



LODI WINE
WINEGRAPE
COMMISSION

**Lodi Winegrape Commission
Meeting Minutes – FINAL
November 2, 2022**

The Lodi Winegrape Commission met on Wednesday, November 2, 2022.

1. The meeting was called to order by Chairman Aaron Shinn at 2:04PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	X	Scott Armolea	X
Jason Eells	EX	Joe Laranaga	X
Curt Gillespie	X	Brandon Sywassink	EX
Joan Kautz	X	Colton Machado	X
Matt Lauchland	EX	Todd Maley	X
Tom Murphy	X	Dirk Heuvel	EX
Diego Olagaray	X	Mitch Spaletta	
Aaron Shinn	X	Garret Schaefer	X
Jacylyn Stokes	EX	Art Prudhel	

Also, in attendance was Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer, Jenny Heitman, Will Kerner and Stephanie Bolton. A quorum was established.

3. On a motion by Olagaray/Stokes the minutes of the July 26, 2022, meeting were approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Tom Murphy reviewed the budget summary through fiscal year end of June 2022 (Exhibit B). He also informed the board that Croce, Sanguinetti & Vander Veen have completed the Commission’s fiscal and compliance audits for fiscal year 2021-22. Pauline Sanguinetti will be attending the Finance Committee meeting on November 15, 2022 to present the audits to the committee.
6. **Chairman’s Report** – Chairman Shinn reported on his recent activities and initiated a discussion regarding board member experiences with the 2022 harvest. He reported that Research, Education & Communication Chair Larry Whitted would like Norm Peters to serve

on the committee. Motion to approve Norm Peters serving on the Research, Education & Communication committee. Olagarary/Stokes – Carried.

7. **Consideration of Agreements between LWC and CWF** – Executive Director Spencer shared that the “Agreement for Management Services Between the Lodi Winegrape Commission and the California Wine Education Foundation”. This agreement codifies the use of Commission staff to operate the Lodi Wine Visitor Center and spells out that those direct expenses will be billed back to the Foundation. Motion to approve the Management Services Agreement. Murphy/Maley – Carried.
8. **Executive Director’s Report** - ED Spencer updated the board on recent Commission activities (Exhibit C). He also introduced Will Kerner, the Commission’s new Viticulture Research Specialist who started September 12. He will be working closely with Stephanie on expanding on farm grower-led research projects and supporting the Commission’s education and outreach activities. Additionally, Spencer reported that UC had finally hired a Viticulture Farm Advisor, Justin Tanner, who will be starting January 3. Spencer also noted that they were planning a Commission annual meeting for January 18 at Hutchins Street Square.
9. **Committee Reports:**

Executive Committee – The committee met on October 18 to catch up on Commission activities. The committee will meet again on December 18, 2022.

Grower Marketing Committee – The committee is scheduled to meet on Tuesday, November 8 to review ongoing marketing activities. Jenny Heitman updated the board on recent activities including additional filming for the video series, the influencer immersion trip in September, fall advertising campaign with Vine Pair, and other related initiatives.

Winery Marketing Committee – Staff updated the board on the recent Lodi wine event at the California Auto Museum and plans to attend the San Diego Wine & Food Festival in November. Additionally, planning is well underway for Lodi Wine & Chocolate Weekend scheduled for February 3-5, 2023, and the goal is to have tickets on sale by late November. The committee continues to work with CIVITAS on the Winery Business Improvement District feasibility study.

Lodi Rules – Committee chair Phil Abba updated the board on recent activities including work on the PEAS 2.0 (the new pesticide risk tool) and the 4th edition of the Lodi Rules standards that are currently being finalized for accreditation by Protected Harvest. The committee is scheduled to meet on November 10 to discuss the auditing process this past season.

Research, Education, Communication – Stephanie Bolton updated the board on recent activities including several outreach events held during harvest. The committee is scheduled to meet on December 21 and has a half-day Rootstock Workshop scheduled for December 1 in partnership with Gallo. The workshop will review the 30 year history of the Liberty Field Trial and feature multiple speakers throughout the morning, and will include a hosted

networking lunch. The workshop lays the foundation for the Rootstock Focus Group to build on-farm research trials moving forward.

10. Other Organization Reports:

CWEF – no report

SJCFB – no report

LDGGA – Amy Blagg updated the Commission board on policy matters that concern Lodi winegrowers. Additionally, LDGGA is hosting a water forum on Thursday and will an Employment Law Update on December 16.

Lodi Grape Festival – no report

CAWG – no report

11. **Public Comment** – No comment

12. **Agenda Items for Future Meetings** – None

13. The next meeting was scheduled for November 2, 2022, at 2:00PM.

14. The meeting adjourned at 3:45 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary



LODI WINE
WINEGRAPE
COMMISSION

**Lodi Winegrape Commission
Meeting Minutes – FINAL
July 26, 2022**

The Lodi Winegrape Commission met on Tuesday, July 26, 2022.

1. The meeting was called to order by Chairman Aaron Shinn at 2:04PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	X	Scott Armolea	X
Jason Eells	X	Joe Laranaga	X
Curt Gillespie	X	Brandon Sywassink	X
Joan Kautz	X	Colton Machado	X
Matt Lauchland	X	Todd Maley	X
Tom Murphy	EX	Dirk Heuvel	X
Diego Olagaray	X	Mitch Spaletta	
Aaron Shinn	X	Garret Schaefer	X
Jacylyn Stokes	EX	Art Prudhel	X

Also, in attendance was Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer, Jenny Heitman, Katie Crippen, Paul Marsh, Kim Cassetta, and Gabby Goode. A quorum was established.

3. On a motion by Prudhel/Kautz the minutes of the June 23, 2022, meeting were approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – The board reviewed the budget summary through fiscal year end of June 2022 (Exhibit B). The board discussed the appointment of Croce, Sanguinetti & Vander Veen to conduct the Commission’s fiscal and compliance audits for fiscal year 2021-22. Motion to appoint Croce, Sanguinetti & Vander Veen to conduct the Commission’s fiscal and compliance audits for FY 2021-22. Olagarary/Abba – Carried.
6. **Report of the Nominating Committee** – Bruce Fry and Brandon Sywassink comprised the nominating committee and reported that they had talked to all Commissioners and have the following recommendations: Chairman, Aaron Shinn; Vice Chairman, Diego Olagaray; Treasurer Tom Murphy; Secretary, Curt Gillespie. The bylaws limit board members to serve on one committee, except the officers may serve on an additional committee besides the

Executive Committee. After some discussion, Mirek Wilczek with CDFA administered the election for the Chairperson. Motion to accept the recommendation of the nominating committee, close the discussion and vote for Aaron Shinn as Chairperson. Eells/Gillespie – Carried. The election was then turned over to the Chair Aaron Shinn. Motion to accept the recommendation of the nominating committee for Diego Olagaray to serve as Vice Chair, Tom Murphy to serve as Treasurer, and Curt Gillespie to serve as Secretary. Kautz/Prudhel – Carried.

7. **Chairman's Report** – Chairman Shinn reported on his recent activities and informed Art Prudhel, as a new member of the board, that he needed to let him know which committee he would like to serve on.
8. **Consideration of Agreements between LWC and CWF** - Spencer shared the draft agreement for Promotional Services for 2022-23 (Exhibit C). Spencer explained that the agreement formalizes the relationship between LWC and CWF concerning the Lodi Wine & Visitor Center. Motion to accept the agreement as presented. Olagaray/Abba – Carried.
9. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit D). He discussed plans to review and refresh the Commission Strategic Plan that was completed in the fall of 2018. Following the Executive Director's report, staff provided the board with an orientation and overview of the Commission and all its marketing activities including the Wine Visitor Center. At a future meeting staff will provide an overview of the grower research, education, outreach and Lodi Rules activities.

10. **Committee Reports:**

Executive Committee – no report

Grower Marketing Committee – no report

Lodi Rules – no report

Research, Education, Communication – no report

Winery Marketing Committee – no report

11. **Other Organization Reports:**

CWF – no report

SJCFB – no report

LDGGA – Amy Blagg updated the Commission board on policy matters that concern Lodi winegrowers, and highlighted recent LDGGA activities including the Kris Gutierrez blood drive and harvest safety workshops.

Lodi Grape Festival – no report

CAWG – no report

12. **Public Comment** – No comment

13. **Agenda Items for Future Meetings** – None

14. The next meeting was scheduled for November 2, 2022, at 2:00PM.

15. The meeting adjourned at 3:45 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Curt Gillespie
Secretary

LODI WINEGRAPE COMMISSION
2021-2022 BUDGET
AS OF June 30, 2022

ACCOUNT CODE	REVENUES	FY 2021 - 2022 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,716,269.00	\$1,862,899.97	108.54%
4160	Winery Contributions	\$85,000.00	\$77,625.00	91.32%
4162	Event Revenue	\$100,000.00	\$203,588.91	203.59%
4122	LODI RULES Licensing Fees	\$58,000.00	\$63,077.06	108.75%
4131	Grant Income	\$54,000.00	\$66,011.95	122.24%
4130	Interest	\$1,000.00	\$401.20	40.12%
4150	Other Income (Sponsorship)	\$10,000.00	\$13,823.18	138.23%
	Subtotal Commission Revenue	\$2,024,269.00	\$2,287,427.27	113.00%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$207,395.88	\$209,690.05	101.11%
4148	Rent	\$49,007.74	\$49,007.75	100.00%
	Subtotal CWEF Revenue	\$256,403.62	\$258,697.80	100.89%
	Total Revenue	\$2,280,672.62	\$2,546,125.07	111.64%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$768,350.00	\$627,768.95	81.70%
	Winery Marketing	\$74,750.00	\$137,868.15	184.44%
	Research, Education & Communication	\$155,050.00	\$146,927.76	94.76%
	LODI RULES	\$50,900.00	\$33,151.30	65.13%
	Admin & Personnel	\$921,828.00	\$841,149.67	91.25%
	Visitor Center Sponsorship	\$75,000.00	\$75,000.00	100.00%
	Subtotal Commission Expenditures	\$2,045,878.00	\$1,861,865.83	91.01%
	CWEF Expenditures			
	Visitor Center	\$256,403.62	\$258,697.80	100.89%
	Subtotal CWEF Expenditures	\$256,403.62	\$258,697.80	100.89%
	Total Expenditures	\$2,302,281.62	\$2,120,563.63	92.11%
	Excess of Revenues Over (Under) Expenditures	-\$21,609.00	\$425,561.44	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2021-2022 BUDGET
AS OF JUNE 30, 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	\$81,531.25	108.71%
6110	Advertising (Paid Media)	\$350,000.00	\$164,989.00	47.14%
6120	Printing & Materials	\$30,000.00	\$55,700.23	185.67%
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$302,220.48	66.42%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$32,500.00	\$27,500.00	84.62%
6140	Promotional Sponsorship	\$11,000.00	\$11,000.00	100.00%
6150	Community Sponsorship	\$6,000.00	\$5,500.00	91.67%
6160	Trade Shows	\$1,600.00	\$2,137.58	133.60%
	Promotional Events & Activities Expenditures	\$51,100.00	\$46,137.58	90.29%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$78,000.00	100.00%
6098	Supplies	\$3,000.00	\$4,666.63	155.55%
6130	Public Relations Activities	\$75,000.00	\$81,610.54	108.81%
6132	Lodi Wine Blog	\$72,000.00	\$78,000.00	108.33%
6170	Wine Purchases	\$1,500.00	\$1,816.61	121.11%
	Public Relations Expenditures	\$229,500.00	\$244,093.78	106.36%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$50.49	5.05%
6035	Postage/Shipping	\$15,000.00	\$10,542.09	70.28%
6060	Website - Internet	\$12,000.00	\$11,203.75	93.36%
6076 & 6080	Travel	\$7,500.00	\$13,110.38	174.81%
6221	LWC Meeting Expenses	\$750.00	\$410.40	54.72%
	Activities Support Expenditures	\$36,250.00	\$35,317.11	97.43%
	Total Expenditures	\$771,850.00	\$627,768.95	81.33%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2021-2022 BUDGET
AS OF JUNE 30, 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	\$21,657.50	144.38%
6110	Advertising	\$13,000.00	\$12,800.00	98.46%
6120	Printing & Materials	\$7,500.00	\$8,410.41	112.14%
6130	Public Relations	\$1,000.00	\$6,856.14	685.61%
	Consumer Promotion Expenditures	\$49,000.00	\$63,344.04	129.27%
	<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	\$251.85	50.37%
	Events Expenditures	\$5,500.00	\$27,127.27	493.22%
	<u>Activities Support</u>			
6023	Consulting Services (Strategic Plan)	\$15,000.00	\$33,801.02	225.34%
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	\$3,654.16	243.61%
6060	Website - Internet	\$250.00	\$7,499.00	2999.60%
	Activities Support Expenditures	\$20,250.00	\$47,396.84	234.06%
	Total Expenditures	\$74,750.00	\$137,868.15	184.44%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2021-2022 BUDGET
AS OF JUNE 30, 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	\$2,185.09	109.25%
6070.2	Maintenance - Cleaning	\$400.00	\$191.87	47.97%
6076 & 6080	Travel	\$10,000.00	\$6,063.27	60.63%
6130	Public Relations	\$1,000.00	\$1,213.67	121.37%
6160	Trade Show & Conference Fees	\$2,200.00	\$1,272.29	57.83%
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$668.21	95.46%
6170 & 6220	Grower Meetings & Socials	\$16,000.00	\$18,134.92	113.34%
6221	LWC Meeting Expenses	\$1,200.00	\$1,120.91	93.41%
6250	Membership/Dues	\$3,000.00	\$1,969.00	65.63%
6255	Subscriptions	\$1,650.00	\$2,208.74	133.86%
6266	Weather Services	\$30,000.00	\$28,918.00	96.39%
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	\$70,150.00	\$63,945.97	91.16%
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$3,437.88	34.38%
6060	Website/Internet	\$5,000.00	\$6,657.74	133.15%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$2,572.50	32.16%
6120	Printing & Materials	\$2,500.00	\$6,584.81	263.39%
6210	Publications	\$30,000.00	\$26,673.99	88.91%
	Communications Expenditures	\$65,500.00	\$45,926.92	70.12%
	<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	\$17,054.87	113.70%
	Research Expenditures	\$35,000.00	\$37,054.87	105.87%
	Total REC Expenditures	\$170,650.00	\$146,927.76	86.10%

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
LODI RULES
2021-2022 BUDGET
AS OF JUNE 30, 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	\$6,115.87	87.37%
6130 & 6170	Public Relations	\$8,000.00	\$8,732.65	109.16%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$8,000.00	\$5,049.68	63.12%
6220	Grower Meetings & Seminars	\$9,000.00	\$5,434.01	60.38%
	Communications, Marketing & Promotions Expenditures	<u>\$36,500.00</u>	<u>\$25,562.55</u>	<u>70.03%</u>
	<u>Program Improvements</u>			
6023	Consulting Services	\$6,000.00	\$2,932.00	48.87%
	PRT License Fees	\$1,000.00		0.00%
6200	Reference Materials	\$200.00	\$156.75	78.38%
	Program Improvements Expenditures	<u>\$7,200.00</u>	<u>\$3,088.75</u>	<u>42.90%</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	\$261.36	37.34%
6076 & 6080	Travel	\$4,000.00	\$3,300.60	82.52%
6221	LWC Meeting Expenses	\$1,000.00	\$872.15	87.22%
	Activities Support Expenditures	<u>\$7,200.00</u>	<u>\$4,500.00</u>	<u>62.50%</u>
	Total Expenditures	<u>\$50,900.00</u>	<u>\$33,151.30</u>	<u>65.13%</u>

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

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$558,090.00	\$511,714.28	91.69%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$121,856.12	89.86%
	Personnel Expenditures	\$693,692.00	\$633,570.40	91.33%
	<u>Office Expenses</u>			
6026	Insurance	\$14,000.00	\$13,024.00	93.03%
6033	Office Supplies	\$11,000.00	\$11,421.05	103.83%
6035	Postage	\$1,500.00	\$2,397.68	159.85%
6040	Rent	\$76,984.00	\$76,653.13	99.57%
6041	Offsite Storage	\$5,494.00	\$6,030.00	109.76%
6054	Property Tax	\$1,200.00	\$991.42	82.62%
6056 & 6058	Utilities & Telephone	\$13,000.00	\$14,587.90	112.21%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$5,665.68	80.94%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$836.97	83.70%
6120	Printing & Supplies	\$1,000.00	\$1,693.00	169.30%
	Office Expenditures	\$132,178.00	\$133,300.83	100.85%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$7,500.00	\$3,459.91	46.13%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$21,600.00	102.86%
6099	CDFA Charges	\$37,000.00	\$32,097.65	86.75%
	Professional Fees Expenditures	\$65,500.00	\$57,157.56	87.26%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00	\$1,792.00	89.60%
6070.1	IT Services	\$23,216.00	\$6,576.48	28.33%
6070.4	Copier/Lease	\$3,742.00	\$7,670.40	204.98%
	Information Technology Expenditures	\$28,958.00	\$16,038.88	55.39%
	<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	\$962.00	96.20%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$1,500.00	\$1,082.00	72.13%
	Total Expenditures	\$921,828.00	\$841,149.67	91.25%

LODI WINEGRAPE COMMISSION
CWEF
2021-2022 BUDGET
AS OF JUNE 30, 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	\$169,779.01	101.01%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$39,911.04	101.51%
	Personnel Expenditures	\$207,395.88	\$209,690.05	101.11%
	<u>Office Expenses</u>			
8040	Rent	\$49,007.74	\$49,007.75	100.00%
	Office Expenditures	\$49,007.74	\$49,007.75	100.00%
	Total Visitor Center Expenditures	\$256,403.62	\$258,697.80	100.89%



Executive Director Report 11-2-22

BOARD UPDATE

Staff Update – Will Kerner, our new Viticulture Research Specialist began work on September 12. Will received his Master of Science from the University of Auckland and was most recently working for Linnaeus Laboratory and Riversun Nursery in New Zealand. He will be working closely with Stephanie supporting our existing programs and helping facilitate more on-farm research trials that will be utilized as learning tools for Lodi's growers.

SJ County Farm Advisor – Nearly 5 years after Paul Verdegaal retired, UC Extension has finally filled the Northern San Joaquin Valley Viticulture Advisor position with Dr. Justin Tanner. The position covers San Joaquin, Sacramento, and Stanislaus counties. Justin officially starts January 3, 2023. Stephanie served on the selection committee and feels he will be a great fit for our grower community. We have already spent some time with him and plan on helping him get a running start in Lodi.

Winery Business Improvement District – After extensive bureaucratic challenges, the Winery BID feasibility study is moving forward. The process got delayed as Sac County was requiring a cumbersome contract and non-disclosure agreement with our consultant, CIVITAS. This also delayed moving forward with San Joaquin County as they were requiring similar language in their contract. The feasibility study will determine the extent of sales tax revenue being generated by Lodi wineries and will inform how voting is weighed in a petition to establish. Initial establishment is weighted based on the percentage of sales tax generated.

LWC Strategic Plan Update/Review – Stuart is working with Stacie Jacobs of Solterra Strategies to facilitate a review of the existing plan and design a process for grower/board input. Looking to schedule a board retreat sometime in December or January.

LWC Annual Meeting – Staff has tentatively scheduled the Lodi Winegrape Commission annual meeting for Wednesday, January 18, 2022, at Hutchins's Street Square. The event will provide a brief presentation/overview of Commission activities followed by a social hour of food and wine.

Audit Review – Pauline Sanguinetti with Croce, Sanguinetti and Vander Veen will present draft audit results to the Finance Committee on Tuesday, November 15, 2022, at Noon. Any board member is welcome to attend this meeting. Pauline will review both the fiscal and compliance audits.

LWC HIGHLIGHTS (PAST MONTHS)

August 2 – Hosted the IPM CD11 Lodi Breakfast meeting with Dr. Matt Johnson discussing the use owls, bats, and birds in vineyards.

August 16-22 – Stephanie represented Lodi and LODI RULES in Angers, France at a conference co-hosted by the International Horticulture Society and OIV, the international viticulture organization. She presented an abstract co-authored with the LODI RULES

Committee on "How a regional conservation program helps farmers face challenges: the LODI RULES example" as part of a symposia entitled "The Vitivinicultural Sector: Which Tools to Face Current Challenges."

August 28-30 – The Commission was a sponsor at the annual TexSom conference in Dallas, Texas. Lodi hosted a lunch as well as participating in one of the breakout tastings. We also arranged with wine writer Elaine Brown to host the lunch and talk about Lodi. Calhoun represented Lodi at the conference.

September 18-21 – The Winegrape Commission hosted an influencer immersion trip for 8 wine influencers. The guests arrived on Sunday and stayed until Wednesday, and over the course of the four days they participated in grape harvests, winemaking, eating, and drinking lots of Lodi wine. And taking lots of pictures of themselves dancing in vineyards and wineries.

September 27 – co-hosted with Gallo a mechanical harvester demonstration that included on board sorting. Several machines were demoed in a hi wire Cabernet Sauvignon vineyard.

October 1 – Stephanie represented Lodi Wine/LODI RULES at the Tiburon Wine Festival. She hosted a booth that featured a selection of LODI RULES wines.

October 4 – Hosted the IPM CD11 Breakfast meeting with Dr. Akif Eskalen discussing trunk diseases.

October 7 – spent the day filming for the PBS series Viewpoint with Dennis Quaid which is featuring Lodi Winegrape Commission and LODI RULES program in an upcoming show. Stuart, Stephanie and Curt Gillespie were all interviewed for the show.

October 12 -13 – hosted Monique Soltani from Wine Oh TV (social media-based wine program) for two days of filming. She is producing a 6-part wine tourism program featuring 6 wine regions across the world introducing viewers to the regions wines, food and lifestyle. The program will launch early next year.

October 21 – Co-hosted a Lodi Wine event at the California Auto Museum in Sacramento on Friday, October 21, 2022. The event was attended by approximately 250 guests and 20 wineries and was designed as a fundraiser for the museum but was a great opportunity for Lodi to be in front of a Sacramento audience at a unique venue.

October 23-30 – Stephanie travelled to Uruguay for a week-long intensive on sustainability, research, education and outreach within the Uruguayan wine industry. The Uruguayan growers visited Lodi last year and hosted her for the visit.

October 27-29 – Stuart attended the American Wine Society conference in Bellevue, Washington. I gave two seminars on Lodi wine (old vines and white wines of Lodi) and sponsored the Saturday lunch. (20 case donation). The conference is attended by approximately 600 wine enthusiasts from across the country. Most are members of regional chapters.

October 31 – Stuart attended the California Wine Export program's Global Wine Buyers event at the Napa Valley Marriott that was attended by 80-90 wine importers from around the world. The event had two master classes for attendees that were hosted by Elaine Brown and included Lodi wines in the seminars.

November 1 – hosted the IPM CD11 Breakfast Meeting with Dr. Justin Tanner (the incoming viticulture farm advisor). He presented research on canopy/trellis design for managing vineyards in a warming climate.

LWC UPCOMING ACTIVITIES

November 3-4 – hosting 9 attendees from the Global Wine Buyer's conference for dinner on November 3 at Oak Farm vineyards and then we will spend the next day visiting vineyards and wineries in Lodi. This is part of a 3-day tour of Lodi and the Sierra Foothills following the conference.

November 11-12 – The Winery Marketing Committee is going back on the road and will be participating in the San Diego Wine & Food Festival. Approximately 10 wineries will be attending the event that has a Friday evening and Saturday component. Jenny and Katie will attend and host a Commission table at the event.

November 13-14 – hosting 8 members of the Japanese wine trade for two dinners and a day of vineyard visits. The attendees are winners of the California Wine Program's By-the-Glass promotion that featured Lodi wine last April.

November 21 – Stephanie is hosting a virtual class on Lodi Rules and sustainability featuring Lodi wines with a viticulture and enology class at a university in Angers, France.

December 1 – The Winegrape Commission is co-hosting with Gallo a half-day Rootstock workshop on the 30-year history of the Liberty vineyard trial. Multiple speakers will make presentations. A lunch will follow the meeting.

January 18 – Lodi Winegrape Commission Annual Meeting, Hutchins Street Square

January 24-26 – The Commission will host a booth at the Unified Wine & Grape Symposium.

January 26-28 – The Commission is sponsoring the annual ZAP Zinfandel Experience in San Francisco and will likely have a table showcasing member and non-member Lodi Zins.

February 3-5 – Hosting the 26th annual Lodi Wine & Chocolate Weekend.

COMMITTEE UPDATES

Grower Marketing - The committee is scheduled to meet on November 8. Staff continue to work on the video series featuring 9 different families/growers/vintners that tell their individual stories. The series is titled "A Rising Tide" and details how these different individuals come together to create a sense of place around Lodi. They were back filming harvest during the "hot" week, and staff spent a great deal of time coordinating the visit with local growers and vintners. The series is scheduled to be released next Spring. Additionally, staff has been working with Vine Pair, the digital magazine/website, on a fall advertising campaign that features Lodi as a destination.

Winery Marketing – staff has been working on next year's Wine & Chocolate event. The goal is to have tickets on sale by Thanksgiving. The event will follow a similar format to last year with

three distinct components. Additionally, staff has been working with the WISE Academy to offer a 6-part educational series on direct-to-consumer wine marketing, branding, and sales. The first class will be offered in December. There will be one class per month, and each class is 3 hours long. Participants will cover a portion of the cost, with the committee underwriting the majority of the series.

Research, Education & Communication Committee – Stephanie submitted a \$400,000 grant application to DPR for canine detection of viruses and mealybugs in vineyards. If awarded, the Commission will facilitate the project which involves training the dogs to identify mealybugs and viruses in vineyards. It is believed this can be a valuable tool at the nursery level to diminish the spread of viruses. We will find out next Spring if we will receive the grant.

Lodi Rules Committee - The Protected Harvest Board of Directors completed its peer review of the 4th Edition of the LODI RULES for Sustainable Winegrowing and provided feedback to the Commission. Staff has responded to any questions, and anticipates the updated standards being approved and implemented for the coming growing season. Additionally, staff continues to work on PEAS 2.0 based on the IPMI's Pesticide Risk Tool. And we've finally reached an agreement with Protected Harvest that will allow the Commission to have a direct contractual relationship with IPMI that will protect our investment in this cutting-edge pesticide risk tool for use in certifying vineyards.

COMMITTEE MEETINGS

November 7 – Winery Marketing Meeting (9:00AM)

November 8 – Grower Marketing Meeting (2:00PM)

November 10 – Lodi Rules Committee (Noon)

December 15 – Executive Committee (Noon)

December 21 – Research, Education & Communication Committee (Noon)