



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes – FINAL  
April 12, 2023**

The Lodi Winegrape Commission met on Wednesday, April 12, 2023.

1. The meeting was called to order by Chairman Aaron Shinn at 2:05PM.
2. Roll was called

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

Also, in attendance was Larry Whitted, Hayden Schatz, several dog people, and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer. A quorum was established.

3. On a motion by Olagaray/Stokes the minutes of the February 16, 2023 meeting were approved with changes (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Stuart Spence updated the board on recent discussions with F&M Bank regarding the Commission's accounts. F&M has moved all savings and reserve accounts to a money market rate of 4.0%. Additionally, they have waived the minimum balance necessary to offset fees for the main checking account. The bank was very interested in keeping the Commission's banking accounts and helping the winegrower community. Spencer also reviewed the year-to-date budget summary through February 2023. All financials had been emailed to the full board and the Finance Committee reviewed and discussed all documents at their March 29, 2023 meeting.

6. **Chairman's Report** – Chairman Shinn reported on his recent activities including the CWF Board Meeting where they discussed the upcoming Lodi Wine Experience and sponsorship opportunities. Shinn also attended and participated in the grower panel at the LDGGA Business & Economic Forum on April 6.
  
7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B) including the results of the Winery Business Improvement District Feasibility Study. Spencer is now putting together a working group of winery owners to address the next steps in the establishment process. Additionally, Spencer detailed plans and progress for the new signature event titled the "Lodi Wine Experience". The event will be an extension of the Commission existing branding and will be anchored by the two key elements – the Vintner's Grille on Friday night and Grand Tasting (Festival) on Saturday. Spencer also reviewed recent events and activities.
  
8. **Committee Reports:**
  - Executive Committee – The committee has not met recently but would be initiating the Executive Director annual review process with legal counsel.
  - Grower Marketing Committee – The committee is scheduled to meet May 1<sup>st</sup>. Staff is finalizing the video series featuring different families/growers/vintners that tell their individual stories. The series, titled "A Rising Tide" details how these different individuals come together to create a sense of place around Lodi. Several teaser videos (movie trailers) have been created that will be used in advertising to drive traffic to the series. Additionally, staff has been working to refresh the lodiwine.com website redesigning the home page and creating a landing page to house all the videos.
  - Winery Marketing Committee – In addition to working on the winery business improvement district and attending the Palm Desert Wine & Food Festival, the committee continues to host the series of educational classes in partnership with WISE academy. The 6-part series has 3 sessions left and will conclude in June. The workshops are designed around the direct-to-consumer experience helping producers maximize sales and brand equity.
  - Lodi Rules – The LODI RULES committee has not met recently, but interest in the program continues to grow among growers and vintners. A sluggish grape market is leading some growers to explore certification as a way of making their grapes more marketable. In addition, in many international markets, sustainable certification is becoming necessary to compete. With the assistance of Charlie Hamilton, the Commission is offering PEAS 2.0 discussions following the monthly breakfast meetings.
  - Research, Education, Communication – REC committee Chair Larry Whitted updated the board on the committee's recent activities and events including the Weeds Field Day, VMB Breakfast meeting with Maria Zumkeller, and the upcoming May meeting on spider mites. Additionally, the committee is involved in three research related projects. Stephanie submitted a DPR grant for canine detection of leafroll 3 virus which we will should know

about by the end of April. Additionally, several growers are cooperating on a soil health study, and the Rootstock Focus Group continues to meet.

**9. Other Organization Reports:**

CWEF – no additional information.

LDGGA – Brandon Sywassink updated the board on recent LDGGA activities including state and federal legislation and the recent Day-in-the-Capitol and Washington DC trips.

SJCFB – no report

Lodi Grape Festival – no report

CAWG – Aaron Lange gave an update on CAWG activities and priorities including the appointment of Natalie Collins as President. He noted that many programs we rely on for pest exclusion and plant protection require annual renewals at the Federal level. He specifically talked about APHIS and the necessity to stay diligent in keeping Spotted Lantern Fly out of California. At the state level, he discussed the new card check legislation and potential risks to industry, as well as COVID related sick leave.

10. **Public Comment** – No comment

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

12. The next meeting was scheduled for June 21, at 2:00PM.

13. The meeting adjourned at 3:41 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Curt Gillespie  
Secretary



**L O D I W I N E**  
**W I N E G R A P E**  
**C O M M I S S I O N**

**Lodi Winegrape Commission**  
**Meeting Minutes – FINAL**  
**February 16, 2023**

The Lodi Winegrape Commission met on Thursday, February 16, 2023.

1. The meeting was called to order by Chairman Aaron Shinn at 2:02PM.
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	EX	Colton Machado	X
Matt Lauchland	X	Todd Maley	X
Tom Murphy	X	Dirk Heuvel	X
Diego Olagaray	X	Mitch Spaletta	EX
Aaron Shinn	X	Garret Schaefer	X
Jacylyn Stokes	X	Art Prudhel	X

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

3. On a motion by Olagaray/Stokes the minutes of the November 2, 2022 meeting were approved (Exhibit A). On a motion by Olagaray/Stokes the minutes of the January 18, 2023 meeting were approved (Exhibit B).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Finance Committee Chair Tom Murphy reviewed the 2021-22 Fiscal & Compliance Audit and presentation by Croce, Sanguinetti & VanderVeen. The draft audits had previously been sent to board members. There were no findings. Motion to accept the recommendation of the Finance Committee to approve the 2021-22 Fiscal & Compliance audits. Abba/Murphy – Carried.

On January 10, 2023 the Executive and Finance committees held a joint meeting and discussed different options for managing the Commission’s cash throughout the year. Cash-on-hand typically peaks around February and reaches its low point around October. Until recently, with near zero interest rates, the best strategy was to leave funds in checking

accounts to offset monthly fees. Motion to authorize the Finance Committee to maximize investment options with Commission cash within the parameters of the law for Commission dollars. Eells/Stokes – Carried.

6. **Chairman's Report** – Chairman Shinn reported on his recent activities including the annual meeting held at Hutchins Street Square on January 18, 2023. He and others felt the event was well attended and well executed and attendees enjoyed themselves. He also discussed the recent Lodi Wine & Chocolate weekend and the signature event being developed to replace ZinFest.
7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit C) including the recent publication of the preliminary Grape Crush report. Based on the report, Commission revenue is expected to be above budget. While tonnage was down, pricing rose by \$22/ton. Additionally, Spencer detailed plans for the new signature event titled the "Lodi Wine Experience". The event will be an extension of the Commission existing branding and will be anchored by the two key elements – the Vintner's Grille on Friday night and Grand Tasting (Festival) on Saturday.
8. **Committee Reports:**

Executive Committee – The committee met with the Finance Committee on January 10, 2023. They discussed ongoing operations and reviewed investment options.

Grower Marketing Committee – The committee is scheduled to meet in early March. Staff continue to work on the video series featuring different families/growers/vintners that tell their individual stories. The series, titled "A Rising Tide" details how these different individuals come together to create a sense of place around Lodi. Final edits are being worked through now, and a new section is being developed on the lodiwine.com website to house the videos. We are also contracting advertising support to drive interest in the video series. Will be partnering with Punch, Wine Spectator, Vine Pair and Wine Enthusiast this spring to drive traffic to the series and build awareness of Lodi.

Winery Marketing Committee – The 26<sup>th</sup> annual Lodi Wine & Chocolate weekend saw over 2500 guests from 20 states and Canada and grossed nearly \$200,000 in ticket sales. Early feedback from guests and wineries is very positive. The committee is also planning for the Palm Dessert Wine & Food Festival at the end of March where 12 wineries will be attending. Additionally, the 6-part WISE Academy direct-to-consumer sales workshops continue for the next 3 months. On Tuesday, we held the third class in the series on best wine club management practices.

Lodi Rules – The LODI RULES committee unveiled the 4<sup>th</sup> edition of the LODI RULES standards at the annual meeting on January 17. Additionally, Stephanie has been working diligently with committee members on the new PEAS 2.0 that is based on the IPMI Institutes' Pesticide Risk Tool (PRT). The new PEAS 2.0 will be the most sophisticated tool available to winegrowers to assess risk when applying any pesticides. Additionally, Stephanie and Phil Abba met with staff from the British Consulate on Monday. They were interested in our

sustainability program. Stuart and Stephanie also met in early February with Wine Institute International and Sustainability team to discuss potential trade barriers around social (employee) related issues. Currently, California wine is not getting credit for regulatory requirements that California growers and vintners are required by law to meet, specifically around employee matters, potentially jeopardizing some international markets.

Research, Education, Communication – In addition to the January breakfast meeting, Grape Day, and the upcoming Weed Field Day, Stephanie has been working with Bob Lauchland to develop a simple ROI spreadsheet for Lodi growers to help understand costs in vineyard development and operations when negotiating contracts with wineries. Lodi's "Grape Canine Virus & Pest Detection" grant application with DPR was ranked 2<sup>nd</sup> out of 17 proposals at the recent public hearings. We hope to find out by April whether we will receive the grant.

**9. Other Organization Reports:**

CWEF – no report

LDGGA – Amy Blagg updated the Commission board on policy matters that concern Lodi winegrowers. Additionally, LDGGA is hosting its 70<sup>th</sup> annual meeting on February 23<sup>rd</sup> and hosting a Business & Economics Workshop on April 2, 2023.

SJCFB – Andrew Genasci is the new Executive Director for SJ County Farm Bureau.

Lodi Grape Festival – no report

CAWG – the annual CAWG state advocacy day is March 14.

10. **Public Comment** – No comment

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

12. The next meeting was scheduled for April 5, 2023, at 2:00PM.

13. The meeting adjourned at 3:45 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Curt Gillespie  
Secretary



## Executive Director Report 4-12-23

### BOARD UPDATE

**Elections** – LWC Board Elections are coming up. The following growers are up for reelection except for Aaron Shinn who is terming out. The nomination period runs from April 15 – May 15 with the election running from June 1-15.

		2021		
<u>Commissioners</u>	<u>Term</u>		<u>Alternates</u>	<u>Term</u>
J. Eells	2nd		J. Laranaga	1st
M. Lauchland	3rd		M. Spalletta	2nd
D. Olagarary	2nd		T. Maley	2nd
A. Shinn	4th		G. Schaffer	2nd
		Term expires in 2023		

**Staff Update** – As of February 17, 2023, Will Kerner is no longer working for the Winegrape Commission. Once Stephanie returns from the Nuffield international agricultural leadership trip we will discuss how best to move forward with this position and addressing our programmatic needs.

**Winery Business Improvement District** – The feasibility study has been completed and we are forming a working group of winery owners to hash the petition process details. The feasibility study determined that a 1% assessment could generate approximately \$450,000 in revenue, and a 2% assessment could generate approximately \$900,000. These numbers are based on the past 4 sales tax quarters. The working group will be defining an assessed business (winery), determining what activities are assessed, setting the assessment rate, designing the service plan, and presenting to the winery community.

**Cash Management** – After much discussion with F&M Bank, they have agreed to raise our money market rates to 4% and have eliminated a minimum balance to offset any fees. They made it clear they value the Lodi Winegrape Commission and its growers and vintners and are anxious to work with the Commission and community in helping Lodi grow.

**Lodi Wine Experience** – Plans are well underway for the new signature wine event that is replacing ZinFest and is scheduled for May 19-20, 2023. The event will be called the “Lodi Wine Experience” and will include many of the key elements that were popular with ZinFest including the Friday night Vintner’s Grille and Saturday Grand Tasting.

**SJ County Grant** - We received a \$50,000 grant from SJ County to support tourism development. The funds will be used to support advertising and promotion of the Lodi Wine Experience.

### LWC HIGHLIGHTS (PAST MONTHS)

**February 23** – The Lodi Winegrape Commission, E. & J. Gallo, and Trinchero Family Estates co-hosted a field day focusing on how to identify our main local noxious weeds, weed

physiology – noting the critical life stages for weed management, and weed management technologies aimed at reducing herbicide use, lowering cost, and/or increasing effectiveness and efficiency. A general discussion on weed management was led by John Roncoroni. There was also an equipment demonstration and a professional horticultural display of preserved weeds created by Dawson Lewis of Starr & Storm Crop Solutions.

**March 13** – Stuart attended the all-day meeting of regional Executive Directors with the leadership teams of CAWG and Wine Institute. In addition to presentations on the latest issues facing growers and vintners, the networking gave directors the opportunity to share strategies and discuss opportunities for industry collaboration.

**March 15-16** – Lodi is hosted two media and trade lunch and dinners in Antwerp and Brussels Belgium in partnership with California Wine Export program. These were small exclusively Lodi events with several vintners attending. Camron King represented the Commission at these events.

**March 16** - Stuart arranged a visit for the region's newly elected Congressman Josh Harder and his staff at Harney Lane Winery on March 16, 2023. With the recent redistricting, the Lodi region is new territory for the Congressman, and they were very interested in learning the needs and issues of the Lodi wine and grape community.

**March 19-21** – the Lodi Winegrape Commission is hosted a regional table in the California Wine Pavilion at ProWein in Dusseldorf, Germany. ProWein is the largest and most widely attended wine trade show in the world. Lodi and sustainability were also featured in the California Wine educational barn.

**March 25-26** – Lodi Winegrape Commission and 11 Lodi wineries participated in the Palm Dessert Wine & Food Festival. The event featured two grand tastings on Saturday and Sunday. Additionally, the Commission hosted a seminar on Sunday featuring Lodi old vines.

**April 4** – The Lodi Winegrape Commission hosted the monthly CD 11 IPM Breakfast Meeting. Maria Zumkeller, LangeTwins Family Winery and Vineyards, discussed their efforts with region-wide management of vine mealybug within the Jahant AVA.

### **LWC UPCOMING ACTIVITIES**

**April 17** –the Winegrape Commission is hosting a group of European wine media for a tour and dinner at LangeTwins on Monday, April 17. The focus of the week-long visit is on sustainability.

**April 24-25** – we will be hosting two directors of the International Master of Wine program for two days in Lodi. We are pitching them on utilizing Lodi as part of their MW training program. The Master of Wine is the most rigorous and difficult wine certification program to attain, and only 498 candidates have passed the exam since it began in 1953. Randy Caparoso is helping put the trip itinerary together.

**May 2** – The Commission is hosting the monthly CD11 IPM Breakfast Meeting. This month will feature Hanna Kahl, CAFF (Community Alliance with Family Farms) discussing Spider Mite IPM in Vineyards.



**May 4-5** – The Winegrape Commission is hosting a group of Mexican Sommeliers in partnership with the California Wine Export program for a two-day visit in Lodi. The visit will include vineyard visits, dinner at Michael-David, a Zinfandel tasting, lunch at LangeTwins among other activities.

**May 9-11** – Lodi will be participating in two California wine tastings in Montreal and Toronto, Canada. These two trade shows will have a regional focus on Lodi.

**May 19-20** – the new ZinFest – Lodi Wine Experience.

**May 23-25** – Lodi will be hosting a regional pavilion at VinExpo Singapore in partnership with the California Wine Export program. Several wineries will be pouring from within the Lodi pavilion, and we will have a Lodi seminar at the event.

**June 7** – Lodi will be hosting the California State Fair Wine Competition judges for a dinner at Harney Lane Winery. In addition to the judges, two representatives from each winery will be asked to join the event. The State Fair is providing a \$5,000 stipend and vintners will pay for their dinner.

### **COMMITTEE UPDATES**

**Grower Marketing** - The committee is scheduled to meet May 1<sup>st</sup>. Staff is finalizing the video series featuring different families/growers/vintners that tell their individual stories. The series, titled “A Rising Tide” details how these different individuals come together to create a sense of place around Lodi. Several teaser videos (movie trailers) have been created that will be used in advertising to drive traffic to the series. Additionally, staff has been working to refresh the lodiwine.com website redesigning the home page and creating a landing page to house all the videos.

**Winery Marketing** – In addition to working on the winery business improvement district and attending the Palm Desert Wine & Food Festival, the committee continues to host the series of educational classes in partnership with WISE academy. The 6-part series has 3 sessions left and will conclude in June. The workshops are designed around the direct-to-consumer experience helping producers maximize sales and brand equity.

**Research, Education & Communication Committee** – The Research, Education and Communication committee met yesterday, April 11.

**Lodi Rules Committee** - The LODI RULES committee has not met recently, but interest in the program continues to grow among growers and vintners. A sluggish grape market is leading some growers to explore certification as a way of making their grapes more marketable. In addition, in many international markets, sustainable certification is becoming necessary to compete. With the assistance of Charlie Hamilton, the Commission is offering PEAS 2.0 discussions following the monthly breakfast meetings.

### **COMMITTEE MEETINGS**

**May 31** – Finance Committee (Noon)

**May 1** – Grower Marketing Meeting (2:00PM)

**May 3** – Winery Marketing Meeting (Noon)

**May 3** – CWEF Board (2:30PM)

**May 30** – Research, Education & Communication Committee (Noon)