



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, November 22, 2021
Time: 12pm
Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 12:07pm by Committee Chairman Phil Abba.

2. **Roll Call:**

Attended	First Name	Last Name
x	Phil	Abba
	Warren	Bogle
	Bruce	Fry
x	Charlie	Hamilton
	Dirk	Heuvel
x	Madelyn	Kolber
x	Stanton	Lange
x	Steve	Quashnick
x	Chris	Storm
x	Aaron	Shinn

A quorum was established. Others present – Dr. Stephanie Bolton (LWC staff), Stuart Spencer (LWC staff), Brandon Sywassink (LWC Board and LODI RULES Grower), and Monica Bianchi (Bianchi Ag).

3. Motion to **approve** August 23, 2021 meeting **minutes** (Exhibit A). Quashnick/Hamilton – Motion carried. No “NO” votes and no abstentions.

4. **Public comment** on items appearing on the agenda: none.

5. **Program updates:**

- 2021 stats as of now:
 - 157 applicants
 - 64,408 acres certified
 - this is up from 55,380 acres and 128 applicants in 2020
- Dr. Bolton spoke to the California State University Agricultural Research Institute about the LODI RULES program.
- Dr. Bolton and Chris Storm shared LODI RULES with the Washington DC wine shop Cork & Fork in an online presentation.
- Dr. Bolton spoke about LODI RULES at a Napa Farm Bureau event on November 19, in a webinar which included organic, biodynamic, sustainable, and regenerative certification representatives.
- We created a sustainable wine infographic for Nugget Market to display in their 13 larger stores during September and October, based on the Michael Mullan artwork.
- We will plan some educational field trips across California for LODI RULES growers and wineries – including one at Stemple Ranch.
- The California Green Medal Awards are open.

- There was a general discussion about the certification process and the overall culture of the program, including areas and ideas for improvement.
 - We will launch the 4th Edition LODI RULES Standards with PRT in 2023. We will use PEAS for 2022.
6. The **FY2020-2021 Budget** (Exhibit B) through September 2021 was reviewed.
 7. Stuart Spencer updated the Committee on **activities from other LWC Committees**.
 8. **Public comment** on items not appearing on the agenda: none.
 9. **Future agenda items**: none.
 10. **Next meeting** is in January 2021 at 12pm.
 11. **Meeting adjourned** at 2:55pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, August 23, 2021
Time: 12pm
Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 12:04pm by outgoing Committee Chairman Aaron Shinn.

2. **Roll Call:**

Attended	First Name	Last Name
x	Phil	Abba
	Warren	Bogle
	Bruce	Fry
x	Charlie	Hamilton
	Dirk	Heuvel
x	Madelyn	Kolber
x	Stanton	Lange
x	Steve	Quashnick
x	Chris	Storm
x	Aaron	Shinn

A quorum was established. Others present – Dr. Stephanie Bolton (LWC staff) and Stuart Spencer (LWC staff).

3. Motion to **approve** July 26, 2021 meeting **minutes** (Exhibit A). Storm/Lange – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: At this time, Aaron Shinn let us know that he is resigning as Committee Chairman to best serve in his role as Commission Chairman, and that Phil Abba will serve as the new LODI RULES Committee Chairman. Thanks to Aaron for his excellent service and for Phil to stepping into this important leadership role.
5. **Program updates:**
 - Dr. Bolton has been meeting with Dr. Eric Harris (SureHarvest, for Protected Harvest) and Ariel Larson (IPM Institute) every 2-3 weeks since January to discuss PRT and make sure we are on track with a timeline. Stuart Spencer, Dr. Bolton, and Charlie Hamilton presented information on where we are with PRT at this time.
 - We created a sustainable wine infographic for Nugget Market to display in there 13 larger stores during September and October, based on the Michael Mullan artwork.
 - LODI RULES on-site audits are complete and went smoothly.
 - Dr. Bolton will have a LODI RULES booth at the Tiburon Wine Festival on October 2.
 - We will launch the 4th Edition LODI RULES Standards with PRT in 2023.
6. The **FY2020-2021 Budget** (Exhibit B) through June 2021 was reviewed.
7. Stuart Spencer updated the Committee on **activities from other LWC Committees:** the Winery Committee conducted a strategic planning session, the Commission is undergoing an annual financial and compliance audit, and our 30th Anniversary Celebration will be held on November 17.

8. **Public comment** on items not appearing on the agenda: none.
9. **Future agenda items**: none.
10. **Next meeting** is in October 2021 at 12pm.
11. **Meeting adjourned** at 1:34pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director

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

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<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	<u>\$36,500.00</u>	<u>\$4,724.02</u>	<u>12.94%</u>
	<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	<u>\$7,200.00</u>	<u>\$0.00</u>	<u>0.00%</u>
	<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	<u>\$7,200.00</u>	<u>\$560.90</u>	<u>7.79%</u>
	Total Expenditures	<u>\$50,900.00</u>	<u>\$5,284.92</u>	<u>10.38%</u>

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
 CWF
 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%