodi Winegrape Commission
Meeting Minutes - Final
July 22, 2021**

The Lodi Winegrape Commission met on Thursday, July 22, 2021.

1. The meeting was called to order by Chairman Kendra Altnow at 2:05PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	X	Dirk Heuvel	EX
Jason Eells	X	Joe Laranaga	X
Bruce Fry	X	Joan Kautz	EX
Curt Gillespie	X	Jacylyn Stokes	X
Matt Lauchland	X	Todd Maley	EX
Tom Murphy	X	Colton Machado	EX
Diego Olagaray	X	Mitch Spaletta	
Aaron Shinn	X	Garret Schaefer	EX
Brandon Sywassink	EX	Scott Armolea	EX

Also, in attendance was Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer, Stephanie Bolton and Jenny Heitman. A quorum was established.

3. On a motion by Olagaray the minutes of the June 23, 2021 meeting were approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Stuart Spencer informed the board that yesterday’s Finance Committee needed to be cancelled due to an unforeseen scheduling conflict for LWC Treasurer Brandon Sywassink. The meeting will be rescheduled in a couple weeks when year-end financial statements are ready.
6. **Report of the Nominating Committee** – Bruce Fry and Jaclyn Stokes comprised the nominating committee and reported that they had talked to all Commissioners and have the following recommendations: Chairman, Aaron Shinn; Vice Chairman, Diego Olagaray; Treasurer Brandon Sywassink; Secretary, Curt Gillespie. The bylaws limit board members to serve on one committee, except the officers may serve on an additional committee besides the Executive Committee. After some discussion, Mirek Wilczek with CDFa administered the

election for the Chairperson. Motion to accept the recommendation of the nominating committee, close the discussion and vote for Aaron Shinn as Chairperson. Olagaray/Eells – Carried. The election was then turned over to the Chair Aaron Shinn. Motion to accept the recommendation of the nominating committee for Diego Olagaray to serve as Vice Chair, Brandon Sywassink to serve as Treasurer, and Curt Gillespie to serve as Secretary. Eells/Fry – Carried.

7. **Chairman's Report** – Chair Shinn thanked Altnow for her years of service to the Commission. He also noted that he would be working on committee assignments for new board members and potentially and committee chair positions.
8. **Consideration of Agreements between LWC and CWF** - Spencer shared the draft agreement for Promotional Services for 2021-22 (Exhibit B). Spencer explained that the agreement formalizes the relationship between LWC and CWF concerning the Lodi Wine & Visitor Center. Motion to accept the agreement as presented. Fry/Olagaray – Carried.
9. **Executive Director's Report** - ED Spencer presented and discussed his Executive Director Report (Exhibit C). He highlighted the search for a new Vit Research Specialist, updated Visitor Center hours and operation, annual audit, winery strategic planning, outreach to Stockton leadership regarding the ag industry and addressed several committee activities.

10. **Committee Reports:**

Executive Committee – The committee has not met.

Grower Marketing Committee – The committee met on Monday, July 19. They reviewed the spring promotional campaign and discussed the coming year. They are interested at extending the people and place storytelling campaign into video. The committee also discussed 30th anniversary celebration post-harvest in mid to late November. Staff has a public relations planning meeting scheduled with Calhoun and Company next Wednesday, July 28. During this planning session we will develop our PR framework and plan for the coming year.

Lodi Rules – Aaron Shinn and Stephanie Bolton updated the board on the recent Lodi Rules committee activities. The program has expanded significantly this year to 66,000 acres due in part to Bogle Vineyards requiring growers to participate. The committee and staff continue to work on a making the Pesticide Risk Tool (PRT) at useable and useful tool for LODI RULES growers.

Research, Education, Communication – Stephanie Bolton reported that the committee met on Tuesday and would hold their first in-person breakfast meeting on August 3. They also have a breakfast meeting scheduled for September 7. Stephanie has been appointed to the Fresno State Viticulture Advisory Board. Staff has reached out to the Valley Air Board for input and potential alternative to vineyard burning and is also working on setting of some

smoke affected benchmarking for Lodi vineyards this season. Bolton also informed them that she continues

Winery Marketing Committee – Spencer informed the board that in addition to the strategic planning process the winery committee has contracted with Community Benchmark to benchmark visitation and DTC sales for Lodi wineries. An estimated 28 wineries have initially signed up to participate in the service which will hopefully provide valuable data for individual wineries and the region.

11. Other Organization Reports:

CWEF – No report

SJCFB – no report

LDGGA – The Lodi District Grape Growers Association is hosted a water forum on June 30 and a harvest safety seminar for July 15. They are currently holding a blood drive with the Red Cross in memory of Kris Gutierrez. Amy Blagg also updated the group on a few other regulatory issues.

Lodi Grape Festival – no report

CAWG – no report

12. **Public Comment** – No comment

13. **Agenda Items for Future Meetings** – None

14. The next meeting was scheduled for October 20, 2021 at 2:00PM.

15. The meeting adjourned at 3:10 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary