



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

Date: Tuesday, December 1, 2020
Time: 1pm
Location: Online

1. The **meeting was called to order** at 1:05pm 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 | Kluda | |
| Chris | Storm | |
| Keith | Striegler | x |
| Joe | Valente | x |
| Larry | Whitted | x |

Staff present: Dr. Stephanie Bolton and Stuart Spencer.

Guests present: Lisa Meline (Viticulture Student Volunteer), Dr. Karen Block (UC Davis), Garret Schaefer (LWC Board).

3. **Consideration of Previous Minutes.** Valente/Brown made a motion to approve the October 27, 2020 meeting minutes. 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**

- Dr. Stephanie Bolton and Chris Storm both spoke at the Sustainable Ag Expo, which was held from November 9th – December 4th.
- The December 1st IPM Network Breakfast Meeting, with Dr. Kent Daane and his team as guest speakers, had 51 attendees with an 85% attendance rate based on RSVPs. We will continue these meetings virtually until we can resume in-person meetings.

- **Ideas for future initiatives**

- There will be a very small, outdoor demonstration meeting to showcase a new vine mealybug pheromone mating puffer system on December 3rd with Semios.
- On December 8th and 10th the Commission will host two more "How to Tell Your Farming Story to Buyers" workshops with professional storyteller Dr. Lisa Cantrell.
- Winter Pruning Seminars: Small, outdoor, weekly hands-on pruning seminars during the Winter focused on particular pruning systems, ranging from hand pruning to mechanized pruning. The first seminar is scheduled for December 16th.

- We will be asking Dr. Akif Eskalen to speak about wood canker protectants and the bot canker complex at the January IPM meeting (Scott Armolea is helping to coordinate).
- Sheep Grazing Demo for weed management: In January/February, an outdoor field demo with a local sheep herder.
- Amy Blagg, Joe Valente, Larry Whitted, and Dr. Stephanie Bolton are working with the Lodi Chamber Agribusiness Committee and UCCE farm advisors outside of Lodi to put together a virtual Lodi Grape Day in February 2021.
- Smoke Exposure Risk Management (April/May): the science, testing, and insurance aspects (LDGGA is planning a seminar on this topic from the insurance perspective).
- Possible future event topics: nutrient management (we have Stan Grant waiting in the wings), niche market talks, mealybug and virus Q&A (to be housed on virus webpage), smart apply sprayer demo (Matt Frank and Belcorp).
- UC Davis will host an "Office Hours" meeting on December 15th with Andy and Kaan and a "Viticulture On the Road" (Paso) on December 16th.
- LDGGA has a sexual harassment training (12/3), a crop insurance (12/10), and a virtual Annual Meeting (2/18) coming up.

6. Grower communications.

- As print materials become more important, we've been working with a design team to create new newsletter templates using the LODI WINE branding. Instead of a longer traditional newsletter, we will release more specific content in the areas of: The Modern Farmer Series, Lodi Winegrape Commission News, Viticulture Research, etc. A "Lodi Winegrape Commission News: Fall 2020" 16-page newsletter was mailed to our winegrowing community before Thanksgiving.
- Dr. Bolton is writing a book called "How to Get the Most Value out of Your Commission: Grower Edition" which will explain the opportunities offered to growers through the Commission.
- The lodigrowers.com website rebranding is still in progress. The Local Opportunities page is updated weekly with new learning opportunities, and every Monday we post a new blog.
- Grower emails are sent a few times per month as needed, with an extensive calendar at the bottom.
- The Commission is working on a format/time for the Annual Meeting and the Annual Report.
- Commission Agendas, Minutes (approved), Accountability Reports (financials), Assessment forms, and governing documents are now available online at lodigrowers.com under the Commission heading.

7. Winegrape research in Crush District 11.

- **Research projects and focus group updates**
 - The Virus Focus Group has still been passing out virus books all over California and beyond (thanks Dr. Striegler!). Requests for books come in every week.
 - Dr. Kent Daane and collaborators are making progress on the BIFS grant with vine mealybug pheromone mating disruption application.
 - The Xerces Society project on native species hedgerows and beneficial insect/monarch habitat is going well and looks like it will be under budget.
 - The newly forming Grapevine Rootstock Research Focus Group met on November 16th with Chris Storm, Dr. Keith Striegler, Lisa Meline, and Dr. Stephanie Bolton present. The next meeting will be held on December 21st.
- **Viticulture Research Specialist**
 - The job description was finalized and is being distributed.

8. Weather Network services. We need rain!

9. **Demo Vineyard.** We are grateful that Stanton Lange continues to manage the vineyard organically and make improvements. Stanton and Dr. Stephanie Bolton met with the landscape architect, Jeff Gamboni, to discuss improvements for this fiscal year.

10. The **FY2020-2021 Budget** through September 30th (Exhibit A) was reviewed.

11. Reports from other Committees.

- Stuart Spencer updated the Committee on the Lodi Winegrape Commission's marketing efforts, which include a "Save the Old" campaign highlighting our historic vineyards and a reimagined Lodi Wine & Chocolate experience.
- LDGGA is hosting a toy drive in memory of Ed Van Diemen, and toys can be delivered to the Commission office through this weekend.

- Two growers in Washington state were certified under the LODI RULES program this year.

12. **Public comment on items not appearing on the Agenda (2 min limit):** Dr. Andy Walker is retiring in 2021.

13. **Items for future Agendas:** none.

14. The **next meeting is scheduled for January 12th at 2pm.**

15. Valente/Blagg made a motion to adjourn. The **meeting was adjourned** at 2:12pm.

Respectfully submitted,

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

LODI WINEGRAPE COMMISSION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

| ACCOUNT CODE | REVENUES | FY 2020 - 2021 BUDGET | REVENUE TO DATE | % |
|--------------|-----------------------------------------------------|-----------------------|----------------------|---------------|
| 4120 | Assessments | \$1,605,285.00 | \$38,472.66 | 2.40% |
| 4160 | Winery Contributions | \$85,000.00 | \$28,625.00 | 33.68% |
| 4162 | Event Revenue | \$270,000.00 | \$0.00 | 0.00% |
| 4122 | LODI RULES Licensing Fees | \$49,500.00 | \$0.00 | 0.00% |
| 4131 | Grant Income | \$0.00 | \$0.00 | #DIV/0! |
| 4130 | Interest | \$1,000.00 | \$228.30 | 22.83% |
| 4150 | Other Income (Sponsorship) | \$10,000.00 | \$630.45 | 6.30% |
| | Subtotal Commission Revenue | \$2,020,785.00 | \$67,956.41 | 3.36% |
| | Revenue (CWEF-Visitor Center) | | | |
| 4145 | Administrative Agreement | \$210,209.88 | \$31,452.27 | 14.96% |
| 4148 | Rent | \$48,051.91 | \$12,011.70 | 25.00% |
| | Other | \$0.00 | \$0.00 | #DIV/0! |
| | Subtotal CWEF Revenue | \$258,261.79 | \$43,463.97 | 16.83% |
| | Total Revenue | \$2,279,046.79 | \$111,420.38 | 4.89% |
| | | | | |
| ACCOUNT CODE | EXPENDITURES (LWC) | FY 2020 - 2021 BUDGET | EXPENDITURES TO DATE | % |
| | Grower Marketing | \$730,950.00 | \$192,992.69 | 26.40% |
| | Winery Marketing | \$135,000.00 | \$3,774.65 | 2.80% |
| | Research, Education & Communication | \$154,700.00 | \$12,204.69 | 7.89% |
| | LODI RULES | \$49,500.00 | \$702.79 | 1.42% |
| | Admin & Personnel | \$904,270.86 | \$205,741.42 | 22.75% |
| | Visitor Center Sponsorship | \$75,000.00 | \$18,750.00 | 25.00% |
| | Subtotal Commission Expenditures | \$2,049,420.86 | \$434,166.24 | 21.18% |
| | CWEF Expenditures | | | |
| | Visitor Center | \$258,261.79 | \$43,463.97 | 16.83% |
| | Subtotal CWEF Expenditures | \$258,261.79 | \$43,463.97 | 16.83% |
| | Total Expenditures | \$2,307,682.65 | \$477,630.21 | 20.70% |
| | Excess of Revenues Over (Under) Expenditures | -\$28,635.86 | -\$366,209.83 | |

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: GROWER MARKETING

| <u>ACCOUNT CODE</u> | <u>CATEGORIES</u> | <u>FY 2020 - 2021 BUDGET</u> | <u>EXPENDITURES TO DATE</u> | <u>%</u> |
|---------------------|--------------------------------------------------------------|------------------------------|-----------------------------|---------------|
| | <u>Industry, Trade & Consumer Promotion</u> | | | |
| 6100 | Graphic Design (Advertising Design) | \$50,000.00 | \$71,514.75 | 143.03% |
| 6110 | Advertising (Paid Media) | \$350,000.00 | \$55,851.00 | 15.96% |
| 6120 | Printing & Materials | \$30,000.00 | \$555.19 | 1.85% |
| | Industry, Trade & Consumer Promotion Expenditures | \$430,000.00 | \$127,920.94 | 29.75% |
| | <u>Promotional Events & Activities</u> | | | |
| 6023.2 | Export Promotion | \$30,000.00 | \$7,500.00 | 25.00% |
| 6140 | Promotional Sponsorship | \$10,000.00 | \$5,000.00 | 50.00% |
| 6150 | Community Sponsorship | \$6,000.00 | | 0.00% |
| 6160 | Trade Shows | \$3,200.00 | | 0.00% |
| | Promotional Events & Activities Expenditures | \$49,200.00 | \$12,500.00 | 25.41% |
| | <u>Public Relations</u> | | | |
| 6023 | Consulting Services (Agency) | \$78,000.00 | \$19,500.00 | 25.00% |
| 6098 | Supplies | \$3,000.00 | \$284.90 | 9.50% |
| 6130 | Public Relations Activities | \$75,000.00 | \$2,248.25 | 3.00% |
| 6132 | Lodi Wine Blog | \$72,000.00 | \$24,000.00 | 33.33% |
| 6170 | Wine Purchases | \$1,500.00 | \$201.94 | 13.46% |
| | Public Relations Expenditures | \$229,500.00 | \$46,235.09 | 20.15% |
| | <u>Activities Support</u> | | | |
| 6033 | Office Supplies | \$1,000.00 | \$0.00 | 0.00% |
| 6035 | Postage/Shipping | \$3,000.00 | \$3,950.43 | 131.68% |
| 6060 | Website - Internet | \$10,000.00 | \$2,364.09 | 23.64% |
| 6076 & 6080 | Travel | \$7,500.00 | \$22.14 | 0.30% |
| 6221 | LWC Meeting Expenses | \$750.00 | | 0.00% |
| | Activities Support Expenditures | \$22,250.00 | \$6,336.66 | 28.48% |
| | Total Expenditures | \$730,950.00 | \$192,992.69 | 26.40% |

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: WINERY MARKETING

| ACCOUNT CODE | CATEGORIES | FY 2020 - 2021 BUDGET | EXPENDITURES TO DATE | % |
|---------------|----------------------------------------|-----------------------|----------------------|--------------|
| | <u>Consumer Promotion</u> | | | |
| 6070.3 | Maintenance Directional Signs | \$2,500.00 | \$2,903.82 | 116.15% |
| 6100 & 6120 | Wine Trail Maps | \$20,000.00 | | 0.00% |
| 6100 | Graphic Design (Advertising Design) | \$15,000.00 | \$710.00 | 4.73% |
| 6110 | Advertising | \$15,000.00 | | 0.00% |
| 6120 | Printing & Materials | \$7,500.00 | \$62.37 | 0.83% |
| 6130 | Public Relations | \$2,000.00 | | 0.00% |
| | Consumer Promotion Expenditures | \$62,000.00 | \$3,676.19 | 5.93% |
| | <u>Events (Roadshows)</u> | | | |
| 6140 | Promotional Sponsorship | \$30,000.00 | | 0.00% |
| 6070.2 & 6098 | Supplies & Maintenance | \$30,000.00 | | 0.00% |
| 6076 & 6080 | Travel | \$7,500.00 | | 0.00% |
| | Events Expenditures | \$67,500.00 | \$0.00 | 0.00% |
| | <u>Activities Support</u> | | | |
| 6221 | Meeting Expenses | \$2,500.00 | | 0.00% |
| 6033 | Office Supplies | \$1,000.00 | | 0.00% |
| 6090 | Merchant/Bank Fees | \$500.00 | | 0.00% |
| 6035 | Postage | \$1,500.00 | \$98.46 | 6.56% |
| | Activities Support Expenditures | \$5,500.00 | \$98.46 | 1.79% |
| | Total Expenditures | \$135,000.00 | \$3,774.65 | 2.80% |

LODI WINEGRAPE COMMISSION
RESEARCH, EDUCATION & COMMUNICATION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

| ACCOUNT CODE | CATEGORIES | FY 2020 - 2021 BUDGET | EXPENDITURES TO DATE | % |
|--------------|----------------------------------------------|----------------------------|---------------------------|---------------------|
| | <u>Outreach & Education</u> | | | |
| 6033 & 6098 | Supplies | \$2,000.00 | \$27.22 | 1.36% |
| 6070.2 | Maintenance - Cleaning | \$400.00 | \$12.00 | 3.00% |
| 6076 & 6080 | Travel | \$10,000.00 | \$179.98 | 1.80% |
| 6130 | Public Relations | \$1,000.00 | \$152.74 | 15.27% |
| 6160 | Trade Show & Conference Fees | \$2,200.00 | | 0.00% |
| 6200 & 6270 | Staff Education & Reference Materials | \$500.00 | | 0.00% |
| 6220 | Grower Meetings & Socials | \$16,000.00 | \$635.00 | 3.97% |
| 6221 | LWC Meeting Expenses | \$1,200.00 | | 0.00% |
| 6250 | Membership/Dues | \$3,000.00 | | 0.00% |
| 6255 | Subscriptions | \$1,500.00 | | 0.00% |
| 6266 | Weather Services | \$30,000.00 | \$4,182.00 | 13.94% |
| 6310 | San Joaquin Farm Advisor | \$2,000.00 | | 0.00% |
| | Outreach & Education Expenditures | <u>\$54,200.00</u> | <u>\$5,188.94</u> | <u>9.57%</u> |
| | <u>Communications</u> | | | |
| 6035 | Postage | \$10,000.00 | \$1,644.63 | 16.45% |
| 6060 | Website/Internet | \$5,000.00 | \$1,149.89 | 23.00% |
| 6070.5 | Demo Vineyard | \$10,000.00 | | 0.00% |
| 6100 | Graphic Design | \$8,000.00 | \$462.50 | 5.78% |
| 6120 | Printing & Materials | \$2,500.00 | \$166.35 | 6.65% |
| 6210 | Publications | \$30,000.00 | \$2,967.02 | 9.89% |
| | Communications Expenditures | <u>\$65,500.00</u> | <u>\$6,390.39</u> | <u>9.76%</u> |
| | <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 | \$625.36 | 4.17% |
| | Research Expenditures | <u>\$35,000.00</u> | <u>\$625.36</u> | <u>1.79%</u> |
| | Total REC Expenditures | <u>\$154,700.00</u> | <u>\$12,204.69</u> | <u>7.89%</u> |

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
LODI RULES
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: LODI RULES

| ACCOUNT CODE | CATEGORIES | FY 2020 - 2021 BUDGET | EXPENDITURES TO DATE | % |
|--------------|----------------------------------------------------------------|-----------------------|----------------------|--------------|
| | <u>Communications, Marketing & Promotions</u> | | | |
| 6060 | Website/Internet | \$2,000.00 | | 0.00% |
| 6100 | Graphic Design | \$3,000.00 | | 0.00% |
| 6120 | Printing & Materials | \$2,000.00 | \$41.59 | 2.08% |
| 6130 | Public Relations | \$8,600.00 | | 0.00% |
| 6160 | Trade Shows/Conferences | \$500.00 | | 0.00% |
| 6210 | Publications (Newsletters & Videos) | \$10,000.00 | | 0.00% |
| 6220 | Grower Meetings & Seminars | \$9,000.00 | \$327.00 | 3.63% |
| | Communications, Marketing & Promotions Expenditures | \$35,100.00 | \$368.59 | 1.05% |
| | <u>Program Improvements</u> | | | |
| 6023 | Consulting Services | \$7,000.00 | | 0.00% |
| 6200 | Reference Materials | \$200.00 | | 0.00% |
| | Program Improvements Expenditures | \$7,200.00 | \$0.00 | 0.00% |
| | <u>Activities Support</u> | | | |
| 6022 | Legal Fees | \$1,200.00 | \$325.00 | 27.08% |
| 6033 & 6098 | Supplies | \$300.00 | | 0.00% |
| 6035 | Postage/Shipping | \$700.00 | \$9.20 | 1.31% |
| 6076 & 6080 | Travel | \$4,000.00 | | 0.00% |
| 6221 | LWC Meeting Expenses | \$1,000.00 | | 0.00% |
| | Activities Support Expenditures | \$7,200.00 | \$334.20 | 4.64% |
| | Total Expenditures | \$49,500.00 | \$702.79 | 1.42% |

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: ADMINISTRATION

| ACCOUNT CODE | CATEGORIES | FY 2020 - 2021 BUDGET | EXPENDITURES TO DATE | % |
|-----------------|--------------------------------------------|-----------------------|----------------------|---------------|
| | <u>Personnel</u> | | | |
| 6000 | Salaries/Wages | \$544,030.00 | \$133,830.16 | 24.60% |
| 6010 & 6015 | Retirement, Payroll Taxes, & Benefits | \$133,972.00 | \$30,075.96 | 22.45% |
| | Personnel Expenditures | \$678,002.00 | \$163,906.12 | 24.17% |
| | <u>Office Expenses</u> | | | |
| 6026 | Insurance | \$16,000.00 | -\$305.28 | -1.91% |
| 6033 | Office Supplies | \$12,000.00 | \$1,639.04 | 13.66% |
| 6035 | Postage | \$2,000.00 | \$577.65 | 28.88% |
| 6040 | Rent | \$75,474.86 | \$18,787.56 | 24.89% |
| 6041 | Offsite Storage | \$5,136.00 | \$1,323.00 | 25.76% |
| 6054 | Property Tax | \$1,200.00 | \$1,055.70 | 87.98% |
| 6056 & 6058 | Utilities & Telephone | \$9,000.00 | \$3,066.61 | 34.07% |
| 6070.2 & 6070.6 | Office Maintenance | \$6,500.00 | \$1,924.00 | 29.60% |
| 6090 & 6560 | Payroll & Bank Fees | \$1,000.00 | \$135.60 | 13.56% |
| 6120 | Printing & Supplies | \$1,000.00 | \$971.84 | 97.18% |
| | Office Expenditures | \$129,310.86 | \$29,175.72 | 22.56% |
| | <u>Professional Fees</u> | | | |
| 6022 | Legal Counsel | \$5,000.00 | \$537.76 | 10.76% |
| 6024 | CPA (Fiscal & Compliance Audits) | \$21,000.00 | | 0.00% |
| 6099 | CDFA Charges | \$40,000.00 | \$5,128.32 | 12.82% |
| | Professional Fees Expenditures | \$66,000.00 | \$5,666.08 | 8.58% |
| | <u>Information Technology</u> | | | |
| 6060 | Software Licenses | \$2,000.00 | | 0.00% |
| 6070.1 | IT Services | \$23,216.00 | \$5,803.95 | 25.00% |
| 6070.4 | Copier/Lease | \$3,742.00 | \$935.28 | 24.99% |
| | Information Technology Expenditures | \$28,958.00 | \$6,739.23 | 23.27% |
| | <u>Other Admin Expenses</u> | | | |
| 6075 | Vehicles | \$500.00 | | 0.00% |
| 6076 & 6080 | Travel (Mileage & Travel) | \$250.00 | \$4.03 | 1.61% |
| 6221 | LWC Meeting Expenses | \$1,000.00 | \$130.24 | 13.02% |
| 6250 | Dues | \$250.00 | \$120.00 | 48.00% |
| | Other Admin Expenditures | \$2,000.00 | \$254.27 | 12.71% |
| | Total Expenditures | \$904,270.86 | \$205,741.42 | 22.75% |

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

| <u>ACCOUNT CODE</u> | <u>CATEGORIES</u> | <u>FY 2020 - 2021 BUDGET</u> | <u>EXPENDITURES TO DATE</u> | <u>%</u> |
|---------------------|------------------------------------------|------------------------------|-----------------------------|---------------|
| | <u>Personnel</u> | | | |
| 8000 & 8003 | Salaries/Wages | \$173,080.00 | \$25,329.11 | 14.63% |
| 8010 & 8015 | Retirement, Payroll Taxes, & Benefits | \$37,129.88 | \$6,123.16 | 16.49% |
| | Personnel Expenditures | \$210,209.88 | \$31,452.27 | 14.96% |
| | <u>Office Expenses</u> | | | |
| 8040 | Rent | \$48,051.91 | \$12,011.70 | 25.00% |
| | Office Expenditures | \$48,051.91 | \$12,011.70 | 25.00% |
| | Total Visitor Center Expenditures | \$258,261.79 | \$43,463.97 | 16.83% |