



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes – FINAL  
May 21, 2024**

The Lodi Winegrape Commission met on Tuesday, May 21, 2024

1. The meeting was called to order by Chairman Diego Olagaray at 12:35PM.
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	X
Jason Eells	X	Todd Maley	EX
Curt Gillespie	X	Brandon Sywassink	X
Joan Kautz	EX	Colton Machado	
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 Mirek Wilczek (Cdfa Marketing Branch) and Dawson Lewis. Staff present Stuart Spencer. A quorum was established.

1. On a motion by Abba/Schatz the minutes of the February 27, 2024 meetings were approved (Exhibit A).
2. Public Comment on Items Appearing on the Agenda – None
3. **Financial Report** – Treasurer Tom Murphy gave the financial report. The committee met last Tuesday, May 14. They reviewed January, February, March 2024 financial statements and year-to-date budget. Murphy also noted that the favorable interest rates they negotiated with the bank had returned \$38,000 through the first nine months of the fiscal year compared to \$290 in the previous fiscal year.
4. **Chairman’s Report** – Chair Olagaray updated the board on recent activities including the US Sustainable Winegrowing Summit held in Lodi. LangeTwins and KG Vineyard Management hosted groups at the beginning of the conference where Olagaray participated. He also shared that he and Stuart attended a dinner with the UC Davis Executive Leadership

Board that was meeting in Lodi for their board meetings. He is also make an effort to attend all of the committee meetings.

5. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B) including the Winery BID, Canine Detection Grant, and LWC Budget. He also discussed his recent article on the bulk wine imports and the media interest that it drew, and the impact imports are having on winegrape demand in Lodi and California.

6. **Committee Reports:**

Executive Committee – The committee met at the end of April to discuss ongoing Commission activities. They also discussed potential board replacements as 3 members were terming out this year.

Grower Marketing Committee – The committee met on Friday, May 10. The Commission's "A Rising Tide" - eight-part video series launched last fall is being supported with advertising this spring through several media partnerships including Vine Pair, Wine Spectator and Hearst media. Additionally, on the public relations front the Commission hosted four individuals from the Wine Enthusiast editorial team for several days the week of May 13.

Additionally, the Commission is hosting a Social Media Training Workshop on June 24 in the Ballroom at Wine & Roses. The workshop will be for both growers and vintners and will discuss best practices along with a panel discussion of growers/vintners that are utilizing social media well.

Winery Marketing Committee – The committee is hosting a 4-part series of classes on DTC wine marketing. The final class is being held on May 21 and are done in partnership with the WISE Academy. In addition to hosting the Dress Up Wine Down event on May 18, the committee is exploring the Festival of Forgotten Grapes in LA at the end of June. The Commission will be hosting a regional table to vet the event and determine whether broader participation is warranted in the future. Additionally, committee member Todd Maley has revived "Technical Tastings" that brings together winery production staff for themed tastings. The goal is to expand knowledge and foster community amongst winemakers. The first two sessions have been held at the Visitor Center.

Lodi Rules – Committee Chair Phil Abba noted that the committee met on Monday, May 8. The implementation of the 4th edition of the LODI RULES and PEAS 2.0 was more successful and problem-free than anticipated. The program has over 72,000 acres (36,000 in Lodi) this current growing season and saw an increase in enrolled acreage. Lodi hosted the US Sustainable Winegrowing Summit April 30 – May 1. LangeTwins and KG Vineyard Management hosted tours during the event. The Commission is finalizing the PEAS 2.0 excel template that will allow growers to easily input their pesticide use data and calculate the appropriate PEAS scores.

Research, Education, Communication – Committee Chair Dawson Lewis noted that the Research, Education and Communication committee met on May 8. The Commission is working with an accounting firm to finalize a Return-on-Investment worksheet for growers. The Commission conducted a blind virus ring test for the five commercial virus testing laboratories and found three of the five labs to be sufficiently accurate. We learned by asking that the CDFA is testing only 0.03% of the certified nursery increase block vines for leafroll 3 virus. That amount of testing is grossly inadequate. Also, from the CDFA: “The testing protocol was developed by UCD, we test 348 vines per Increase or Secondary Increase Block, regardless of the size of the block.” Dr. Stephanie Bolton will lead a proposal project with Marc Fuchs, growers, nurseries, labs, FPS, and others to develop a better strategy for our industry.

**7. Other Organization Reports:**

CWEF – no additional information.

LDGGA – Brandon Sywassink updated the board on recent LDGGA activities including a Rural Crime Roundtable discussion on June 5, and the annual Kris Gutierrez blood drive on July 16. They are also working on hosting the annual Harvest Safety Day in late July, and he updated the board on proposed indoor heat regulations.

SJCFCB – 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 2:15 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Jaclyn Stokes  
Secretary