



RESEARCH, EDUCATION & COMMUNICATION COMMITTEE
MEETING MINUTES

Date: Tuesday, August 24, 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 12:07pm 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	
Amy	Blagg	x
Kyle	Brown	
Pieter	den Hartog	x
Ben	Duesterhaus	
Brad	Goehring	
Mike	Kluda	
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), and Dr. Karen Block (UC Davis).

3. **Consideration of previous minutes.** den Hartog/Striegler made a motion to approve the July 20, 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 our monthly IPM Network Breakfast Meeting on August 3 with Dr. Tapan Pathak (UC Cooperative Extension Specialist, UC Merced) speaking about pest & disease management in a new normal.

- **Ideas for future initiatives**

- The September IPM Network Breakfast Meeting is September 7 with guest speaker Stan Grant, MS. He will discuss mineral nutrient management methods and we are approved for NMP CEUs.

- The October IPM Network Breakfast Meeting is on October 5 with guest speaker Dr. Akif Eskalen. He will discuss trunk disease, including an update on Rhyme fungicide and some biocontrol products.
- We plan to host an ag burning meeting (with equipment) once the San Joaquin Valley Air Pollution Control District provides more pertinent information needed for Lodi growers.
- 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.
- Ideas for future meetings: climate change, rootstocks and drought tolerance, winter irrigation during a drought (along with the freeze risk as occurred in November 2020 and Western Weather), mites.

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.
- Dr. Stephanie Bolton is working with the San Joaquin Valley Air Pollution Control District on a grower-friendly article with some answers and information about the upcoming ag burning changes and rules.
- The Commission will host a 30th Anniversary Celebration on the evening of November 17th at Hutchins Street Square and all Committee members are welcome and encouraged to attend.

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

- **Research projects and focus group updates**
 - We are worked with UC to sample a few vineyards for Sudden Vine Collapse research 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.
- **Viticulture Research Specialist**
 - The Commission will be re-posting the position with some modifications soon.

8. **Weather Network services.** The Committee discussed the addition of three air quality sensors to weather stations in our network, with the locations suggested by Western Weather for accuracy of data collection. Joe Valente made a motion to move forward with the purchase of these air quality sensors as long as the Board approves the financials of this project. Blagg seconded the motion. The motion was carried on a vote of Committee members present. No “no” votes. No abstentions.

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard organically and make improvements.

10. Jeremy Murdock (UC) sent a draft copy of the **High Wire Cost Study** to Committee Member Amy Blagg for review by Lodi growers on August 20, 2021. Copies were emailed to growers by Amy Blagg, along with questions from Jeremy, and were passed out to Committee Members for review.

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

12. **Reports from other Committees.**

- Stuart Spencer updated the Committee on the Lodi Winegrape Commission’s marketing efforts and Winery Strategic Planning project.

13. **Public comment on items not appearing on the agenda (2 min limit):** none.
14. **Items for future agendas:** none.
15. The **next meeting is scheduled for November 16 at 12pm** (we will skip meeting in September and October for harvest).
16. The **meeting was adjourned** at 1:36pm.

Respectfully submitted,

A handwritten signature in blue ink that reads "Stephanie L. Bolton". The signature is fluid and cursive, with a long horizontal flourish at the end.

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

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

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$1,503,440.85	93.66%
4160	Winery Contributions	\$85,000.00	\$74,500.00	87.65%
4162	Event Revenue	\$270,000.00	\$37,128.25	13.75%
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	\$696.64	69.66%
4150	Other Income (Sponsorship)	\$10,000.00	\$1,707.45	17.07%
	Subtotal Commission Revenue	\$2,020,785.00	\$1,672,219.59	82.75%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$139,626.86	66.42%
4148	Rent	\$48,051.91	\$48,046.80	99.99%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$187,673.66	72.67%
	Total Revenue	\$2,279,046.79	\$1,859,893.25	81.61%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$605,393.06	82.82%
	Winery Marketing	\$135,000.00	\$49,195.95	36.44%
	Research, Education & Communication	\$154,700.00	\$87,868.74	56.80%
	LODI RULES	\$49,500.00	\$32,697.31	66.06%
	Admin & Personnel	\$904,270.86	\$847,207.39	93.69%
	Visitor Center Sponsorship	\$75,000.00	\$75,000.00	100.00%
	Subtotal Commission Expenditures	\$2,049,420.86	\$1,697,362.45	82.82%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$187,673.66	72.67%
	Subtotal CWEF Expenditures	\$258,261.79	\$187,673.66	72.67%
	Total Expenditures	\$2,307,682.65	\$1,885,036.11	81.69%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	-\$25,142.86	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF JUNE 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>
	<u>Industry, Trade & Consumer Promotion</u>			
6100	Graphic Design (Advertising Design)	\$50,000.00	\$118,805.59	237.61%
6110	Advertising (Paid Media)	\$350,000.00	\$207,380.18	59.25%
6120	Printing & Materials	\$30,000.00	\$25,454.57	84.85%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$351,640.34	81.78%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$27,500.00	91.67%
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%
	Promotional Events & Activities Expenditures	\$49,200.00	\$33,736.10	68.57%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$78,000.00	100.00%
6098	Supplies	\$3,000.00	\$1,041.08	34.70%
6130	Public Relations Activities	\$75,000.00	\$40,481.60	53.98%
6132	Lodi Wine Blog	\$72,000.00	\$78,000.00	108.33%
6170	Wine Purchases	\$1,500.00	\$1,252.84	83.52%
	Public Relations Expenditures	\$229,500.00	\$198,775.52	86.61%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$123.09	12.31%
6035	Postage/Shipping	\$3,000.00	\$10,063.88	335.46%
6060	Website - Internet	\$10,000.00	\$11,001.28	110.01%
6076 & 6080	Travel	\$7,500.00	\$37.15	0.50%
6221	LWC Meeting Expenses	\$750.00	\$15.70	2.09%
	Activities Support Expenditures	\$22,250.00	\$21,241.10	95.47%
	Total Expenditures	\$730,950.00	\$605,393.06	82.82%

GROWER MARKETING

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2020-2021 BUDGET
AS OF JUNE 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>
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00	\$15,340.12	613.60%
6100 & 6120	Wine Trail Maps	\$20,000.00	\$810.00	4.05%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$10,437.50	69.58%
6110	Advertising	\$15,000.00	\$899.98	6.00%
6120	Printing & Materials	\$7,500.00	\$2,393.04	31.91%
6130	Public Relations	\$2,000.00	\$333.69	16.68%
	Consumer Promotion Expenditures	\$62,000.00	\$30,214.33	48.73%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$30,000.00	-\$3,960.00	-13.20%
6070.2 & 6098	Supplies & Maintenance	\$30,000.00	\$8,611.08	28.70%
6076 & 6080	Travel	\$7,500.00	\$22.93	0.31%
	Events Expenditures	\$67,500.00	\$4,674.01	6.92%
	<u>Activities Support</u>			
6023	Consulting Services (Strategic Plan)		\$3,750.00	
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		\$10,458.02	
	Activities Support Expenditures	\$5,500.00	\$14,307.61	260.14%
	Total Expenditures	\$135,000.00	\$49,195.95	36.44%

LODI WINEGRAPE COMMISSION RESEARCH
EDUCATION & COMMUNICATION
2020-2021 BUDGET
AS OF JUNE 30, 2021

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Outreach & Education</u>			
6033 & 6098	Supplies	\$2,000.00	\$72.67	3.63%
6070.2	Maintenance - Cleaning	\$400.00	\$24.00	6.00%
6076 & 6080	Travel	\$10,000.00	\$625.81	6.26%
6130	Public Relations	\$1,000.00	\$952.59	95.26%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$500.00	\$695.93	139.19%
6220	Grower Meetings & Socials	\$16,000.00	\$9,087.84	56.80%
6221	LWC Meeting Expenses	\$1,200.00	\$881.51	73.46%
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	\$17,828.75	59.43%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	<u>\$54,200.00</u>	<u>\$33,248.90</u>	<u>61.34%</u>
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$8,899.74	89.00%
6060	Website/Internet	\$5,000.00	\$4,146.04	82.92%
6070.5	Demo Vineyard	\$10,000.00	\$416.50	4.17%
6100	Graphic Design	\$8,000.00	\$921.90	11.52%
6120	Printing & Materials	\$2,500.00	\$6,022.91	240.92%
6210	Publications	\$30,000.00	\$8,591.02	28.64%
	Communications Expenditures	<u>\$65,500.00</u>	<u>\$28,998.11</u>	<u>44.27%</u>
	<u>Research</u>			
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	\$5,621.73	37.48%
	Research Expenditures	<u>\$35,000.00</u>	<u>\$25,621.73</u>	<u>73.20%</u>
	Total REC Expenditures	<u>\$154,700.00</u>	<u>\$87,868.74</u>	<u>56.80%</u>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
LODI RULES
2020-2021 BUDGET
AS OF JUNE 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>
	<u>Communications, Marketing & Promotions</u>			
6060	Website/Internet	\$2,000.00	\$81.68	4.08%
6100	Graphic Design	\$3,000.00	\$2,469.66	82.32%
6120	Printing & Materials	\$2,000.00	\$9,441.67	472.08%
6130	Public Relations	\$8,600.00	\$4,029.26	46.85%
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	\$8,468.21	94.09%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$24,918.58	70.99%
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00	\$5,000.00	71.43%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	\$7,200.00	\$5,000.00	69.44%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00	\$325.00	27.08%
6033 & 6098	Supplies	\$300.00	\$13.78	4.59%
6035	Postage/Shipping	\$700.00	\$2,277.16	325.31%
6076 & 6080	Travel	\$4,000.00	\$40.32	1.01%
6221	LWC Meeting Expenses	\$1,000.00	\$122.47	12.25%
	Activities Support Expenditures	\$7,200.00	\$2,778.73	38.59%
	Total Expenditures	\$49,500.00	\$32,697.31	66.06%

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

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$509,319.59	93.62%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$118,739.70	88.63%
	Personnel Expenditures	\$678,002.00	\$628,059.29	92.63%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	\$9,375.12	58.59%
6033	Office Supplies	\$12,000.00	\$10,231.15	85.26%
6035	Postage	\$2,000.00	\$1,489.51	74.48%
6040	Rent	\$75,474.86	\$75,150.24	99.57%
6041	Offsite Storage	\$5,136.00	\$5,516.00	107.40%
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$12,323.75	136.93%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$6,744.89	103.77%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$662.04	66.20%
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%
	Office Expenditures	\$129,310.86	\$123,632.32	95.61%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$10,477.16	209.54%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%
6099	CDFA Charges	\$40,000.00	\$36,337.96	90.84%
	Professional Fees Expenditures	\$66,000.00	\$67,362.12	102.06%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00	\$79.99	4.00%
6070.1	IT Services	\$23,216.00	\$23,215.80	100.00%
6070.4	Copier/Lease	\$3,742.00	\$3,741.12	99.98%
	Information Technology Expenditures	\$28,958.00	\$27,036.91	93.37%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$58.09	23.24%
6221	LWC Meeting Expenses	\$1,000.00	\$371.44	37.14%
6250	Dues	\$250.00	\$687.22	274.89%
	Other Admin Expenditures	\$2,000.00	\$1,116.75	55.84%
	Total Expenditures	\$904,270.86	\$847,207.39	93.69%

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET
AS OF JUNE 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>
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$112,031.68	64.73%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$27,595.18	74.32%
	Personnel Expenditures	\$210,209.88	\$139,626.86	66.42%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$48,046.80	99.99%
	Office Expenditures	\$48,051.91	\$48,046.80	99.99%
	Total Visitor Center Expenditures	\$258,261.79	\$187,673.66	72.67%