



**RESEARCH, EDUCATION & COMMUNICATION COMMITTEE  
MEETING MINUTES**

**Date:** Tuesday, February 8, 2022  
**Time:** 8am  
**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 8:05am by Committee Chairman Larry Whitted. The Commission’s mission statement was shared. The Committee welcomed LWC Board Member Joe Larranaga and expressed thanks for resigning member Chris Storm’s contributions.

2. Those in **attendance** are indicated below. A **quorum** was established.

First Name	Last Name	Attended
Scott	Armolea	x
Amy	Blagg	
Kyle	Brown	x
Pieter	den Hartog	
Ben	Duesterhaus	x
Brad	Goehring	
Mike	Klouda	x
Joe	Larranaga	x
Keith	Striegler	x
Joe	Valente	x
Larry	Whitted	x

*Staff present:* Dr. Stephanie Bolton.

*Guests present:* Lisa Meline (Viticulture Student Volunteer), Stanton Lange, and Mitchell Gander (Winters Farming).

3. **Consideration of previous minutes.** Armolea/Valente made a motion to approve the November 16, 2021 meeting minutes with a correction that the Demo Vineyard is managed sustainably, not organically. 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**

- On November 17, the Commission hosted a 30<sup>th</sup> Anniversary social with guest speaker Karen Ross.
- Dr. Bolton spoke about LODI RULES at the Napa Farm Bureau fall educational series on November 19.
- The Commission hosted our December monthly IPM Network Breakfast Meeting on December 7 with Larry Whitted, Charlie Starr IV, and Aaron Lange speaking about regional IPM strategies.
- Our January monthly IPM Network Breakfast Meeting was on January 4 with Renee Pinel, President/CEO of Western Plant Health, discussing fertilizer and pesticide forecasted costs and supplies.

- The annual LODI RULES Year-End Recap Event was held virtually on January 17.
- Lodi Grape Day was held on February 1 and people appreciated the speakers and topics.
- **Ideas for future initiatives**
  - There will be no IPM meeting in March or April. The next monthly IPM Network Breakfast Meeting will be on May 3 with Dr. Mary Wildermuth of UC Berkeley speaking about RNA interference technology for powdery mildew prevention.
  - In March, Dale Carnegie of San Joaquin Valley will host a Grower Sales Workshop as part of the Modern Farmer Series.
  - 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.
  - NGRA/ASEV are hosting a precision viticulture demo day on April 13 in Salinas.
  - We may have a canine detection demo on April 30.
  - 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 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.
  - Dr. Bolton is speaking about environmental stewardship and LODI RULES at the German version of ASEV on April 11.
  - 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, Vitidoor, field-in technology, microscope series.

#### 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. Bolton is working with the San Joaquin Valley Air Pollution Control District and Ag Commissioner Tim Pelican on a grower-friendly article with some answers and information about the upcoming ag burning changes and rules.
- The Committee saw a preview of the In the Vineyard: Sheep newsletter.

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

- **Research projects and focus group updates**
  - Dr. Kent Daane and collaborators are making progress on the BIFS grant with vine mealybug pheromone mating disruption application. He and Dr. 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. Bolton present, among others. In February/March, focus group members will go on nursery tours to observe rootstock blocks getting harvested.
  - Dr. Bolton was asked to write letters of support for several research projects from various scientists, including: Dr. Cristina Lazcano (soil), Dr. Mark Sisterson (imidacloprid resistance), Dr. Anita Oberholster (smoke), Dr. Daniele Zaccaria (water), and Roger Baldwin (rodents).
  - Malcolm Hobbs, a former project collaborator, published a journal article titled "Adoption of Best Management Practices for Grapevine Leafroll and Red Blotch Diseases: A Survey of West Coast Growers." (2021)
- **Viticulture Research Specialist**
  - The search continues.

8. **Weather Network services.** Western Weather is drafting a blog post to describe the three new air quality sensors. Mitchell Gander of Winters Farming expressed interest in a weather station cost-share.

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard sustainably and make improvements. Stanton, Lisa, and Kyle will prune the vineyard this week.

10. **University of California.**

- UC released funding for the Northern San Joaquin Co. Viticulture Farm Advisor Position in mid-October. The position was advertised in November and Dr. Bolton is serving on the search committee. The first round of applications were reviewed on January 28.
- The Commission hosted an in-person meeting organized by Amy Blagg to go over the draft copies of the 2021 UC vineyard cost studies prepared by Jeremy Murdock.

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

12. **Reports from other Committees.**

- Committee members reviewed the Lodi Wine & Chocolate event.

13. **Public comment on items not appearing on the agenda (2 min limit):** Lisa Meline asked about viticulture programs at community colleges.

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

15. The **next meeting is tentatively scheduled for April 19 at 12pm.**

16. The **meeting was adjourned** at 1:52pm.

Respectfully submitted,



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

LODI WINEGRAPE COMMISSION  
2021-2022 BUDGET  
AS OF DECEMBER 31, 2021

ACCOUNT CODE	REVENUES	FY 2021 - 2022 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,716,269.00	\$1,146,428.93	66.80%
4160	Winery Contributions	\$85,000.00	\$68,000.00	80.00%
4162	Event Revenue	\$100,000.00	\$1,800.00	1.80%
4122	LODI RULES Licensing Fees	\$58,000.00	\$63,077.06	108.75%
4131	Grant Income	\$54,000.00	\$4,089.13	7.57%
4130	Interest	\$1,000.00	\$206.57	20.66%
4150	Other Income (Sponsorship)	\$10,000.00	\$3,856.15	38.56%
	<b>Subtotal Commission Revenue</b>	<b>\$2,024,269.00</b>	<b>\$1,287,457.84</b>	<b>63.60%</b>
	<b>Revenue (CWEF-Visitor Center)</b>			
4145	Administrative Agreement	\$207,395.88	\$104,099.36	50.19%
4148	Rent	\$49,007.74	\$24,503.87	50.00%
	Other	\$0.00	\$0.00	#DIV/0!
	<b>Subtotal CWEF Revenue</b>	<b>\$256,403.62</b>	<b>\$128,603.23</b>	<b>50.16%</b>
	<b>Total Revenue</b>	<b>\$2,280,672.62</b>	<b>\$1,416,061.07</b>	<b>62.09%</b>
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$768,350.00	\$249,885.44	32.52%
	Winery Marketing	\$74,750.00	\$41,322.04	55.28%
	Research, Education & Communication	\$155,050.00	\$48,253.38	31.12%
	LODI RULES	\$50,900.00	\$6,824.34	13.41%
	Admin & Personnel	\$921,828.00	\$384,520.56	41.71%
	Visitor Center Sponsorship	\$75,000.00	\$37,500.00	50.00%
	<b>Subtotal Commission Expenditures</b>	<b>\$2,045,878.00</b>	<b>\$768,305.76</b>	<b>37.55%</b>
	<b>CWEF Expenditures</b>			
	Visitor Center	\$256,403.62	\$128,603.23	50.16%
	<b>Subtotal CWEF Expenditures</b>	<b>\$256,403.62</b>	<b>\$128,603.23</b>	<b>50.16%</b>
	<b>Total Expenditures</b>	<b>\$2,302,281.62</b>	<b>\$896,908.99</b>	<b>38.96%</b>
	<b>Excess of Revenues Over (Under) Expenditures</b>	<b>-\$21,609.00</b>	<b>\$519,152.08</b>	

LODI WINEGRAPE COMMISSION  
GROWER MARKETING  
2021-2022 BUDGET  
AS OF DECEMBER 31, 2021

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Industry, Trade &amp; Consumer Promotion</u></b>			
6100	Graphic Design (Advertising Design)	\$75,000.00	\$4,707.50	6.28%
6110	Advertising (Paid Media)	\$350,000.00	\$58,726.00	16.78%
6120	Printing & Materials	\$30,000.00	\$42,978.86	143.26%
	<b>Industry, Trade &amp; Consumer Promotion Expenditures</b>	<b>\$455,000.00</b>	<b>\$106,412.36</b>	<b>23.39%</b>
	<b><u>Promotional Events &amp; Activities</u></b>			
6023.2	Export Promotion	\$32,500.00	\$12,500.00	38.46%
6140	Promotional Sponsorship	\$11,000.00	\$11,000.00	100.00%
6150	Community Sponsorship	\$6,000.00	\$0.00	0.00%
6160	Trade Shows	\$1,600.00	\$937.58	58.60%
	<b>Promotional Events &amp; Activities Expenditures</b>	<b>\$51,100.00</b>	<b>\$24,437.58</b>	<b>47.82%</b>
	<b><u>Public Relations</u></b>			
6023	Consulting Services (Agency)	\$78,000.00	\$39,000.00	50.00%
6098	Supplies	\$3,000.00	-\$44.63	-1.49%
6130	Public Relations Activities	\$75,000.00	\$30,810.77	41.08%
6132	Lodi Wine Blog	\$72,000.00	\$42,000.00	58.33%
6170	Wine Purchases	\$1,500.00	\$1,046.43	69.76%
	<b>Public Relations Expenditures</b>	<b>\$229,500.00</b>	<b>\$112,812.57</b>	<b>49.16%</b>
	<b><u>Activities Support</u></b>			
6033	Office Supplies	\$1,000.00	\$50.49	5.05%
6035	Postage/Shipping	\$15,000.00	\$680.30	4.54%
6060	Website - Internet	\$12,000.00	\$5,313.27	44.28%
6076 & 6080	Travel	\$7,500.00	\$178.87	2.38%
6221	LWC Meeting Expenses	\$750.00	\$0.00	0.00%
	<b>Activities Support Expenditures</b>	<b>\$36,250.00</b>	<b>\$6,222.93</b>	<b>17.17%</b>
	<b>Total Expenditures</b>	<b>\$771,850.00</b>	<b>\$249,885.44</b>	<b>32.37%</b>

LODI WINEGRAPE COMMISSION  
WINERY MARKETING  
2021-2022 BUDGET  
AS OF DECEMBER 31, 2021

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Consumer Promotion</u></b>			
6070.3	Maintenance Directional Signs	\$2,500.00		0.00%
6100 & 6120	Wine Trail Maps	\$10,000.00	\$13,619.99	136.20%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$10,867.50	72.45%
6110	Advertising	\$13,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$753.09	10.04%
6130	Public Relations	\$1,000.00		0.00%
	<b>Consumer Promotion Expenditures</b>	<b>\$49,000.00</b>	<b>\$25,240.58</b>	<b>51.51%</b>
	<b><u>Events (Roadshows)</u></b>			
6140	Promotional Sponsorship	\$0.00		#DIV/0!
6070.2 & 6098	Supplies & Maintenance	\$5,000.00		0.00%
6076 & 6080	Travel	\$500.00		0.00%
	<b>Events Expenditures</b>	<b>\$5,500.00</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b><u>Activities Support</u></b>			
6023	Consulting Services (Strategic Plan)	\$15,000.00	\$13,581.02	90.54%
6221	Meeting Expenses	\$2,500.00	\$2,310.67	92.43%
6033	Office Supplies	\$500.00		0.00%
6090	Merchant/Bank Fees	\$500.00	\$6.44	1.29%
6035	Postage	\$1,500.00	\$183.33	12.22%
6060	Website - Internet	\$250.00		0.00%
	<b>Activities Support Expenditures</b>	<b>\$20,250.00</b>	<b>\$16,081.46</b>	<b>79.41%</b>
	<b>Total Expenditures</b>	<b>\$74,750.00</b>	<b>\$41,322.04</b>	<b>55.28%</b>

LODI WINEGRAPE COMMISSION  
RESEARCH EDUCATION & COMMUNICAT  
2021-2022 BUDGET  
AS OF DECEMBER 31, 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>
	<b><u>Outreach &amp; Education</u></b>			
6033 & 6098	Supplies	\$2,000.00	\$140.33	7.02%
6070.2	Maintenance - Cleaning	\$400.00	\$104.95	26.24%
6076 & 6080	Travel	\$10,000.00	\$2,190.47	21.90%
6130	Public Relations	\$1,000.00	\$1,109.99	111.00%
6160	Trade Show & Conference Fees	\$2,200.00	\$100.00	4.55%
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$113.91	16.27%
6170 & 6220	Grower Meetings & Socials	\$16,000.00	\$13,267.19	82.92%
6221	LWC Meeting Expenses	\$1,200.00	\$732.60	61.05%
6250	Membership/Dues	\$3,000.00	\$1,519.00	50.63%
6255	Subscriptions	\$1,650.00	\$1,804.65	109.37%
6266	Weather Services	\$30,000.00	\$19,168.00	63.89%
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%
	<b>Outreach &amp; Education Expenditures</b>	<b>\$54,550.00</b>	<b>\$40,251.09</b>	<b>73.79%</b>
	<b><u>Communications</u></b>			
6035	Postage	\$10,000.00	\$1,567.63	15.68%
6060	Website/Internet	\$5,000.00		0.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$2,195.00	27.44%
6120	Printing & Materials	\$2,500.00	\$3,307.03	132.28%
6210	Publications	\$30,000.00	\$90.03	0.30%
	<b>Communications Expenditures</b>	<b>\$65,500.00</b>	<b>\$7,159.69</b>	<b>10.93%</b>
	<b><u>Research</u></b>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$15,000.00	\$842.60	5.62%
	<b>Research Expenditures</b>	<b>\$35,000.00</b>	<b>\$842.60</b>	<b>2.41%</b>
	<b>Total REC Expenditures</b>	<b>\$155,050.00</b>	<b>\$48,253.38</b>	<b>31.12%</b>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION  
LODI RULES  
2021-2022 BUDGET  
AS OF DECEMBER 31, 2021

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Communications, Marketing &amp; Promotions</u></b>			
6060	Website/Internet	\$1,000.00		0.00%
6100	Graphic Design	\$3,000.00	\$70.00	2.33%
6120	Printing & Materials	\$7,000.00	\$3,209.66	45.85%
6130 & 6170	Public Relations	\$8,000.00	\$919.25	11.49%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$8,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$1,306.11	14.51%
	<b>Communications, Marketing &amp; Promotions Expenditures</b>	<b><u>\$36,500.00</u></b>	<b><u>\$5,505.02</u></b>	<b><u>15.08%</u></b>
	<b><u>Program Improvements</u></b>			
6023	Consulting Services	\$6,000.00		0.00%
	PRT License Fees	\$1,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	<b>Program Improvements Expenditures</b>	<b><u>\$7,200.00</u></b>	<b><u>\$0.00</u></b>	<b><u>0.00%</u></b>
	<b><u>Activities Support</u></b>			
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	\$475.79	11.89%
6221	LWC Meeting Expenses	\$1,000.00	\$643.34	64.33%
	<b>Activities Support Expenditures</b>	<b><u>\$7,200.00</u></b>	<b><u>\$1,319.32</u></b>	<b><u>18.32%</u></b>
	<b>Total Expenditures</b>	<b><u>\$50,900.00</u></b>	<b><u>\$6,824.34</u></b>	<b><u>13.41%</u></b>



LODI WINEGRAPE COMMISSION  
ADMINISTRATION  
2021-2022 BUDGET  
AS OF DECEMBER 31, 2021

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<b><u>Personnel</u></b>			
6000	Salaries/Wages	\$558,090.00	\$247,268.70	44.31%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$58,885.54	43.43%
	<b>Personnel Expenditures</b>	<b>\$693,692.00</b>	<b>\$306,154.24</b>	<b>44.13%</b>
	<b><u>Office Expenses</u></b>			
6026	Insurance	\$14,000.00	\$2,216.14	15.83%
6033	Office Supplies	\$11,000.00	\$4,572.71	41.57%
6035	Postage	\$1,500.00	\$989.44	65.96%
6040	Rent	\$76,984.00	\$38,326.57	49.79%
6041	Offsite Storage	\$5,494.00	\$2,914.00	53.04%
6054	Property Tax	\$1,200.00	\$991.42	82.62%
6056 & 6058	Utilities & Telephone	\$13,000.00	\$7,148.43	54.99%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$2,825.00	40.36%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$690.97	69.10%
6120	Printing & Supplies	\$1,000.00	\$1,201.71	120.17%
	<b>Office Expenditures</b>	<b>\$132,178.00</b>	<b>\$61,876.39</b>	<b>46.81%</b>
	<b><u>Professional Fees</u></b>			
6022	Legal Counsel	\$7,500.00	\$1,308.34	17.44%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$37,000.00	\$8,495.74	22.96%
	<b>Professional Fees Expenditures</b>	<b>\$65,500.00</b>	<b>\$9,804.08</b>	<b>14.97%</b>
	<b><u>Information Technology</u></b>			
6060	Software Licenses	\$2,000.00	\$1,168.00	58.40%
6070.1	IT Services	\$23,216.00	\$838.00	3.61%
6070.4	Copier/Lease	\$3,742.00	\$4,146.96	110.82%
	<b>Information Technology Expenditures</b>	<b>\$28,958.00</b>	<b>\$6,152.96</b>	<b>21.25%</b>
	<b><u>Other Admin Expenses</u></b>			
6075	Vehicles	\$0.00		#DIV/0!
6076 & 6080	Travel (Mileage & Travel)	\$250.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00	\$412.89	41.29%
6250	Dues	\$250.00	\$120.00	48.00%
	<b>Other Admin Expenditures</b>	<b>\$1,500.00</b>	<b>\$532.89</b>	<b>35.53%</b>
	<b>Total Expenditures</b>	<b>\$921,828.00</b>	<b>\$384,520.56</b>	<b>41.71%</b>

LODI WINEGRAPE COMMISSION  
CWEF  
2021-2022 BUDGET  
AS OF DECEMBER 31, 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>
	<b><u>Personnel</u></b>			
8000 & 8003	Salaries/Wages	\$168,080.00	\$84,709.58	50.40%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$19,389.78	49.32%
	<b>Personnel Expenditures</b>	<b>\$207,395.88</b>	<b>\$104,099.36</b>	<b>50.19%</b>
	<b><u>Office Expenses</u></b>			
8040	Rent	\$49,007.74	\$24,503.87	50.00%
	<b>Office Expenditures</b>	<b>\$49,007.74</b>	<b>\$24,503.87</b>	<b>50.00%</b>
	<b>Total Visitor Center Expenditures</b>	<b>\$256,403.62</b>	<b>\$128,603.23</b>	<b>50.16%</b>