



LODI RULES COMMITTEE MEETING MINUTES

Date: Wednesday, May 4, 2022
Time: 12pm
Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 12:10pm by Committee Chairman Phil Abba.

2. **Roll Call:**

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

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

3. Motion to **approve** November 22, 2021 meeting **minutes** (Exhibit A). Lange/Bogle – Motion carried. No “NO” votes and no abstentions.

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

5. **Program updates:**

- Recent events: April 6 Xerces Hedgerow/Bee Better at Vino Farms; April 11 German “ASEV” Conference; April 19 SOMM Tour; April 20 LODI RULES Vision Workshop; April 23 Tokay High Science Festival; April 28 LODI RULES Vision Workshop; April 28 LA event; April 30 National Plant Diagnostic Network Tour
- We will plan educational field trips across California for LODI RULES growers and wineries – including one at Stemple Ranch.
- There was a general discussion about the certification process and the overall culture of the program, including areas and ideas for improvement.
- Several ideas for marketing LODI RULES were shared, to be further discussed after making it through the pesticide risk transition and 4th Edition.
- We will launch the 4th Edition LODI RULES Standards with a new pesticide risk model in 2023. PEAS was updated on February 15, 2022 for the final time.
- Future events: May 11 Viticulture Educational Happy Hour; May 19 “Why Can’t Entry Level Wines be More Sustainable” Portuguese Cork Association Salon; July 19 LODI RULES Masterclass at the International Cool Climate Wine Symposium in Canada; August 19 International Society for Horticultural Science/OIV Conference “How a regional conservation program helps farmers face challenges: the LODI RULES example”

6. The **FY2020-2021 Budget** (Exhibit B) through the current date was reviewed, along with a draft **FY2022-23 Budget Request**. Altnow/Lange made a motion to approve the draft budget request as written. Motion carried. No “NO” votes and no abstentions.
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 July 27, 2022 at 12pm.
11. **Meeting adjourned** at 2:00pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



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 WINEGRAPE COMMISSION
2021-2022 BUDGET
AS OF NOVEMBER 30, 2021

ACCOUNT CODE	REVENUES	FY 2021 - 2022 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,716,269.00	\$601,659.38	35.06%
4160	Winery Contributions	\$85,000.00	\$67,875.00	79.85%
4162	Event Revenue	\$100,000.00	\$1,300.00	1.30%
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	\$173.21	17.32%
4150	Other Income (Sponsorship)	\$10,000.00	\$3,856.15	38.56%
	Subtotal Commission Revenue	\$2,024,269.00	\$678,952.87	33.54%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$207,395.88	\$82,483.33	39.77%
4148	Rent	\$49,007.74	\$20,419.89	41.67%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$256,403.62	\$102,903.22	40.13%
	Total Revenue	\$2,280,672.62	\$781,856.09	34.28%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$768,350.00	\$208,448.96	27.13%
	Winery Marketing	\$74,750.00	\$19,078.69	25.52%
	Research, Education & Communication	\$155,050.00	\$45,284.97	29.21%
	LODI RULES	\$50,900.00	\$6,658.44	13.08%
	Admin & Personnel	\$921,828.00	\$322,450.82	34.98%
	Visitor Center Sponsorship	\$75,000.00	\$31,250.00	41.67%
	Subtotal Commission Expenditures	\$2,045,878.00	\$633,171.88	30.95%
	CWEF Expenditures			
	Visitor Center	\$256,403.62	\$102,903.22	40.13%
	Subtotal CWEF Expenditures	\$256,403.62	\$102,903.22	40.13%
	Total Expenditures	\$2,302,281.62	\$736,075.10	31.97%
	Excess of Revenues Over (Under) Expenditures	-\$21,609.00	\$45,780.99	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2021-2022 BUDGET
AS OF NOVEMBER 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	\$3,945.00	5.26%
6110	Advertising (Paid Media)	\$350,000.00	\$39,963.00	11.42%
6120	Printing & Materials	\$30,000.00	\$42,466.13	141.55%
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$86,374.13	18.98%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$32,500.00	\$10,000.00	30.77%
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	\$181.00	11.31%
	Promotional Events & Activities Expenditures	\$51,100.00	\$21,181.00	41.45%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$32,500.00	41.67%
6098	Supplies	\$3,000.00	-\$44.63	-1.49%
6130	Public Relations Activities	\$75,000.00	\$29,435.90	39.25%
6132	Lodi Wine Blog	\$72,000.00	\$33,000.00	45.83%
6170	Wine Purchases	\$1,500.00	\$1,046.43	69.76%
	Public Relations Expenditures	\$229,500.00	\$95,937.70	41.80%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$50.49	5.05%
6035	Postage/Shipping	\$15,000.00	\$386.90	2.58%
6060	Website - Internet	\$12,000.00	\$4,339.87	36.17%
6076 & 6080	Travel	\$7,500.00	\$178.87	2.38%
6221	LWC Meeting Expenses	\$750.00	\$0.00	0.00%
	Activities Support Expenditures	\$36,250.00	\$4,956.13	13.67%
	Total Expenditures	\$771,850.00	\$208,448.96	27.01%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2021-2022 BUDGET
AS OF NOVEMBER 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	\$350.00	3.50%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$2,750.00	18.33%
6110	Advertising	\$13,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$165.18	2.20%
6130	Public Relations	\$1,000.00		0.00%
	Consumer Promotion Expenditures	\$49,000.00	\$3,265.18	6.66%
	<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	\$13,581.02	90.54%
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	\$15,813.51	78.09%
	Total Expenditures	\$74,750.00	\$19,078.69	25.52%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2021-2022 BUDGET
AS OF NOVEMBER 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	\$92.75	4.64%
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	\$859.99	86.00%
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	\$12,434.45	77.72%
6221	LWC Meeting Expenses	\$1,200.00	\$586.12	48.84%
6250	Membership/Dues	\$3,000.00	\$1,419.00	47.30%
6255	Subscriptions	\$1,650.00	\$1,788.69	108.41%
6266	Weather Services	\$30,000.00	\$17,774.00	59.25%
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	\$54,550.00	\$37,339.42	68.45%
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$1,559.09	15.59%
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	\$3,258.83	130.35%
6210	Publications	\$30,000.00	\$90.03	0.30%
	Communications Expenditures	\$65,500.00	\$7,102.95	10.84%
	<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	\$842.60	5.62%
	Research Expenditures	\$35,000.00	\$842.60	2.41%
	Total REC Expenditures	\$155,050.00	\$45,284.97	29.21%

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
LODI RULES
2021-2022 BUDGET
AS OF NOVEMBER 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	\$3,174.87	45.36%
6130 & 6170	Public Relations	\$8,000.00	\$897.14	11.21%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$8,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$1,197.11	13.30%
	Communications, Marketing & Promotions Expenditures	<u>\$36,500.00</u>	<u>\$5,339.12</u>	<u>14.63%</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	\$475.79	11.89%
6221	LWC Meeting Expenses	\$1,000.00	\$643.34	64.33%
	Activities Support Expenditures	<u>\$7,200.00</u>	<u>\$1,319.32</u>	<u>18.32%</u>
	Total Expenditures	<u>\$50,900.00</u>	<u>\$6,658.44</u>	<u>13.08%</u>

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

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$558,090.00	\$207,567.35	37.19%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$49,165.45	36.26%
	Personnel Expenditures	\$693,692.00	\$256,732.80	37.01%
	<u>Office Expenses</u>			
6026	Insurance	\$14,000.00	\$1,709.33	12.21%
6033	Office Supplies	\$11,000.00	\$3,242.54	29.48%
6035	Postage	\$1,500.00	\$721.69	48.11%
6040	Rent	\$76,984.00	\$31,938.81	41.49%
6041	Offsite Storage	\$5,494.00	\$2,425.00	44.14%
6054	Property Tax	\$1,200.00	\$991.42	82.62%
6056 & 6058	Utilities & Telephone	\$13,000.00	\$6,099.37	46.92%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$2,375.00	33.93%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$281.75	28.18%
6120	Printing & Supplies	\$1,000.00	\$1,156.23	115.62%
	Office Expenditures	\$132,178.00	\$50,941.14	38.54%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$7,500.00	\$1,186.46	15.82%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$37,000.00	\$8,495.74	22.96%
	Professional Fees Expenditures	\$65,500.00	\$9,682.20	14.78%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00	\$1,092.00	54.60%
6070.1	IT Services	\$23,216.00		0.00%
6070.4	Copier/Lease	\$3,742.00	\$3,559.72	95.13%
	Information Technology Expenditures	\$28,958.00	\$4,651.72	16.06%
	<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	\$322.96	32.30%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$1,500.00	\$442.96	29.53%
	Total Expenditures	\$921,828.00	\$322,450.82	34.98%

LODI WINEGRAPE COMMISSION
CWEF
2021-2022 BUDGET
AS OF NOVEMBER 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	\$66,818.35	39.75%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$15,664.98	39.84%
	Personnel Expenditures	\$207,395.88	\$82,483.33	39.77%
	<u>Office Expenses</u>			
8040	Rent	\$49,007.74	\$20,419.89	41.67%
	Office Expenditures	\$49,007.74	\$20,419.89	41.67%
	Total Visitor Center Expenditures	\$256,403.62	\$102,903.22	40.13%