LODI WINE
WINEGRAPE
COMMISSION

Lodi Winegrape Commission
Meeting Minutes - FINAL
February 9, 2022

The Lodi Winegrape Commission met on Wednesday, February 9, 2022.

1. The meeting was called to order by Chairman Aaron Shinn at 2:02PM.

2. Roll was called

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

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

3. On a motion by Gillespie/Olagaray the minutes of the December 6, 2021 meeting were approved (Exhibit A).

4. Public Comment on Items Appearing on the Agenda – None

5. **Financial Report** – Brandon Sywassink gave a financial update. The Finance Committee met on December 14, 2021, to review the November financial statements and YTD budgets. Assessment revenue is trending ahead of the last fiscal year, and the Commission is under budget through November. He also noted that the PPP loan that the Commission had received for $168,116 had been forgiven.

6. **Chairman's Report** – Chair Shinn updated the board on his activities as Chair and noted that things are going smoothly. He participated in a meeting with Protected Harvest and the Lodi Rules committee in January. They discussed some of the ongoing challenges with the certification process and ways to make the process more streamlined and transparent for the growers.

7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B). He discussed the recent Unified Wine & Grape Symposium and the lack of attendance. He reviewed the past weekend's Lodi Wine & Chocolate festivities and the three component events that took place. He estimated the event grossed approximately $200,000 for winery marketing activities. He also updated the board on that a working group of winery principals was formed to explore different funding models including the establishment of a winery improvement district. Spencer also relayed that their leading candidate for the Viticulture Research Specialist position was unable to take the position due to issues with his VISA. The Commission back searching for a new candidate.

8. **Committee Reports**:

   Executive Committee – The committee met on January 10 to review ongoing Commission activities.

   Grower Marketing Committee – Committee Chair Joan Kautz updated the board on recent marketing activities. The committee met on December 15 and is scheduled to meet later this month. Staff also updated the board on upcoming public relations activities. The Commission will again partner with the Somm Foundation for an immersion trip in late April, hosted six influencers for Lodi Wine & Chocolate, and Aaron and Stuart are planning a trip to NY for media visits. Staff continues to work on the marketing campaign for the spring. Export activities are continually being altered due to COVID related issues. Lodi will be hosting a series of virtual seminars in South Korea and Japan in March and attending the Pro Wein trade show in May along with trade shows in Copenhagen and Paris.

   Lodi Rules – Committee Chair Phil Abba updated the board on recent Lodi Rules activities. The committee met with the Protected Harvest board on January 11 to review the past certification season and discuss constructive improvements moving forward. The program hosted a year end wrap-up virtual seminar on January 17. And has a tasting room personnel training session scheduled for February 17.

   Research, Education, Communication – Committee Chair Larry Whitted and Stephanie Bolton updated the board on recent REC activities. The committee met yesterday, and Joe Larranaga replaced Chris Storm on the committee. Whitted listed out recent meetings including the January 4 breakfast meeting on rising fertilizer costs. The committee has several meetings planned included an April 7 Virus meeting, April 30 canine detection for viruses, May 3 immune response. Stephanie continues to work with the air quality board on workable solutions for vineyard removals, including burning of diseased vineyards. The next meeting is scheduled for April 19.

   Winery Marketing Committee – Spencer, in his ED Report, detailed results of the 25th anniversary Lodi Wine & Chocolate weekend scheduled for Feb. 4-6, 2022. The committee also hosted an ABC Responsible Beverage Service training workshop in early January and is exploring other educational workshops for the winery community.

9. **Other Organization Reports:**

   CWEF – no report

   SJCFB – no report

   LDGGA – the Lodi District Grape Growers Association annual meeting and dinner is scheduled for Thursday, February 17.

   Lodi Grape Festival – no report

   CAWG – no report

10. **Public Comment –** No comment

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

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

13. The meeting adjourned at 3:22 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary

LODI WINE
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Lodi Winegrape Commission
Meeting Minutes - FINAL
December 26, 2021

The Lodi Winegrape Commission met on Monday, December 6, 2021.

1. The meeting was called to order by Chairman Aaron Shinn at 2:02PM.

2. Roll was called

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

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

3. On a motion by Heuvel/Kautz the minutes of the October 20, 2021 meeting were approved (Exhibit A).

4. Public Comment on Items Appearing on the Agenda – None

5. **Financial Report** – Stuart Spencer gave a quick financial update. The Finance Committee did not have a quorum in October, but would be meeting on December 14, 2021 to review September & October financial statements and YTD budgets. As of November 30, 2021 the Commission had received $601,425.64 in assessment revenue. This is up approximately $60,000 from this point last year.

6. **Chairman's Report** – Chair Shinn updated the board on his activities as Chair. He participated in a recent meeting of the winery strategic planning team and felt confident in its direction. He also thought the 30th anniversary celebration went very well and that everyone seemed to enjoy themselves. He also noted the lively discussion from a recent Lodi Rules committee regarding the certification process. He also noted that Gary Daniel, local grower

and CPA with Bowman & Co would serve on the Finance Committee and need a board consent. Motion to approve Gary Daniel serving on the Finance Committee. Fry/Gillespie – Carried.

7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B). He discussed several initiatives including the recent winery strategic planning outcomes, the 30th anniversary celebration, the workforce development education grant/project, and the Viticulture Research Specialist position.

8. **Committee Reports**:

   Executive Committee – The committee met on November 15 to discuss and prepare for the 30th anniversary celebration. The committee will meet again in January.

   Grower Marketing Committee – Committee Chair Joan Kautz and Stuart Spencer updated the board on recent marketing activities. The committee met on November 10 and is scheduled to meet on December 15. At the November 10 meeting they reviewed the final spring promotional program and discussed the fall "save the old" campaign. They detailed recent PR initiatives and activities including recent media visits. They also passed out an updated Lodi AVA map with detailed descriptions of each of the seven nested AVA's. Thy also discussed some of the recent export promotions including a Lodi-hosted dinner with the head of the LCBO and upcoming spring activities.

   Lodi Rules –Stephanie Bolton and Spencer updated the board on the recent Lodi Rules committee activities. The committee met on November 29, 2021 and had a robust discussion concerning the certification process and some of the challenges this past growing season. The committee is interested in improving the process. Acreage continues to grow! A tentative year end Lodi Rules meeting is schedule for January 11, 2022.

   Research, Education, Communication – Committee Chair Larry Whitted and Stephanie Bolton updated the board on recent REC activities. The committee me on November 16 and approved the addition of 3 air quality sensors to better track wildfire smoke during the growing season. The committee cohosted a grower workshop with EJ Gallo and lunch on October 28 titled, "How to Shut Down a Vineyard for the Winter." The December 7 CD11 IPM Breakfast meeting will feature Larry Whitted, Aaron Lange and Charlie Starr discussing area-wide collaborative pest management programs. A group of growers recently met with UC on the long-anticipated update to the vineyard cost study. They hope to have final numbers soon and present at Grape Day. The 70th Lodi Grape Day is scheduled for February 1, 2022.

   Winery Marketing Committee – Spencer updated the board on plans for the 25th anniversary Lodi Wine & Chocolate weekend scheduled for Feb. 4-6, 2022. This year's event will include Friday night dinners at wineries, Saturday grand tasting at participating wineries and a Sunday Winemaker's Bruch on the grounds of Wine & Roses. The committee discussed that the event servers as the primary fundraiser for the committee's activities. This message was

delivered at an All-Winery meeting on December 2 where Spencer detailed the recent strategic plan and the four priorities established.

9. **Other Organization Reports:**

   CWEF – Spencer updated the board on Visitor Center activities. The Visitor Center has returned to being fully opened and staffed. Wine Club membership is growing, and sales are following. Wine & Roses has not returned to full capacity and has limited events compared to pre-pandemic. This has affected walk-in traffic that will hopefully return in 2022.

   SJCFB – no report

   LDGGA – Amy Blagg updated the Commission on recent legislative issues facing Lodi winegrowers. She talked about the ongoing redistricting process, the light parade, and the Tokay FFA vine pruning competition set for January 22.

   Lodi Grape Festival – no report

   CAWG – no report

10. **Public Comment –** No comment

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

12. The next meeting was scheduled for February 7 at 2:00PM.

13. The meeting adjourned at 4:11 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary

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Executive Director Report 2-1-22

BOARD UPDATE

Unified Wine & Grape Symposium – The Commission had a booth at the Unified Wine & Grape Symposium held at the new Sacramento Convention Center January 25-27. Rising COVID case rates led the organizing committee to cancel many of the hospitality (wine & food) events. Additionally, a handful of exhibitors didn't show up and the vaccine/testing requirement led to the show being very poorly attended. Also, many of the large wineries did not allow their staff to attend.

Lodi Wine & Chocolate - This past weekend's 25th anniversary Lodi Wine & Chocolate shaped up to be an excellent event. The reformatted 3-part weekend resonated with customers (minus a few complainers of price) and ticket sales went well. We sold out 9 dinners hosted by wineries on Friday night. We have 37 wineries participating Saturday and sold 2200 tickets. The Sunday Winemaker's Brunch sold out with 350 guests. We have 21 wineries participating and Wine & Roses has put together a nice list of parings to go with the whites, roses and sparklers. The weekend is not only a good marketing tool to broaden our customer base but should also be a decent fundraiser for winery marketing activities. Gross sales came in at about $200,000. Staff (Jenny & Katie) deserve a lot of credit for pulling the event together. There were a lot of changes this year, and they pulled them together seamlessly

Winery Funding Model – At direction from the Winery Strategic Plan we are putting together a small working group of winery principals to explore a winery improvement district. These districts function like a tourism or business improvement district adding an assessment to retail direct sales. It's a complicated process that requires all jurisdictions (city and county) to grant consent to collection and disbursement of the assessment. It would also require approval of the wineries with the establishment weighted towards sales ($1 equals 1 vote). There is a growing consensus amongst wineries involved in the strategic planning and initial discussions that this is a great to move forward with creating a stable funding model for winery promotions.

Viticulture Research Specialist – In late December we hired a candidate for the position. Before he started, he was informed that the type of VISA he had would not allow him to work for the Lodi Winegrape Commission. He was a British citizen who had completed his Masters degree at UC Davis last year and had spent the last 6 months working in viticulture extension in Colorado. He was a good fit and it's unfortunate it didn't work out. We are back searching for a new candidate.

Vineyard Removals - Stephanie has been working with SJ County Ag Commissioner Tim Pelican to get burning exemptions for diseased vineyards. She has forwarded two letters from University Plant Pathologists which describe burning as a best practice (over chipping) for pest management in vineyards for mealybugs (insect vectors)/leafroll virus/vitiviruses and trunk disease. If approved, these exemptions should provide time while technologies develop to properly dispose of removed vineyards.

LWC ACTIVITIES UPDATE

Grower Marketing – The Grower Marketing committee has a busy spring planned of marketing and public relations activities. The committee hosted NY wine journalist Alissa Fitzgerald January 28-30. Staff is also working on another partnership with the Somm Foundation. The partnership would bring 8 sommeliers to Lodi in mid-April for an immersion trip. Additionally, Stuart Spencer and Chair Shinn are planning a trip to New York for media desk side visits in late April. These types of trips involve setting up multiple visits with media publishers throughout the trip. Staff is also in the initial stages of working on a video series with Rindal & Co. The story-telling series would feature the unique stories of the people and place of Lodi.

Export – COVID-related disruptions have led to many events and trips being postponed, rescheduled, or move to a virtual format. The Commission is now hosting four virtual Lodi classes for South Korea and Japan in early March. The annual ProWein trade show has been moved to May. Preceding ProWein are trade shows in Copenhagen and Paris. Lodi is planning to have a booth at all shows. In addition, the Commission is working closely with CA Wine Export program to bring importers and trade representatives to Lodi as part of their California trips. The following events have been rescheduled to the following dates –

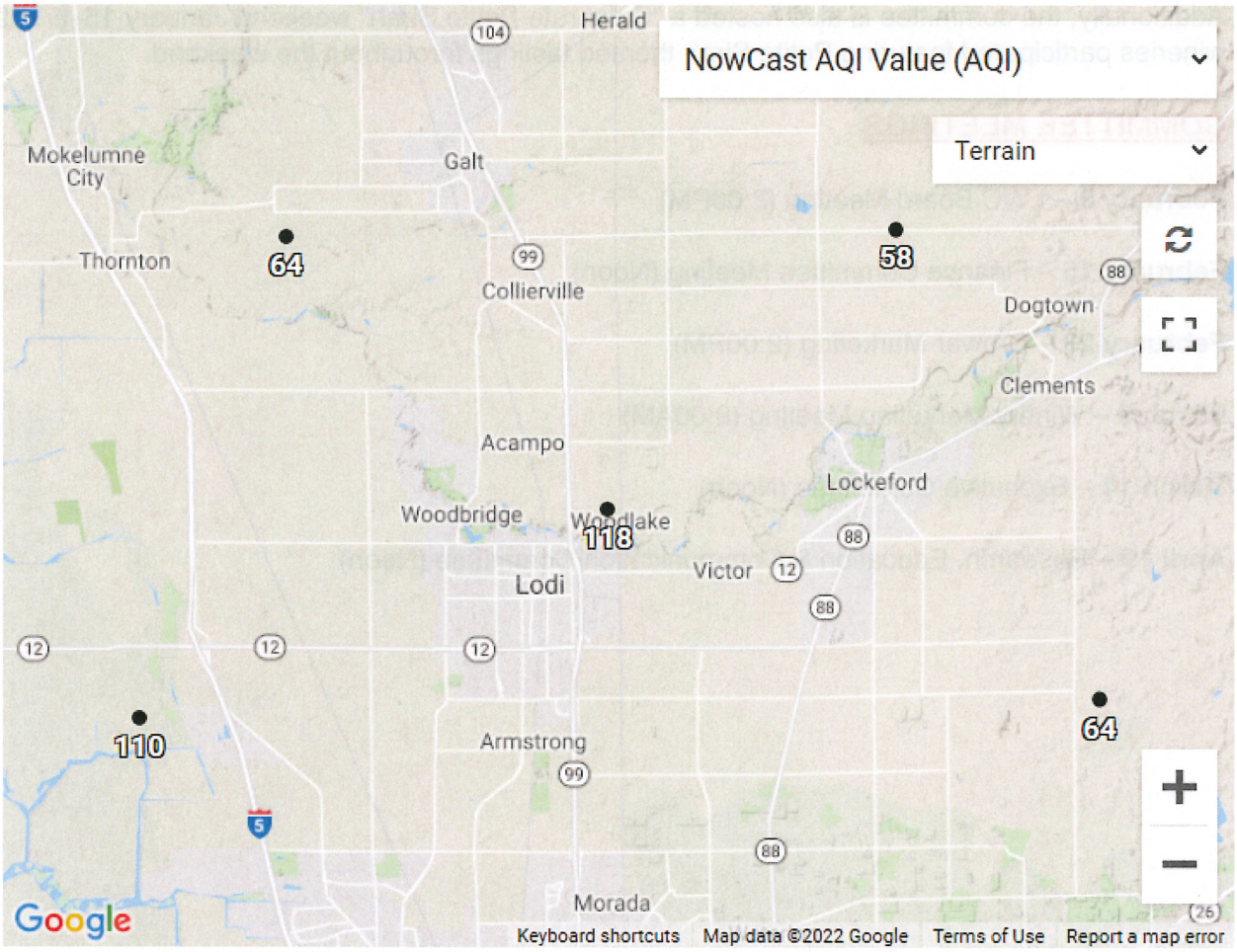
- April 3 & 4 - Mexico Sommeliers & Chefs
- April 26 & 27 – Eastern European Trade Group
- July - UK Sommelier Group

Research, Education & Communications Committee – The REC committee is scheduled to meet on Tuesday, February 8. met on November 16. Stephanie spent a great deal coordinating the 70th annual Lodi Grape Day program with UCCE. The program featured short updates on the Spotted Lanternfly, Trunk diseases, nematodes and rootstocks, biological control of spider mites, and updated cost studies on establishing and producing winegrapes in Lodi. The cost studies looked at both a Quad and Hi Wire vineyard. The cost studies can be reviewed here - https://www.lodigrowers.com/two-new-crush-district-11-vineyard-cost-studies-released-today/ Stephanie also gave an update on the Commission's Viticulture Research Programs.

Stephanie is also serving on the hiring committee for the UC Viticulture Farm Advisor position for San Joaquin and neighboring counties.

Additionally, the committee has several events upcoming in April. On April 7th the Commission is hosting a meeting at the Cabral Center on mealybugs and virus management in Lodi. And on April 30 the Commission is hosting a Family Field Day where dogs will be demonstrating canine detection of viruses in vineyards. Staff is also working on a series of mechanization field days in partnership with E&J Gallo.

The committee is also added three air quality sensors to Lodi weather stations. There will now be 5 stations with air quality sensors covering the region which should be able to provide ongoing data on air quality and smoke-related issues within Lodi. This data could play a role in managing smoke issues in the future.



LODI RULES – The Lodi Rules committee met with the Protected Harvest board in early January to discuss the past year's auditing process. The committee is concerned with the direction of the certification process is trending and worried that the original spirit of the program is getting compromised. The Protected Harvest board was very open to the committee input and very interested in addressing concerns. Additionally, we reached a tentative agreement with Protected Harvest on how best to utilize the PRT as part of the Lodi Rules program. The agreement essentially keeps the PEAS numbers-based approach but utilizes the latest IPMI PRT science to inform the PRT and set new numbers for pesticides based on that science.

The committee also unveiled our "Sheep Grazing in Lodi Vineyards" video in late January as part of our virtual Lodi Rules Year End Recap meeting. The video features our own, Diego Olagaray, and other Lodi growers utilizing sheep for weed control. Stephanie is also working on print newsletter discussing the topic. Check out the video - https://www.lodigrowers.com/sheep-grazing-in-lodi-vineyards-video-premiere/

Winery Marketing – The committee is scheduled to meet on February 8. The committee hosted a Responsible Beverage Service training workshop on January 10 with former ABC Director Jerry Jolly. Nearly 100 people attended. By July 1, 2022, all individuals serving alcohol in California are required to complete the training. The committee is exploring other educational programming for the vintner community.

Additionally, the committee is also hosted a "Celebrate Petite Sirah" weekend January 15-17. 19 wineries participated featuring Petite Sirah themed tastings throughout the weekend.

COMMITTEE MEETINGS

February 9 – LWC Board Meeting (2:00PM)

February 15 – Finance Committee Meeting (Noon)

February 23 – Grower Marketing (2:00PM)

March 8 – Winery Marketing Meeting (9:00AM)

March 14 – Executive Committee (Noon)

April 19 – Research, Education & Communication Committee (Noon)