



LODI RULES COMMITTEE MEETING MINUTES

Date: Wednesday, July 27, 2022
Time: 12pm
Location: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was **called to order** at 12:05pm 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
	Charlie	Hamilton
x	Dirk	Heuvel
x	Madelyn	Kolber
x	Stanton	Lange
x	Steve	Quashnick
	Chris	Storm

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

3. Motion to **approve** May 4, 2022 meeting **minutes** (Exhibit A). Bogle/Quashnick – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: none.
5. **Program updates:**
 - 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.
 - 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.
 - The 4th Edition revisions went out to the growers for feedback on July 15. Feedback is due August 15.
 - Recent events: July 6 LODI RULES 4th Edition harmonizing meeting; July 19 LODI RULES Masterclass at the International Cool Climate Wine Symposium in Canada
 - Future events: August 19 International Society for Horticultural Science/OIV Conference “How a regional conservation program helps farmers face challenges: the LODI RULES example”
6. The **FY2022-2023 Budget** (Exhibit B) was reviewed.
7. Stephanie Bolton updated the Committee on **activities from the REC Committee**.
8. **Public comment** on items not appearing on the agenda: none.

9. **Future agenda items:** none.
10. **Next meeting** is August 24, 2022 at 12pm.
11. **Meeting adjourned** at 1:01pm.

Respectfully submitted,



Stephanie Bolton, PhD
LODI RULES Sustainable Winegrowing Director



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 WINEGRAPE COMMISSION
2021-2022 BUDGET
AS OF MARCH 31, 2022

ACCOUNT CODE	REVENUES	FY 2021 - 2022 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,716,269.00	\$1,701,694.61	99.15%
4160	Winery Contributions	\$85,000.00	\$74,625.00	87.79%
4162	Event Revenue	\$100,000.00	\$200,473.91	200.47%
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	\$303.44	30.34%
4150	Other Income (Sponsorship)	\$10,000.00	\$9,053.15	90.53%
	Subtotal Commission Revenue	\$2,024,269.00	\$2,053,316.30	101.43%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$207,395.88	\$154,454.35	74.47%
4148	Rent	\$49,007.74	\$36,755.81	75.00%
	Other	\$0.00	\$1,500.00	#DIV/0!
	Subtotal CWEF Revenue	\$256,403.62	\$192,710.16	75.16%
	Total Revenue	\$2,280,672.62	\$2,246,026.46	98.48%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$768,350.00	\$476,073.16	61.96%
	Winery Marketing	\$74,750.00	\$117,583.29	157.30%
	Research, Education & Communication	\$155,050.00	\$87,405.02	56.37%
	LODI RULES	\$50,900.00	\$9,309.02	18.29%
	Admin & Personnel	\$921,828.00	\$631,340.99	68.49%
	Visitor Center Sponsorship	\$75,000.00	\$56,250.00	75.00%
	Subtotal Commission Expenditures	\$2,045,878.00	\$1,377,961.48	67.35%
	CWEF Expenditures			
	Visitor Center	\$256,403.62	\$191,210.16	74.57%
	Subtotal CWEF Expenditures	\$256,403.62	\$191,210.16	74.57%
	Total Expenditures	\$2,302,281.62	\$1,569,171.64	68.16%
	Excess of Revenues Over (Under) Expenditures	-\$21,609.00	\$676,854.82	

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

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	\$80,000.00	106.67%
6110	Advertising (Paid Media)	\$350,000.00	\$129,989.00	37.14%
6120	Printing & Materials	\$30,000.00	\$44,042.72	146.81%
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$254,031.72	55.83%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$32,500.00	\$20,000.00	61.54%
6140	Promotional Sponsorship	\$11,000.00	\$11,000.00	100.00%
6150	Community Sponsorship	\$6,000.00	\$5,000.00	83.33%
6160	Trade Shows	\$1,600.00	\$2,137.58	133.60%
	Promotional Events & Activities Expenditures	\$51,100.00	\$38,137.58	74.63%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$58,500.00	75.00%
6098	Supplies	\$3,000.00	\$679.12	22.64%
6130	Public Relations Activities	\$75,000.00	\$39,872.19	53.16%
6132	Lodi Wine Blog	\$72,000.00	\$60,000.00	83.33%
6170	Wine Purchases	\$1,500.00	\$1,046.43	69.76%
	Public Relations Expenditures	\$229,500.00	\$160,097.74	69.76%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$50.49	5.05%
6035	Postage/Shipping	\$15,000.00	\$10,404.25	69.36%
6060	Website - Internet	\$12,000.00	\$8,653.81	72.12%
6076 & 6080	Travel	\$7,500.00	\$4,697.57	62.63%
6221	LWC Meeting Expenses	\$750.00	\$0.00	0.00%
	Activities Support Expenditures	\$36,250.00	\$23,806.12	65.67%
	Total Expenditures	\$771,850.00	\$476,073.16	61.68%

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

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	\$21,076.25	140.51%
6110	Advertising	\$13,000.00	\$12,800.00	98.46%
6120	Printing & Materials	\$7,500.00	\$6,871.33	91.62%
6130	Public Relations	\$1,000.00	\$6,856.14	685.61%
	Consumer Promotion Expenditures	\$49,000.00	\$61,223.71	124.95%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$0.00		#DIV/0!
6070.2 & 6098	Supplies & Maintenance	\$5,000.00	\$26,875.42	537.51%
6076 & 6080	Travel	\$500.00	\$188.70	37.74%
	Events Expenditures	\$5,500.00	\$27,064.12	492.07%
	<u>Activities Support</u>			
6023	Consulting Services (Strategic Plan)	\$15,000.00	\$23,271.02	155.14%
6221	Meeting Expenses	\$2,500.00	\$2,436.22	97.45%
6033	Office Supplies	\$500.00		0.00%
6090	Merchant/Bank Fees	\$500.00	\$6.44	1.29%
6035	Postage	\$1,500.00	\$3,581.78	238.79%
6060	Website - Internet	\$250.00		0.00%
	Activities Support Expenditures	\$20,250.00	\$29,295.46	144.67%
	Total Expenditures	\$74,750.00	\$117,583.29	157.30%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2021-2022 BUDGET
AS OF MARCH 31, 2022

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	\$187.94	9.40%
6070.2	Maintenance - Cleaning	\$400.00	\$104.95	26.24%
6076 & 6080	Travel	\$10,000.00	\$3,551.37	35.51%
6130	Public Relations	\$1,000.00	\$1,109.99	111.00%
6160	Trade Show & Conference Fees	\$2,200.00	\$1,059.04	48.14%
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$668.21	95.46%
6170 & 6220	Grower Meetings & Socials	\$16,000.00	\$16,349.89	102.19%
6221	LWC Meeting Expenses	\$1,200.00	\$778.36	64.86%
6250	Membership/Dues	\$3,000.00	\$1,519.00	50.63%
6255	Subscriptions	\$1,650.00	\$2,111.97	128.00%
6266	Weather Services	\$30,000.00	\$23,868.00	79.56%
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	\$54,550.00	\$51,308.72	94.06%
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$2,867.26	28.67%
6060	Website/Internet	\$5,000.00	\$3,729.76	74.60%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$2,422.50	30.28%
6120	Printing & Materials	\$2,500.00	\$4,650.22	186.01%
6210	Publications	\$30,000.00	\$1,583.96	5.28%
	Communications Expenditures	\$65,500.00	\$15,253.70	23.29%
	<u>Research</u>			
6320	AVF Contributions	\$10,000.00	\$10,000.00	100.00%
6140	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%
6330	Winegrape Research	\$15,000.00	\$842.60	5.62%
	Research Expenditures	\$35,000.00	\$20,842.60	59.55%
	Total REC Expenditures	\$155,050.00	\$87,405.02	56.37%

RESEARCH, EDUCATION, COMMUNICATION

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

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	\$40.34	4.03%
6100	Graphic Design	\$3,000.00	\$190.00	6.33%
6120	Printing & Materials	\$7,000.00	\$4,705.46	67.22%
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	\$1,787.93	19.87%
	Communications, Marketing & Promotions Expenditures	<u>\$36,500.00</u>	<u>\$7,642.98</u>	<u>20.94%</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	\$135.31	67.66%
	Program Improvements Expenditures	<u>\$7,200.00</u>	<u>\$135.31</u>	<u>1.88%</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	\$250.05	35.72%
6076 & 6080	Travel	\$4,000.00	\$475.79	11.89%
6221	LWC Meeting Expenses	\$1,000.00	\$739.00	73.90%
	Activities Support Expenditures	<u>\$7,200.00</u>	<u>\$1,530.73</u>	<u>21.26%</u>
	Total Expenditures	<u>\$50,900.00</u>	<u>\$9,309.02</u>	<u>18.29%</u>

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

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$558,090.00	\$377,638.46	67.67%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$91,100.05	67.18%
	Personnel Expenditures	\$693,692.00	\$468,738.51	67.57%
	<u>Office Expenses</u>			
6026	Insurance	\$14,000.00	\$11,503.57	82.17%
6033	Office Supplies	\$11,000.00	\$7,601.05	69.10%
6035	Postage	\$1,500.00	\$1,334.32	88.95%
6040	Rent	\$76,984.00	\$57,489.85	74.68%
6041	Offsite Storage	\$5,494.00	\$4,414.00	80.34%
6054	Property Tax	\$1,200.00	\$991.42	82.62%
6056 & 6058	Utilities & Telephone	\$13,000.00	\$11,413.97	87.80%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$4,300.00	61.43%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$605.47	60.55%
6120	Printing & Supplies	\$1,000.00	\$1,454.67	145.47%
	Office Expenditures	\$132,178.00	\$101,108.32	76.49%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$7,500.00	\$2,156.47	28.75%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$21,600.00	102.86%
6099	CDFA Charges	\$37,000.00	\$25,489.72	68.89%
	Professional Fees Expenditures	\$65,500.00	\$49,246.19	75.19%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00	\$1,468.00	73.40%
6070.1	IT Services	\$23,216.00	\$4,062.48	17.50%
6070.4	Copier/Lease	\$3,742.00	\$5,908.68	157.90%
	Information Technology Expenditures	\$28,958.00	\$11,439.16	39.50%
	<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	\$688.81	68.88%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$1,500.00	\$808.81	53.92%
	Total Expenditures	\$921,828.00	\$631,340.99	68.49%

LODI WINEGRAPE COMMISSION
CWEF
2021-2022 BUDGET
AS OF MARCH 31, 2022

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	\$124,832.17	74.27%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$29,622.18	75.34%
	Personnel Expenditures	\$207,395.88	\$154,454.35	74.47%
	<u>Office Expenses</u>			
8040	Rent	\$49,007.74	\$36,755.81	75.00%
	Office Expenditures	\$49,007.74	\$36,755.81	75.00%
	Total Visitor Center Expenditures	\$256,403.62	\$191,210.16	74.57%