

# LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, May 6, 2024

Time: 12pm

**Location**: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was called to order at 12:07pm by Committee Chairman Phil Abba.

#### 2. Roll Call:

Attended	First Name	Last Name
Х	Phil	Abba
Х	Kendra	Altnow
Х	Warren	Bogle
Х	Pieter A.	den Hartog
	Bruce	Fry
Х	Charlie	Hamilton
	Dirk	Heuvel
Х	Madelyn	Kolber
Х	Stanton	Lange
Х	Steve	Quashnick
X	Chris	Storm

**A quorum was established.** Others present – Diego Olagaray (LWC Board Chair) and Dr. Stephanie Bolton (LWC Staff).

- 3. Motion to **approve** March 4, 2024 meeting **minutes** (Exhibit A). Quashnick/den Hartog Motion carried. No "NO" votes and no abstentions.
- 4. **Public comment** on items appearing on the agenda: none.
- 5. Program updates:
  - The Committee shared sustainability-related events and projects they have participated in recently, including US Sustainable Winegrowing Summit.
  - The Committee reviewed the new LODI RULES PEAS 2.0 Auto-Calculating Report Template draft.
  - The Committee brainstormed ideas for how to show growers their Chapter and PEAS 2.0 scores relative to other participants.
  - The Committee discussed LODI RULES marketing strategies.
- 6. **FY2023-24 Budget** to date was reviewed. Motion to **approve** a **Draft FY2024-25 Budget Request** (Exhibit B). Quashnick/Hamilton Motion carried. No "NO" votes and no abstentions.

- 7. Reports from other LWC Committees:
  - The Committee was invited to an arbuscular mycorrhizae workshop on May 7.
- 8. **Public comment** on items not appearing on the agenda: none.
- 9. Future agenda items: Living Binder brainstorming.
- 10. Next meeting will be on June 18, 2024 at 9am.
- 11. Meeting adjourned at 1:55pm.

Respectfully submitted,

Stephanie J. Bolton
Stephanie Bolton, PhD

LODI RULES Sustainable Winegrowing Director



# LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, March 4, 2024

Time: 12pm

**Location**: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA 95242

1. The meeting was called to order at 12:08pm by Committee Chairman Phil Abba.

#### 2. Roll Call:

Attended	First Name	Last Name
Х	Phil	Abba
Х	Kendra	Altnow
Х	Warren	Bogle
Х	Pieter A.	den Hartog
Х	Bruce	Fry
Х	Charlie	Hamilton
Х	Dirk	Heuvel
Х	Madelyn	Kolber
	Stanton	Lange
Х	Steve	Quashnick
	Chris	Storm

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

- 3. Motion to **approve** January 8, 2024 meeting **minutes** (Exhibit A). Kolber/Hamilton Motion carried. No "NO" votes and no abstentions.
- 4. **Public comment** on items appearing on the agenda: none.
- 5. **Program updates**:
  - The Committee shared sustainability-related events and projects they have participated in recently, including the "Extreme Weather Winegrowing: Viticulture X Games" session at Unified, the Educational Happy Hour on organic/sustainable/regenerative/biodynamic and a public listening session for regenerative agriculture's CDFA definition.
  - Committee members were encouraged to attend the US Sustainable Winegrowing Summit happening on April 30 May 1.
  - The Committee reviewed the new LODI RULES PEAS 2.0 Auto-Calculating Report Template draft.
  - Stephanie Bolton shared updates from Protected Harvest, including refreshing the look of the Online Self-Assessment.
- 6. FY2023-24 Budget to date was reviewed.

#### 7. Reports from other LWC Committees:

- Gabriella Goode updated the Committee on the status of the Commission's signature May wine event, which will not be happening in 2024.
- 8. **Public comment** on items not appearing on the agenda: none.
- 9. **Future agenda items**: Draft Budget Request for FY2024-2025.
- 10. Next meeting will be on May 6, 2024 at noon.
- 11. Meeting adjourned at 1:30pm.

Respectfully submitted,

Stephanie J. Bolton

Stephanie Bolton, PhD

LODI RULES Sustainable Winegrowing Director

#### LODI WINEGRAPE COMMISSION 2023-2024 BUDGET AS OF MARCH 31, 2024

ACCOUNT CODE	REVENUES	FY 2023 - 2024 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,927,885.95	\$1,645,632.02	85.36%
4160	Winery Contributions	\$90,000.00	\$90,150.00	100.17%
4162	Event Revenue	\$220,000.00	\$172,410.27	78.37%
4122	LODI RULES Licensing Fees	\$70,000.00	\$72,342.52	103.35%
4131	Grant Income	\$50,000.00		0.00%
4130	Interest	\$50,000.00	\$38,017.29	76.03%
4150	Other Income (Sponsorship)	\$10,000.00	\$15,164.07	151.64%
	Subtotal Commission Revenue	\$2,417,885.95	\$2,033,716.17	84.11%
	Revenue (CWEF-Visitor Center)		_	
4145	Administrative Agreement	\$221,176.66	\$177,286.28	80.16%
4148	Rent	\$50,988.00	\$38,240.73	75.00%
	Subtotal CWEF Revenue	\$272,164.66	\$215,527.01	79.19%
	Total Revenue	\$2,690,050.61	\$2,249,243.18	83.61%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2023 - 2024 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$774,500.00	\$523,790.17	67.63%
	Winery Marketing	\$290,750.00	\$147,856.25	50.85%
	Research, Education & Communication	\$182,200.00	\$92,956.20	51.02%
	LODI RULES	\$62,150.00	\$29,425.18	47.35%
	Admin & Personnel	\$995,000.00	\$723,268.15	72.69%
	Visitor Center Sponsorship	\$100,000.00	\$74,999.97	75.00%
	Subtotal Commission Expenditures	\$2,404,600.00	\$1,592,295.92	66.22%
	CWEF Expenditures		_	
	Visitor Center	\$272,164.66	\$215,527.01	79.19%
	Subtotal CWEF Expenditures	\$272,164.66	\$215,527.01	79.19%
	Total Expenditures	\$2,676,764.66	\$1,807,822.93	67.54%
	Excess of Revenues Over (Under) Expenditures	\$13,285.95	\$441,420.25	3322.46%

## LODI WINEGRAPE COMMISSION GROWER MARKETING 2023-2024 BUDGET AS OF MARCH 31, 2024

**DEPARTMENT: GROWER MARKETING** 

ACCOUNT CODE	CATEGORIES	FY 2023 - 2024 BUDGET	<b>EXPENDITURES TO DATE</b>	%
	Industry, Trade & Consumer Promotion			
6100	Graphic Design (Content Creation)	\$100,000.00	\$39,120.25	39.12%
6110	Advertising (Paid Media)	\$300,000.00	\$220,000.00	73.33%
6120	Printing & Materials	\$30,000.00	\$14,651.18	48.84%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$273,771.43	63.67%
	Promotional Events & Activities			
6023.2, 6130	Export Promotion	\$60,000.00	\$19.83	0.03%
6140	Promotional Sponsorship	\$10,000.00	\$10,000.00	100.00%
6150	Community Sponsorship	\$5,000.00		0.00%
6160	Trade Shows	\$3,500.00	\$3,473.71	99.25%
	Promotional Events & Activities Expenditures	\$78,500.00	\$13,493.54	17.19%
	Public Relations			
6023	Consulting Services (Agency)	\$78,000.00	\$58,500.00	75.00%
6070.2 & 6098	Supplies	\$1,500.00	\$430.91	28.73%
6130	Public Relations Activities	\$75,000.00	\$88,788.64	118.38%
6132	Lodi Wine Blog	\$78,000.00	\$57,000.00	73.08%
6170	Wine Purchases	\$3,000.00	\$1,982.19	66.07%
	Public Relations Expenditures	\$235,500.00	\$206,701.74	87.77%
	Activities Support			
6033	Office Supplies	\$500.00		0.00%
6035	Postage/Shipping	\$10,000.00	\$4,908.21	49.08%
6060	Website - Internet	\$12,000.00	\$10,401.96	86.68%
6076 & 6080	Travel	\$7,500.00	\$14,139.27	188.52%
6221	LWC Meeting Expenses	\$500.00	\$374.02	74.80%
	Activities Support Expenditures	\$30,500.00	\$29,823.46	97.78%
		4	4000	
	Total Expenditures	\$774,500.00	\$523,790.17	67.63%

## LODI WINEGRAPE COMMISSION WINERY MARKETING 2023-2024 BUDGET AS OF MARCH 31, 2024

**DEPARTMENT: WINERY MARKETING** 

ACCOUNT CODE	CATEGORIES	FY 2023 - 2024 BUDGET	EXPENDITURES TO DATE	<u></u> %
	<b>Consumer Marketing &amp; Promotion</b>			
6070.3	Maintenance Directional Signs	\$10,000.00	\$5,950.91	59.51%
6100 & 6120	Wine Trail Maps	\$15,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$1,290.00	8.60%
6110	Advertising	\$15,000.00	\$5,000.00	33.33%
6120	Printing & Materials	\$18,000.00	\$11,581.94	64.34%
6035	Postage	\$4,000.00	\$4,103.13	102.58%
6130	Public Relations	\$7,500.00	\$12,400.86	165.34%
	Consumer Marketing & Promotion Expenditures	\$84,500.00	\$40,326.84	47.72%
	Events & Roadshows			
6140	Promotional Sponsorship	\$20,000.00	\$20,300.00	101.50%
6245.2	Contributions (Signature Event)	\$100,000.00		0.00%
6070.2 & 6098	Supplies & Maintenance	\$26,000.00	\$26,461.59	101.78%
6076 & 6080	Travel	\$6,000.00	\$6,459.20	107.65%
	Events Expenditures	\$152,000.00	\$53,220.79	35.01%
	Outreach & Education		_	
6220	Meetings & Socials	\$10,000.00	\$5,832.86	58.33%
6157	Community Benchmark (Market Research)	\$7,500.00		0.00%
	Events Expenditures	\$17,500.00	\$5,832.86	33.33%
	Activities Support			
6023	Consulting Services	\$35,000.00	\$47,460.00	135.60%
6221	LWC Meeting Expenses (Committee)	\$500.00	\$916.76	183.35%
6033	Office Supplies	\$500.00		0.00%
6090	Merchant/Bank Fees	\$500.00		0.00%
6060	Website - Internet	\$250.00	\$99.00	39.60%
	Activities Support Expenditures	\$36,750.00	\$48,475.76	131.91%
	Total Expenditures	\$290,750.00	\$147,856.25	50.85%

# LODI WINEGRAPE COMMISSION RESEARCH EDUCATION & COMMUNICAT 2023-2024 BUDGET AS OF MARCH 31, 2024

#### 9/19/2023 RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2023 - 2024 BUDGET	<b>EXPENDITURES TO DATE</b>	%
	Outreach & Education			
6033 & 6098	Supplies	\$1,000.00	\$248.98	24.90%
6070.2	Maintenance - Cleaning	\$300.00	\$377.76	125.92%
6076 & 6080	Travel	\$10,000.00	\$10,281.48	102.81%
6130	Public Relations	\$2,000.00	\$1,054.66	52.73%
6160	Trade Show & Conference Fees	\$2,000.00	\$1,636.78	81.84%
6200 & 6270	Staff Education & Reference Materials	\$500.00	\$444.58	88.92%
6170 & 6220	Grower Meetings & Socials	\$23,000.00	\$17,342.89	75.40%
6221	LWC Meeting Expenses	\$1,400.00	\$1,581.78	112.98%
6250	Membership/Dues	\$2,000.00	\$1,450.00	72.50%
6255	Subscriptions	\$2,500.00	\$2,802.50	112.10%
6266	Weather Services	\$34,000.00	\$13,925.00	40.96%
6310	San Joaquin Farm Advisor	\$5,000.00		0.00%
	Outreach & Education Expenditures	\$83,700.00	\$51,146.41	61.11%
	Communications			
6035	Postage	\$4,500.00	\$2,508.25	55.74%
6060	Website/Internet	\$4,000.00	\$915.56	22.89%
6070.5	Demo Vineyard	\$1,000.00	\$166.45	16.65%
6100	Graphic Design	\$5,000.00	\$437.50	8.75%
6120	Printing & Materials	\$9,000.00	\$5,592.14	62.13%
6210	Publications	\$30,000.00	\$4,099.47	13.66%
	Communications Expenditures	\$53,500.00	\$13,719.37	25.64%
	Research_			
6320	AVF Contributions	\$10,000.00		0.00%
6140	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%
6330	Winegrape Research	\$25,000.00	\$18,090.42	72.36%
	Research Expenditures	\$45,000.00	\$28,090.42	62.42%
	Total REC Expenditures	\$182,200.00	\$92,956.20	51.02%

#### LODI WINEGRAPE COMMISSION LODI RULES 2023-2024 BUDGET AS OF MARCH 31, 2024

**DEPARTMENT: LODI RULES** 

ACCOUNT CODE	CATEGORIES	FY 2023 - 2024 BUDGET	<b>EXPENDITURES TO DATE</b>	%
	Communications, Marketing & Promotions			
6060	Website/Internet	\$200.00	\$45.34	22.67%
6100	Graphic Design	\$1,000.00	\$52.50	5.25%
6120	Printing & Materials	\$6,000.00	\$794.30	13.24%
6130 & 6170	Public Relations	\$6,000.00	\$1,833.48	30.56%
6160	Trade Shows/Conferences	\$250.00		0.00%
6210	Publications (Newsletters & Videos)	\$7,000.00	\$237.04	3.39%
6220	Grower Meetings & Seminars	\$10,000.00	\$4,027.55	40.28%
	Communications, Marketing & Promotions Expenditures	\$30,450.00	\$6,990.21	22.96%
	Program Improvements			
6023	Consulting Services	\$8,000.00	\$3,528.00	44.10%
6253	PRT License Fees	\$15,000.00	\$15,444.00	102.96%
6200	Reference Materials	\$200.00	\$21.60	10.80%
	Program Improvements Expenditures	\$23,200.00	\$18,993.60	81.87%
	Activities Support			
6022	Legal Fees	\$3,000.00		0.00%
6033 & 6098	Supplies	\$1,000.00	\$92.53	9.25%
6070.2	Maintenance - Cleaning	\$0.00	\$302.56	#DIV/0!
6035	Postage/Shipping	\$500.00	\$697.84	139.57%
6076 & 6080	Travel	\$3,000.00	\$1,690.31	56.34%
6221	LWC Meeting Expenses	\$1,000.00	\$658.13	65.81%
	Activities Support Expenditures	\$8,500.00	\$3,441.37	40.49%
	Total Expenditures	\$62,150.00	\$29,425.18	47.35%

#### LODI WINEGRAPE COMMISSION ADMINISTRATION 2023-2024 BUDGET AS OF MARCH 31, 2024

**DEPARTMENT:** ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2023 - 2024 BUDGET	EXPENDITURES TO DATE	%
	Personnel			
6000	Salaries/Wages	\$593,985.00	\$447,062.51	75.26%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$140,228.88	\$108,627.44	77.46%
	Personnel Expenditures	\$734,213.88	\$555,689.95	75.69%
	Office Expenses	·		
6026	Insurance	\$14,000.00	\$11,941.20	85.29%
6033	Office Supplies	\$13,000.00	\$8,837.56	67.98%
6035	Postage	\$1,500.00	\$1,027.81	68.52%
6040	Rent	\$79,750.00	\$59,812.38	75.00%
6041	Offsite Storage	\$6,800.00	\$5,359.80	78.82%
6054	Property Tax	\$1,500.00	\$1,396.00	93.07%
6056 & 6058	Utilities & Telephone	\$18,000.00	\$11,359.72	63.11%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$5,627.93	80.40%
6090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$949.29	94.93%
6120	Printing & Supplies	\$1,800.00	\$1,183.30	65.74%
	Office Expenditures	\$144,350.00	\$107,494.99	74.47%
	Professional Fees			
6022	Legal Counsel	\$6,000.00	\$3,566.56	59.44%
6024	CPA (Fiscal & Compliance Audits)	\$23,000.00		0.00%
6099	CDFA Charges	\$37,000.00	\$26,014.51	70.31%
	Professional Fees Expenditures	\$66,000.00	\$29,581.07	44.82%
	Information Technology			
6060	Software Licenses	\$2,500.00	\$940.00	37.60%
6070.1	IT Services	\$20,000.00	\$22,737.45	113.69%
6070.4	Copier/Lease	\$7,500.00	\$5,376.78	71.69%
	Information Technology Expenditures	\$30,000.00	\$29,054.23	96.85%
	Other Admin Expenses			
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$99.69	39.88%
6221	LWC Meeting Expenses	\$1,300.00	\$799.22	61.48%
6250	Dues	\$300.00	\$549.00	183.00%
	Other Admin Expenditures	\$1,850.00	\$1,447.91	78.27%
	Total Expenditures	\$976,413.88	\$723,268.15	74.07%
	. Otal Experiences	7570,413.00	7123,200.13	7-1.07/0

#### LODI WINEGRAPE COMMISSION

#### **CWEF**

#### 2023-2024 BUDGET

AS OF MARCH 31, 2024

#### DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

ACCOUNT CODE	CATEGORIES	FY 2023 - 2024 BUDGET	<b>EXPENDITURES TO DATE</b>	%
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$178,286.93	\$138,911.65	77.91%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$42,889.73	\$38,374.63	89.47%
	Personnel Expenditures	\$221,176.66	\$177,286.28	80.16%
	Office Expenses			
8040	Rent	\$50,988.00	\$38,240.73	75.00%
	Office Expenditures	\$50,988.00	\$38,240.73	75.00%
	Total Visitor Center Expenditures	\$272,164.66	\$215,527.01	79.19%

## DEPARTMENT: LODI RULES DRAFT BUDGET REQUEST FOR COMMITTEE MEETING 5.6.24 - APPROVED BY COMMITTEE

ACCOUNT CODE	CATEGORIES	FY2023-24 BUDGET	EXPENDITURES TO DATE	%	NOTES for FY2023-24	DRAFT FY2024-25 BUDGET
	Communications, Marketing &					
	<u>Promotions</u>					
6060	Website/Internet	\$200.00	\$45.34	23%	domain fees	\$200.00
6100	Graphic Design	\$1,000.00	\$52.50	5%	infographics	\$800.00
6120	Printing & Materials	\$6,000.00	\$3,738.20	62%	copies, postcards, pencils, loupes	\$5,000.00
6130 & 6170	Public Relations	\$6,000.00	\$7,469.58	124%	wine, meals, promo events, Hydro Flasks	\$8,500.00
6160	Trade Shows/Conferences	\$250.00	\$0.00	0%		\$200.00
6210	Publications (Newsletters & Videos)	\$7,000.00	\$237.04	3%	carbon cycle posters, living binders	\$5,000.00
6220	<b>Grower Meetings &amp; Seminars</b>	\$10,000.00	\$5,527.55	55%	workshops, GoToWebinar, annual meeting	\$10,000.00
	Communications, Marketing & Promotions Expenditures	\$30,450.00	\$17,070.21	56%	<del>-</del> -	\$29,700.00
	Program Improvements					
6023	Consulting Services	\$8,000.00	\$3,528.00	44%	Pierre Mineau (PRT), IPMI	\$5,000.00
6253	PRT License Fees	\$15,000.00	\$15,444.00	103%	IPMI	\$16,000.00
6200	Reference Materials	\$200.00	\$21.60	11%	books	\$200.00
	Program Improvements Expenditures	\$23,200.00	\$18,993.60	82%	<u>-</u>	\$21,200.00
	Activities Support					
6022	Legal Fees	\$3,000.00	\$0.00	0%		\$1,500.00
6033 & 6098	Supplies	\$1,000.00	\$92.53	9%	binders	\$800.00
6070.2	Maintenance - Cleaning	\$0.00	\$302.56	n/a	cleaners-tablecloths (added Feb)	\$500.00
6035	Postage/Shipping	\$500.00	\$697.84	140%	mailing binders	\$1,000.00
6076 & 6080	Travel	\$3,000.00	\$3,294.35	110%		\$4,500.00
6221	LWC Meeting Expenses	\$1,000.00	\$658.13	66%	_Committee meetings	\$1,000.00
	Activities Support Expenditures	\$8,500.00	\$5,045.41	59%	- -	\$9,300.00
	Total Expenditures	\$62,150.00	\$41,109.22	66%	<u>-</u> -	\$60,200.00

Received \$72,342.52 for out of district acreage fees in December 2023 - estimated to be about the same for 2024

Received \$480 for participation in Climate Smart grant project in April 2024