



RESEARCH, EDUCATION & COMMUNICATION COMMITTEE
MEETING MINUTES

Date: Tuesday, November 16, 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 12:08pm 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	x
Kyle	Brown	x
Pieter	den Hartog	
Ben	Duesterhaus	x
Brad	Goehring	
Mike	Klouda	x
Chris	Storm	
Keith	Striegler	
Joe	Valente	x
Larry	Whitted	x

Staff present: Dr. Stephanie Bolton and Stuart Spencer.
Guests present: Lisa Meline (Viticulture Student Volunteer).

3. **Consideration of previous minutes.** Armolea/Klouda made a motion to approve the August 24, 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 September monthly IPM Network Breakfast Meeting on September 7 with Stan Grant (Progressive Viticulture) speaking about mineral nutrient management, and our October monthly IPM Network Breakfast Meeting on October 5 with Dr. Akif Eskalen (UCCE) discussing trunk disease.
- On October 28, the Commission co-hosted with E. & J. Gallo (Dr. Keith Striegler) a grower meeting on Post-Harvest Shut Down During a Drought, where Brad Wilmot (Western Weather Group), Dr. Matt Fidelibus (Cooperative Extension Specialist, UC ANR), Larry Bettiga (Viticulture Farm Advisor, UCCE), and Dr. Keith Striegler were guest speakers. Over 100 people attended.

- **Ideas for future initiatives**

- 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, mites, sales skills for the grower (Dale Carnegie), Axel Borg (UC V&E Librarian), grower/winemaker relationships, inflation, the grape market.
- Lodi Grape Day is scheduled for February 1, 2022, and we are helping with the morning viticulture session agenda.

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 frequently 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**
 - Thanks to Larry Whitted and Scott Armolea for providing mealybugs for Dr. Mark Sisterson's (USDA ARS) imidacloprid resistance research in August.
 - We are performing a small-scale trial for a product called Ninja which may offer some virus prevention in a new planting. The last application for this growing season was made.
 - 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, Stanton Lange, and Dr. Stephanie Bolton present, among others. On October 19, the Rootstock Focus Group went on a field trip to Geyserville to meet with Rhonda Smith in a Vino Farms rootstock trial.
 - Dr. Stephanie Bolton gave a presentation on Lodi viticulture research to the CSU Ag Research Institute.
- **Viticulture Research Specialist**
 - An updated job description was shared with the Committee.

8. **Weather Network services.** The Commission is in discussions with Western Weather concerning the purchase of three air quality sensors for selected weather stations.

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard sustainably and make improvements. Lisa Meline shared harvest grape stats with the Committee and thanked everyone for allowing Folsom Lake College students to make wine from our grapes.

10. **University of California.** UC released funding for the Northern San Joaquin Co. Viticulture Farm Advisor Position in mid-October. The next step will be for the position to be advertised. There will be an in-person meeting to go over the draft copies of the 2021 UC vineyard cost studies prepared by Jeremy Murdock.

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

12. **Reports from other Committees.**

- Stuart Spencer updated the Committee on the Ag Education project, winery marketing, export activities, and the Save the Old advertising campaign.
- Dr. Stephanie Bolton discussed the LODI RULES Nugget Market sustainability promo.

13. **Public comment on items not appearing on the agenda (2 min limit):** Amy Blagg let everyone know about upcoming well tests that are due on December 31.

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

15. The **next meeting is tentatively scheduled for January 11 at 12pm.**

16. The **meeting was adjourned** at 1:58pm.

Respectfully submitted,

A handwritten signature in blue ink that reads "Stephanie J. 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
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

ACCOUNT CODE	REVENUES	FY 2021 - 2022 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,716,269.00	\$46,396.24	2.70%
4160	Winery Contributions	\$85,000.00	\$62,250.00	73.24%
4162	Event Revenue	\$100,000.00	\$0.00	0.00%
4122	LODI RULES Licensing Fees	\$58,000.00	\$0.00	0.00%
4131	Grant Income	\$54,000.00	\$4,089.13	7.57%
4130	Interest	\$1,000.00	\$106.58	10.66%
4150	Other Income (Sponsorship)	\$10,000.00	\$3,846.15	38.46%
	Subtotal Commission Revenue	\$2,024,269.00	\$116,688.10	5.76%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$207,395.88	\$47,927.84	23.11%
4148	Rent	\$49,007.74	\$12,251.93	25.00%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$256,403.62	\$60,179.77	23.47%
	Total Revenue	\$2,280,672.62	\$176,867.87	7.76%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$768,350.00	\$128,981.83	16.79%
	Winery Marketing	\$74,750.00	\$12,190.46	16.31%
	Research, Education & Communication	\$155,050.00	\$11,461.63	7.39%
	LODI RULES	\$50,900.00	\$5,284.92	10.38%
	Admin & Personnel	\$921,828.00	\$200,698.97	21.77%
	Visitor Center Sponsorship	\$75,000.00	\$18,750.00	25.00%
	Subtotal Commission Expenditures	\$2,045,878.00	\$377,367.81	18.45%
	CWEF Expenditures			
	Visitor Center	\$256,403.62	\$60,179.77	23.47%
	Subtotal CWEF Expenditures	\$256,403.62	\$60,179.77	23.47%
	Total Expenditures	\$2,302,281.62	\$437,547.58	19.00%
	Excess of Revenues Over (Under) Expenditures	-\$21,609.00	-\$260,679.71	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Industry, Trade & Consumer Promotion</u>			
6100	Graphic Design (Advertising Design)	\$75,000.00	\$2,012.50	2.68%
6110	Advertising (Paid Media)	\$350,000.00	\$30,600.00	8.74%
6120	Printing & Materials	\$30,000.00	\$16,266.42	54.22%
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$48,878.92	10.74%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$5,000.00	16.67%
6140	Promotional Sponsorship	\$10,000.00	\$7,000.00	70.00%
6150	Community Sponsorship	\$6,000.00	\$0.00	0.00%
6160	Trade Shows	\$1,600.00	\$181.00	11.31%
	Promotional Events & Activities Expenditures	\$47,600.00	\$12,181.00	25.59%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$19,500.00	25.00%
6098	Supplies	\$3,000.00	-\$44.63	-1.49%
6130	Public Relations Activities	\$75,000.00	\$23,818.95	31.76%
6132	Lodi Wine Blog	\$72,000.00	\$21,000.00	29.17%
6170	Wine Purchases	\$1,500.00	\$776.40	51.76%
	Public Relations Expenditures	\$229,500.00	\$65,050.72	28.34%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$15,000.00	\$0.00	0.00%
6060	Website - Internet	\$12,000.00	\$2,753.92	22.95%
6076 & 6080	Travel	\$7,500.00	\$117.27	1.56%
6221	LWC Meeting Expenses	\$750.00	\$0.00	0.00%
	Activities Support Expenditures	\$36,250.00	\$2,871.19	7.92%
	Total Expenditures	\$768,350.00	\$128,981.83	16.79%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00		0.00%
6100 & 6120	Wine Trail Maps	\$10,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00		0.00%
6110	Advertising	\$13,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$126.95	1.69%
6130	Public Relations	\$1,000.00		0.00%
	Consumer Promotion Expenditures	\$49,000.00	\$126.95	0.26%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$0.00		#DIV/0!
6070.2 & 6098	Supplies & Maintenance	\$5,000.00		0.00%
6076 & 6080	Travel	\$500.00		0.00%
	Events Expenditures	\$5,500.00	\$0.00	0.00%
	<u>Activities Support</u>			
6023	Consulting Services (Strategic Plan)	\$15,000.00	\$9,831.02	65.54%
6221	Meeting Expenses	\$2,500.00	\$2,137.42	85.50%
6033	Office Supplies	\$500.00		0.00%
6090	Merchant/Bank Fees	\$500.00	\$6.44	1.29%
6035	Postage	\$1,500.00	\$88.63	5.91%
6060	Website - Internet	\$250.00		0.00%
	Activities Support Expenditures	\$20,250.00	\$12,063.51	59.57%
	Total Expenditures	\$74,750.00	\$12,190.46	16.31%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Outreach & Education</u>			
6033 & 6098	Supplies	\$2,000.00	-\$14.95	-0.75%
6070.2	Maintenance - Cleaning	\$400.00	\$32.95	8.24%
6076 & 6080	Travel	\$10,000.00	\$1,311.98	13.12%
6130	Public Relations	\$1,000.00	\$304.60	30.46%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$89.00	12.71%
6170 & 6220	Grower Meetings & Socials	\$16,000.00	\$2,077.23	12.98%
6221	LWC Meeting Expenses	\$1,200.00	\$352.73	29.39%
6250	Membership/Dues	\$3,000.00		0.00%
6255	Subscriptions	\$1,650.00	\$120.88	7.33%
6266	Weather Services	\$30,000.00	\$4,182.00	13.94%
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	\$54,550.00	\$8,456.42	15.50%
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$984.83	9.85%
6060	Website/Internet	\$5,000.00		0.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00		0.00%
6120	Printing & Materials	\$2,500.00	\$1,921.73	76.87%
6210	Publications	\$30,000.00	\$30.01	0.10%
	Communications Expenditures	\$65,500.00	\$2,936.57	4.48%
	<u>Research</u>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$15,000.00	\$68.64	0.46%
	Research Expenditures	\$35,000.00	\$68.64	0.20%
	Total REC Expenditures	\$155,050.00	\$11,461.63	7.39%

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
LODI RULES
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Communications, Marketing & Promotions</u>			
6060	Website/Internet	\$1,000.00		0.00%
6100	Graphic Design	\$3,000.00	\$70.00	2.33%
6120	Printing & Materials	\$7,000.00	\$3,117.52	44.54%
6130	Public Relations	\$8,000.00	\$557.39	6.97%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$8,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$979.11	10.88%
	Communications, Marketing & Promotions Expenditures	\$36,500.00	\$4,724.02	12.94%
	<u>Program Improvements</u>			
6023	Consulting Services	\$6,000.00		0.00%
	PRT License Fees	\$1,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	\$7,200.00	\$0.00	0.00%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00		0.00%
6033 & 6098	Supplies	\$300.00	\$65.89	21.96%
6035	Postage/Shipping	\$700.00	\$134.30	19.19%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00	\$360.71	36.07%
	Activities Support Expenditures	\$7,200.00	\$560.90	7.79%
	Total Expenditures	\$50,900.00	\$5,284.92	10.38%

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$558,090.00	\$128,777.15	23.07%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$30,000.45	22.12%
	Personnel Expenditures	\$693,692.00	\$158,777.60	22.89%
	<u>Office Expenses</u>			
6026	Insurance	\$14,000.00	\$693.70	4.96%
6033	Office Supplies	\$11,000.00	\$3,244.23	29.49%
6035	Postage	\$1,500.00	\$721.69	48.11%
6040	Rent	\$76,984.00	\$19,163.29	24.89%
6041	Offsite Storage	\$5,494.00	\$1,447.00	26.34%
6054	Property Tax	\$1,200.00	\$991.42	82.62%
6056 & 6058	Utilities & Telephone	\$13,000.00	\$3,307.96	25.45%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$1,475.00	21.07%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$177.25	17.73%
6120	Printing & Supplies	\$1,000.00	\$1,098.88	109.89%
	Office Expenditures	\$132,178.00	\$32,320.42	24.45%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$7,500.00	\$884.58	11.79%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$37,000.00	\$5,553.50	15.01%
	Professional Fees Expenditures	\$65,500.00	\$6,438.08	9.83%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00		0.00%
6070.4	Copier/Lease	\$3,742.00	\$2,972.48	79.44%
	Information Technology Expenditures	\$28,958.00	\$2,972.48	10.26%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$0.00		#DIV/0!
6076 & 6080	Travel (Mileage & Travel)	\$250.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00	\$70.39	7.04%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$1,500.00	\$190.39	12.69%
	Total Expenditures	\$921,828.00	\$200,698.97	21.77%

LODI WINEGRAPE COMMISSION
CWEF
2021-2022 BUDGET
AS OF SEPTEMBER 30, 2021

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$168,080.00	\$38,732.08	23.04%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$9,195.76	23.39%
	Personnel Expenditures	\$207,395.88	\$47,927.84	23.11%
	<u>Office Expenses</u>			
8040	Rent	\$49,007.74	\$12,251.93	25.00%
	Office Expenditures	\$49,007.74	\$12,251.93	25.00%
	Total Visitor Center Expenditures	\$256,403.62	\$60,179.77	23.47%