



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

Date: Tuesday, April 19, 2022
Time: 12pm
Place: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The **meeting was called to order** at 12:05pm 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	x
Ben	Duesterhaus	x
Brad	Goehring	
Mike	Klouda	x
Joe	Larranaga	x
Keith	Striegler	
Joe	Valente	x
Larry	Whitted	x

Staff present: Dr. Stephanie Bolton.

Guests present: Lisa Meline (Viticulture Student Volunteer), Stanton Lange, Dave Langone (Nestor), Dr. Karen Block (UC Davis V&E), and Craig and Josh Thompson.

3. **Consideration of previous minutes.** Valente/Brown made a motion to approve the February 8, 2022 meeting minutes. The motion was carried on a vote of Committee members present. No “no” votes. No abstentions.

4. **Public comment:** Lisa Meline brought red and white wines produced by the Folsom Lake College group for everyone to try.

5. **Grower education programs.**

- **Review of recent initiatives**

- The Commission hosted a media training for the winegrowing community in March.
- Lodi Farm Safety Day was on March 1 and attendance was notably down.
- The Modern Farmer Series’ Grower Sales Workshop with Dale Carnegie was on March 22.
- The Grapevine Virus Influencer Dinner (4/6) and Mealybug & Virus Outreach Meeting (4/7) were a huge success, with over 200 people in attendance.
- Dr. Bolton gave a presentation on “The importance of environmental stewardship, carbon sequestration, energy efficiency & the business benefits of sustainability” to the German version of ASEV on April 11.
- ASEV/NGRA hosted a great precision ag demo day in Salinas on April 13.

- **Ideas for future initiatives**

- We're hosting a frost gathering in Thornton on Friday, April 22 in a field owned by Frank Olagary.
- There are two upcoming LODI RULES Sustainable Vision Workshops: 4/20 and 4/28.
- Dr. Bolton will have a booth on sustainable winegrowing at the local Science Festival at Tokay on Saturday, April 23.
- On Saturday, April 30, Dr. Bolton and Colton Machado are hosting a group of plant diagnosticians from across America to learn about the sudden vine collapse and canine detection with Dr. Neil McRoberts.
- 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.
- On May 11, we'll host our second educational happy hour to connect tasting room staff/wineries and growers – "Bringing the vineyard into the tasting room."
- On June 7, the IPM meeting will have Suterra present and we will cover mealybug ID – growers can bring the free traps they got at the April 7th meeting in to see if there are any male vine mealybugs on them.
- On June 9, Dr. Bolton is speaking at the Fresno State Virus Symposium.
- Harvest Safety with LDGGA is scheduled for July 19.
- 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 will continue a mechanization series hosted with Committee Member Dr. Keith Striegler (Gallo) in 2022, which should include a curtain burner, mechanical suckering, a New Holland optical sorter, a mini GUSS (scheduled for 4/27), and more.
- Ideas for future meetings: climate change, rootstocks and drought tolerance, mites, 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 regularly 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, focus group members went on a tour to observe rootstock blocks getting harvested at Duarte.
- Stanton Lange is planting Sauvignon blanc on GRN1 in his O39-16 block at the end of May.

- **Viticulture Research Specialist**

- The search continues.

8. **Weather Network services.** 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 and interviews are in progress.
- Revised 2021 UC vineyard cost studies prepared by Jeremy Murdock are posted to the UC site.
- There will be a retirement seminar for Andy Walker on May 19.

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

12. **Reports from other Committees.**

- The Commission is hosting a group of eager Somms from across the country this week.
- Lodi rose is June 11-12.
- Board nominations are open.

13. **Public comment on items not appearing on the agenda (2 min limit):** Lisa Meline asked to use the Demo Vineyard in June for a class, which we are pleased to have her do.

14. **Items for future agendas:** FY2022-23 Budget.

15. The **next meeting is tentatively scheduled for June.**

16. The **meeting was adjourned** at 1:30pm.

Respectfully submitted,



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

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

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>REVENUE TO DATE</u>	<u>%</u>
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%
	Subtotal Commission Revenue	\$2,024,269.00	\$1,287,457.84	63.60%
	Revenue (CWEF-Visitor Center)			
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!
	Subtotal CWEF Revenue	\$256,403.62	\$128,603.23	50.16%
	Total Revenue	\$2,280,672.62	\$1,416,061.07	62.09%
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	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%
	Subtotal Commission Expenditures	\$2,045,878.00	\$768,305.76	37.55%
	CWEF Expenditures			
	Visitor Center	\$256,403.62	\$128,603.23	50.16%
	Subtotal CWEF Expenditures	\$256,403.62	\$128,603.23	50.16%
	Total Expenditures	\$2,302,281.62	\$896,908.99	38.96%
	Excess of Revenues Over (Under) Expenditures	-\$21,609.00	\$519,152.08	

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>
	<u>Industry, Trade & Consumer Promotion</u>			
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%
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$106,412.36	23.39%
	<u>Promotional Events & Activities</u>			
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%
	Promotional Events & Activities Expenditures	\$51,100.00	\$24,437.58	47.82%
	<u>Public Relations</u>			
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%
	Public Relations Expenditures	\$229,500.00	\$112,812.57	49.16%
	<u>Activities Support</u>			
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%
	Activities Support Expenditures	\$36,250.00	\$6,222.93	17.17%
	Total Expenditures	\$771,850.00	\$249,885.44	32.37%

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>
	<u>Consumer Promotion</u>			
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%
	Consumer Promotion Expenditures	\$49,000.00	\$25,240.58	51.51%
	<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	\$2,310.67	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%
	Activities Support Expenditures	\$20,250.00	\$16,081.46	79.41%
	Total Expenditures	\$74,750.00	\$41,322.04	55.28%

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>
	<u>Outreach & Education</u>			
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%
	Outreach & Education Expenditures	\$54,550.00	\$40,251.09	73.79%
	<u>Communications</u>			
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%
	Communications Expenditures	\$65,500.00	\$7,159.69	10.93%
	<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	\$48,253.38	31.12%

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>
	<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	\$3,209.66	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%
	Communications, Marketing & Promotions Expenditures	<u>\$36,500.00</u>	<u>\$5,505.02</u>	<u>15.08%</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>\$6,824.34</u>	<u>13.41%</u>

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

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
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%
	Personnel Expenditures	\$693,692.00	\$306,154.24	44.13%
	<u>Office Expenses</u>			
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%
	Office Expenditures	\$132,178.00	\$61,876.39	46.81%
	<u>Professional Fees</u>			
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%
	Professional Fees Expenditures	\$65,500.00	\$9,804.08	14.97%
	<u>Information Technology</u>			
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%
	Information Technology Expenditures	\$28,958.00	\$6,152.96	21.25%
	<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	\$412.89	41.29%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$1,500.00	\$532.89	35.53%
	Total Expenditures	\$921,828.00	\$384,520.56	41.71%

LODI WINEGRAPE COMMISSION
 CWF
 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>
	<u>Personnel</u>			
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%
	Personnel Expenditures	\$207,395.88	\$104,099.36	50.19%
	<u>Office Expenses</u>			
8040	Rent	\$49,007.74	\$24,503.87	50.00%
	Office Expenditures	\$49,007.74	\$24,503.87	50.00%
	Total Visitor Center Expenditures	\$256,403.62	\$128,603.23	50.16%