



LODI WINE
WINEGRAPE
COMMISSION

**Lodi Winegrape Commission
Meeting Minutes – FINAL
August 6, 2024**

The Lodi Winegrape Commission met on Tuesday, August 6, 2024

1. The meeting was called to order by Chairman Diego Olagaray at 12:10PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Scott Armolea	X		
Pieter A den Hartog	X	Garret Schaefer	X
Jason Eells	EX	Todd Maley	X
Dirk Heuvel	X		
Farrah Felten Jolley	X	Gerardo Espinosa	X
Joan Kautz	X	Brett Pieretti	X
Diego Olagaray	X	Mitch Spaletta	
Hadyn Schatz	X	Joe Laranaga	X
Jacylyn Stokes	X	Colton Machado	

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

3. On a motion by Stokes/Maley the minutes of the June 25, 2024 meeting was approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Executive Director Spencer explained that the Commission conducts an annual fiscal and compliance audit. The board needs to appoint an auditing firm. Croce, Sanguinetti & Vander Veen (CSV) has been doing the audits for the past several years. Motion to appoint CSV to conduct the Commission’s fiscal and compliance audit for fiscal year 2023-24. Schatz/den Hartog – Carried.
6. **Report of the Nominating Committee** – Chair Olagaray appointed outgoing Commissioners Curt Gillespie and Tom Murphy to serve as the nominating committee for the election of officers. Gillespie reported back with the following recommendations, Chair, Diego Olagaray, Vice Chair, Jacylyn Stokes, Treasurer, Hadyn Schatz, Secretary, Pieter den Hartog. According to procedures, CDFA Economist, Mirek Wilczek conducts the election for Chairman. Motion to nominate Diego Olagaray as Chairman. Armolea/Schatz – Carried.

Chair Olagaray took over with the election of other officers. Motion to accept the slate of officers as recommended and nominate the following, Vice Chair Jaclyn Stokes, Treasurer Hadyn Schatz, and Secretary Pieter den Hartog. Heuvel/Kautz – Carried.

7. **Chairman's Report** – Chair Olagaray updated the board on his recent activities including a meeting with the Commission's PR agency last week to review the previous 6 months, and planning for the next 6 months. He also announced that he was appointing Pieter den Hartog to serve as Chair of the Lodi Rules committee since Phil Abba resigned.
8. **Consideration of Agreements between LWC and CWF** - Spencer shared the draft agreement for Promotional Services for the Visitor Center for 2024-25 (Exhibit B). Spencer explained that the agreement formalizes the promotional sponsorship between LWC and CWF concerning the Lodi Wine & Visitor Center. Spencer then shared the draft agreement for Management Services for the Visitor Center for 2024-25 fiscal year (Exhibit C). Motion to approve both agreements as presented. Schatz/Stokes – Carried.
9. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit D) including the Winery BID, the annual audit, and staff changes. He also discussed his recent article on the Wine Duty Drawback and the impact it has had on the health of the winegrape market.
10. **Committee Reports:**

Executive Committee – The committee has not met.

Grower Marketing Committee – The committee met on Wednesday, July 3 but did not have a quorum. The committee is scheduled to meet on August 20. On July 31 we met with Calhoun & Company to review the first six months of PR activities and develop plans for the next 6 months. One of the areas we will be pushing is Lodi's accessibility and approachability relative to other regions. Particularly considering the rising costs of visiting other regions. The Commission's Spring advertising programs are scheduled to wrap up at the end of June. At this point, based on current budget considerations, we are being cautious with committing to advertising programs in 2024-25

Winery Marketing Committee – The committee is scheduled to meet on August 14. The committee is working on next year's Lodi Wine & Chocolate event that falls on Valentine's weekend. Will be looking at making several changes to this year's event.

Lodi Rules – The committee is scheduled to meet on August 12. Amy Hiser, with Protected Harvest has spent several days in Lodi over the past couple months. These regular visits allow her to touch base with Commission staff, Lodi Rules growers, and auditors. This leads to better communication and improved efficiency. Despite the challenging grape market, the program continues to grow.

Research, Education, Communication – The Research, Education and Communication committee met on July 24. Stephanie hosted a successful "Tree of Heaven" breakfast

meeting in July. The ubiquitous invasive tree is the preferred host of the spotted lantern fly. Stephanie is also finalizing work with an accounting firm on a Return-on-Investment worksheet for growers. Additionally, we hosted Dr. Mark Fuchs in July to assist Stephanie in developing a plan for improved clean material grapevines.

11. Other Organization Reports:

CWEF – no additional information.

LDGGA – no report

SJCFCB – no report

Lodi Grape Festival – no report

CAWG – no report

12. **Public Comment** – No comment

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

14. The next meeting was not set, but the group discussed a one-day retreat in mid-November.

15. The meeting adjourned at 1:37 PM.

Respectfully submitted,

Stuart Spencer
On behalf of Pieter den Hartog
Secretary