



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 27, 2024

The Lodi Winegrape Commission met on Tuesday, February 27, 2024

1. The meeting was called to order by Chairman Diego Olagaray at 12:05PM.
2. Roll was called

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

Also, in attendance was Mirek Wilczek (CDFA Marketing Branch) and Dawson Lewis. Staff present Stuart Spencer and Stephanie Bolton. A quorum was established.

1. On a motion by Stokes/Kautz the minutes of the November 16, 2023 and February 7, 2024 meetings were approved (Exhibit A).
2. Public Comment on Items Appearing on the Agenda – None
3. **Financial Report** – The Executive & Finance Committees reviewed the 2022-23 Fiscal & Compliance Audit and presentation by Croce, Sanguinetti & VanderVeen at their joint meeting on December 12, 2023. 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 2022-23 Fiscal & Compliance audits. Stokes/Heuvel – Carried.
4. **Chairman’s Report** – Chair Olagaray updated the board on recent activities including vineyard removal discussions and the Lodi Winegrape Commission Annual Meeting held on February 7, 2024..

5. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B) including the Winery BID, Canine Detection Grant, and vineyard removals. He also gave an extensive presentation on the impact foreign bulk wine imports by California's largest winegrape buyers is having on the demand and price for Lodi winegrapes.

6. **Committee Reports:**

Executive Committee – The committee met in January with the Finance committee.

Grower Marketing Committee – The Commission launched “A Rising Tide” - An eight-part video series last fall highlighting individual farmers and farming families in the Lodi region. The video series is being supported with a comprehensive advertising program that ran through the fall and will be running again this spring. The series has been well received by growers, vintners, and consumers. On the public relations front, the Commission hosted a group of 25 Master of Wine students in Lodi earlier this month. The students were from across the world, and all were involved in the wine trade at some level. On the export front, the Commission is hosting a Lodi in London event on March 7 before heading to the ProWein trade show in Germany. The London event includes a Masterclass, a trade tasting, and a dinner. Additionally, the Commission will be participating in regional trade shows in Calgary, Toronto, and Montreal in April. All export activities are supported with federal market access dollars.

Winery Marketing Committee – A positive benefit of the push to form the BID has been a more engaged winery community that is showing up at meetings and constructively contributing to planning. The committee hosted the 27th annual Lodi Wine & Chocolate Weekend earlier this month. The event attracted around 2700 guests over the course of the 3 days. The weekend draws a more ethnically diverse and younger audience. Additionally, the committee hosted the first in a 4 part series of classes on DTC wine marketing. Classes will continue through May and are done in partnership with the WISE Academy. The committee is also participating in the Palm Dessert Wine & Food Festival. 17 Lodi wineries are planning on attending. The committee is also talking Sacramento's Midtown District on reviving the Dress Up Wine Down event we used to cohost with the district

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. The Commission hosted the annual Lodi Rules meeting in January. The event was well attended by nearly 100 growers. In addition to reviewing the past year's accomplishments, we had a panel discussion exploring alternative and value-added options for growers. The event included discussions on non-alcohol uses of winegrapes including the growing market for alcohol-free wine. The committee is also hosting a viticulture happy hour at the Visitor Center on February 28.

Research, Education, Communication – The Research, Education and Communication committee is hosting a Mealybug & Ant Research Field Day from 8am-Noon on March 12. In Lodi, there are native gray ants and pavement ants facilitating the survival and spread of the vine mealybug, which vectors leafroll virus and vitiviruses. By reducing these ant populations in our vineyards, we can reduce the mealybug populations and slow the spread of leafroll virus and the sudden vine collapse. Researchers will discuss their research on a new gel bait ant control method for mealybugs in vineyards, with an in-field demonstration of the new baits and applications.

7. Other Organization Reports:

CWEF – no additional information.

LDGGA – Brandon Sywassink updated the board on recent LDGGA activities including their annual dinner, scholarships, and day at the Capitol.

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 1:53 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Jaclyn Stokes
Secretary