



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes – DRAFT  
November 16, 2023**

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

1. The meeting was called to order by Chairman Diego Olagaray at 12:45PM.
2. Roll was called

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

Also, in attendance was Steve Donaldson (CDFA Marketing Branch). Staff present Stuart Spencer and Stephanie Bolton. A quorum was established.

1. On a motion by Gillespie/den Hartog the minutes of the August 9, 2023 meeting were approved (Exhibit A).
2. Public Comment on Items Appearing on the Agenda – None
3. **Financial Report** – Treasurer Tom Murphy commented that the Finance Committee met yesterday and reviewed July, August and September financial reports. The committee also reviewed the budget through September. At the next meeting the committee will review the 2022-23 financial and fiscal audits presented by Croce, Sanguinetti & VanderVeen.
4. **Chairman’s Report** – Chair Olagaray led a roundtable discussion on the 2023 winegrape harvest. The feedback was consistent across the room with many having similar experiences of decent sized crops, delayed harvest due to late season and wineries backed up, arbitrary load and vineyard rejections, no market for uncontracted grapes, high quality, lower sugars, disease/rot pressures, and difficult relationships with buyers.

5. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B) including the Winery BID, Canine Detection Grant, Lodi Wine Experience, and the Vineyard Return on Investment project.

6. **Committee Reports:**

Executive Committee – The committee has not met.

Grower Marketing Committee – The committee met on November 1. At the beginning of October, the Commission launched “A Rising Tide” - An eight-part video series highlighting individual farmers and farming families in the Lodi region who, through acts of service, dedication, and passion, are reframing the perception of the region and its wines. The video series is being supported with a comprehensive advertising program this fall and coming spring. Additionally, the Commission is featuring the video series on our social media channels (email, Instagram, facebook). And a custom media send was developed and sent to nearly 60 wine writers and influencers around the country. The committee will be meeting in January to review fall campaign metrics.

Winery Marketing Committee – The committee met on November 14. They discussed the recent San Diego Wine & Food event, the upcoming Wine & Chocolate event, and explored educational programming for the coming year. One program they are considering is a “secret shopper” initiative with the WISE academy.

Lodi Rules – The implementation of the 4th edition of the LODI RULES and PEAS 2.0 was more successful and problem-free than anticipated. The program now has over 70,000 acres (36,000 in Lodi) and is a major element of California’s sustainability efforts. Additionally, Lodi will be hosting the US Sustainable Winegrowing Summit April 30 – May 1. LangeTwins and KG Vineyard Management will be hosting tours during the event..

Research, Education, Communication – The Research, Education and Communication committee is scheduled to meet on November 28. Several projects are in the works. First, growers can make an appointment with Stephanie to provide input into the ROI vineyard worksheet on December 4. Additionally, staff is working on a new series of educational programming around the concept of “Journey into Vine Health. On a motion by Abba/den Hartog, Dawson Lewis was approved as a committee member.

7. **Other Organization Reports:**

CWEF – no additional information.

LDGGA – no report

SJCFB – no report

Lodi Grape Festival – no report

CAWG – no report

8. **Public Comment** – No comment
9. **Agenda Items for Future Meetings** – None
10. The next meeting was not set.
11. The meeting adjourned at 3:00 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Jaclyn Stokes  
Secretary



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes –DRAFT  
August 9, 2023**

The Lodi Winegrape Commission met on Wednesday, August 9, 2023.

1. The meeting was called to order by Chairman Aaron Shinn at 2:07PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	X	Scott Armolea	X
Pieter A den Hartog	X	Garret Schaefer	
Jason Eells	X	Todd Maley	X
Curt Gillespie	X	Brandon Sywassink	X
Joan Kautz	X	Colton Machado	X
Tom Murphy	X	Dirk Heuvel	X
Diego Olagaray	X	Mitch Spaletta	
Hadyn Schatz	X	Joe Laranaga	X
Jacylyn Stokes	X	Art Prudhel	

Also, in attendance was Aaron Shinn, Amy Blagg, Larry Whitted and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer and Stephanie Bolton. A quorum was established.

1. On a motion by Stokes/den Hartog the minutes of the June 21, 2023 meeting were approved (Exhibit A).
2. Public Comment on Items Appearing on the Agenda – None
3. **Financial Report** – Treasurer Tom Murphy explained that the Commission needs to appoint an auditor for the 2022-23 fiscal year. Motion to appoint Croce, Sanguinetti & Vander Veen to conduct the Commission’s 2022-23 fiscal and compliance audit. Shinn/Olagaray – Carried.
4. **Report of the Nominating Committee** – Aaron Shinn and Brandon Sywassink comprised the nominating committee and reported that they had talked to all Commissioners and have the following recommendations: Chairman, Diego Olagaray; Vice Chairman, Curt Gillespie; Treasurer Tom Murphy; Secretary, Jaclyn Stokes. 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 Diego Olagaray as Chairperson. Abba/Murphy – Carried. The election was then turned over to the Chair Diego Olagaray. Motion to accept the recommendation of the nominating committee for Curt Gillespie to serve as Vice Chair, Tom Murphy to serve as Treasurer, and Jaclyn Stokes to serve as Secretary. Eells/Kautz – Carried.

5. **Chairman’s Report** – Chair Olagaray thanked Aaron Shinn for his service. There are a few committee appointments:  
Pieter den Hartog – Lodi Rules  
Hadyn Schatz – Finance Committee  
Kevin den Hartog – Research, Education & Communication  
Justin Tanner – Research, Education & Communication  
Motion to accept the committee appointments. Gillespie/Abba - Carried
6. **Consideration of Agreements between LWC and CWF** - Spencer shared the draft agreement for Promotional Services for the Visitor Center for 2023-24 (Exhibit B). Spencer explained that the agreement formalizes the promotional sponsorship between LWC and CWF concerning the Lodi Wine & Visitor Center. Motion to accept the agreement as presented. Stokes/Murphy – Carried. Spencer then shared the draft agreement for Management Services for the Visitor Center for 2023-24 fiscal year (Exhibit C). Motion to approve the agreement as presented. Stokes/Eells – Carried. Spencer then shared the Promotional Services Agreement for the Lodi Wine Experience for 2022-23 (Exhibit D). This agreement formalizes the Commission’s sponsorship of the event for 2023. Motion to accept the agreement as presented. Abba/Gillespie – Carried.
7. **Executive Director’s Report** - ED Spencer updated the board on recent Commission activities (Exhibit E) including the Lodi Wine Experience, the Winery BID, Delta College Viticulture Program, Early College High School Intern, upcoming Audit, and the Vineyard Return on Investment project.

8. **Committee Reports:**

Executive Committee – The committee has not met.

Grower Marketing Committee – Committee Chair Joan Kautz updated the board on the Committee’s August 2 meeting. The committee is scheduled to meet August 2nd. We are taking a different approach with our media planning this year. We’ve contracted with A&J Partners (Allison Langhoff & Jen Hord) to help with media planning and negotiations. They reviewed the past year’s advertising programs and received an update on advertising plans for the coming years. We are taking a different approach with our media planning this year. The advertising program will focus on the Lodi video series, “A Rising Tide” that will roll out this fall. Additionally, the committee reviewed ongoing PR initiatives and plans to leverage video series for PR coverage. And had a lively discussion on the grape market and options for growers.

Winery Marketing Committee – The committee met on August 8 and is working on next year’s Lodi Wine & Chocolate Weekend and exploring adjustments to the event. Additionally, the committee is looking at several road shows to attend as a group in the coming year.

Lodi Rules – Committee Chair Abba updated the board on their recent meeting. They discussed this year’s audits, the updated standards & PEAS 2.0, and grower feedback. There has been a lot of activity this season with the new 4th edition and PEAS 2.0. The program now has almost 74,000 acres (33,000 in Lodi). Both within Lodi and outside grew this season.

Research, Education, Communication – Committee Chair Witted noted that the committee met on July 25. Dr. Bolton updated the board on the “Clearing the Air” outreach meeting she is planning for September 12 on vineyard removals. In addition to the activities already discussed, the Rootstock Focus Group continues to meet on the first Thursday of the month working on developing rootstock trials for Lodi. Additionally, the committee is funding the ROI worksheet discussed previously and working on the DPR Canine Detection Grant. Next meeting is scheduled for September 19.

#### **9. Other Organization Reports:**

CWEF – no additional information.

LDGGA – Amy Blagg updated the board on their recent blood drive, harvest safety event, contract meeting, and noted that minimum wage is moving to \$16/hour next year. .

SJCFB – no report

Lodi Grape Festival – looking for grape entries for the Grape Festival competition.

CAWG – no report

10. **Public Comment** – No comment

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

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

13. The meeting adjourned at 3:55 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Jaclyn Stokes  
Secretary



## Executive Director Report 11-16-23

### **BOARD UPDATE**

**Canine Detection Grant** – The \$428,111 Department of Pesticide Regulation (DPR) research grant to determine whether the robust olfactory senses of canines can detect vine mealybugs and leafroll virus in nurseries and commercial vineyards began in September. The majority of the funds will be passed through the Commission and then go to the subcontractors working on the project.

**Winery Business Improvement District** – In August we held a district wide winery owner’s meeting to introduce the Winery Business Improvement District concept. Based on feedback from that meeting, the steering committee held four neighborhood winery owner meetings. The smaller group meetings allowed for more conversation and for people to better understand the concept. Additionally, a survey was sent out seeking input. The steering committee will meet in early December to review input and decide how best to move forward.

**Lodi Wine Experience 2024** - Lodi Lake is not available to host the region’s signature event in May. The City of Lodi is closing the park for much needed refurbishment of the front. Additionally, with elevated expenses of last year’s event, we are hesitant to move forward with an event in 2024 under our current budget situation.

**Visit CA Strategic Plan** - Stuart is participating as a member of the Central Valley Tourism Strategic Planning Task Force. The committee meets monthly and is helping Visit CA develop a strategy for Tourism Development in the Valley.

**Lodi Economic Development Director** – The interim City Manager, Andrew Keys has asked Stuart to serve on the selection committee to provide input on this new position.

**Wine Enthusiast Future 40** – Stephanie Bolton was recognized as one of Wine Enthusiast magazine’s “Future 40” for her achievements in sustainable winegrowing and viticulture science. The “Future 40” honor recognizes wine and spirits industry tastemakers and innovators who shape the way we drink and are bringing the drinks business into the future. Stephanie was also able to attend the honoree celebration in NY City on November 6 while back east for the NGRA board meeting. <https://www.wineenthusiast.com/future-40/2023-tastemakers/stephanie-bolton/>

### **LWC HIGHLIGHTS (PAST MONTHS)**

**August 27-28** – Lodi Wine attended the annual TEXSOM Conference in Dallas, Texas where we sponsored a lunch and hosted a table at one of the walk-around tastings. TEXSOM is one of the best annual conferences for the sommelier industry and brings in over 500 professionals for the event. Noted wine writer and speaker Elaine Brown will host the lunch talk for Lodi. Katie Crippen attended as the staff person along with our PR agency.

**September 4-8** – Stuart travelled back to New York and Chicago with our public relations agency Calhoun. We hosted a series of seminars/lunches/dinners in both cities. We contracted with Elaine Brown to host the seminars. Elaine brings a wealth of credibility and respect to telling the Lodi story particularly within that audience. Additionally, Stuart had dinner with the owner and executive editor of Wine Enthusiast magazine.

**September 12** - Stephanie put together a big comprehensive Ag Burning Outreach meeting at the Cabral Center in September. The event brought together all the stakeholders, regulators, and decision makers to help develop workable economically viable solutions for vineyard removals. The lunch was cosponsored by CAWG and LDGGA.

**September 20-29** – Stephanie travelled to Cyprus where she toured vineyards, met growers, vintners, and extension personnel as part of her leadership development program. After, Cyprus she travelled to Greece for an International Grapevine Virus meeting that brought together the leading minds across the globe to discuss grapevine viruses.

**September 30** – Stephanie hosted a LODI RULES table at the Tiburon Wine & Food Festival where she featured wines bearing the LODI RULES seal.

**October 3** – The Lodi Winegrape Commission hosted the monthly CD11 IPM Breakfast Meeting. Justin Tanner discussed rot management in vineyards.

**November 7** – Stuart hosted a Lodi Wine Masterclass at the California Wine Export Program's Global Buyer's Market in Napa. The Export Program is bringing 75-80 importers from across the globe to California for a 2-day conference. Attendees are vetted for those interested in bringing new CA wines to their respective markets. Also, hosted a regional table at the event.

**November 7** – The Lodi Winegrape Commission hosted the monthly CD11 IPM Breakfast Meeting. Vince Arellano with CDFA spoke about the invasive Oriental Fruit Fly.

**November 5 – 11** – Stephanie travelled back east to attend the NGRA board meeting, the ARS Grape Workshop, and attend the Wine Enthusiast Future 40 Celebration. Additionally, Stephanie and Keith Striegler were able to visit the USDA Viticulture Library that houses original viticulture books dating back to the 1800's.

**November 9-12** – Stuart will be attending the American Wine Society conference in St. Louis, Missouri and gave three presentations on Lodi Wine – Lodi Wine & BBQ, LODI RULES, and Lodi's Farm Families. Additionally, he hosted a Lodi table at the event's Grand Tasting.

**November 10-11** – The Winery Marketing Committee is going back on the road and will be participating in the San Diego Wine & Food Festival. 10 wineries attended the show. Jenny and Katie went for the Commission and coordinated a regional tent with giveaways including bags and cow bells.

**November 13-15** - the Commission hosted Stacy Briscoe, Senior Editor, Wine Enthusiast Magazine for a 3-day immersion in Lodi. Randy Caparoso helped coordinate the visit spending time with multiple growers and vintners.



**November 13-15** – Stephanie and numerous Lodi growers attended the Sustainable Ag Expo in San Luis Obispo. Additionally, on September 15 the Commission hosted an industry social following the event.

**November 14** – hosted a group of CA Legislative Staff for a day long immersion into Tourism as an Economic Development tool. The group was part of CLSEI (California Legislative Staff Education Institute) that strives to educate the legislature’s permanent staff on how they can help or hurt given industries. Stuart coordinated the schedule which included Wine & Roses, Visit Lodi, Hoteliers, Oak Farm Vineyards, and Spenker Family Farm.

## **LWC UPCOMING ACTIVITIES**

**December 5** – The Lodi Winegrape Commission hosts the monthly CD11 IPM Breakfast Meeting. Roger Baldwin will be speaking about rodents.

**January 23-25** – The Commission will host a booth at the Unified Wine & Grape Symposium in Sacramento. Stephanie is participating in a session on Extreme Weather Winegrowing.

**February 2-4** – The annual Lodi Wine & Chocolate celebration. Like last year, there will be three separate events...Friday night experiences, Saturday passport event, and Sunday Whites & Roses Winemaker’s Toast at Wine & Roses.

**February 10-11** – The Commission is hosting 25 Master of Wine students for a two-day immersion in Lodi. The MW program is the most difficult and prestigious wine certification program in the world. Successful candidates go on to serve critical leadership roles in the wine industry and trade.

## **COMMITTEE UPDATES**

**Grower Marketing** - The committee met on November 1. At the beginning of October, the Commission launched “A Rising Tide” - An eight-part video series highlighting individual farmers and farming families in the Lodi region who, through acts of service, dedication, and passion, are reframing the perception of the region and its wines. The video series is being supported with a comprehensive advertising program this fall and coming spring. Additionally, the Commission is featuring the video series on our social media channels (email, Instagram, Facebook). And a custom media send was developed and sent to nearly 60 wine writers and influencers around the country. The committee will be meeting in January to review fall campaign metrics.

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## **COMMITTEE MEETINGS**

**Dec 13** – Winery Marketing Meeting (Noon)

**November 28** – Research, Education & Communication Committee (Noon)

**January 17** – Grower Marketing Meeting (Noon)