



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes – FINAL  
March 7, 2025**

The Lodi Winegrape Commission met on Friday, March 7, 2025

1. The meeting was called to order by Chairman Diego Olagaray at 12:15PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Scott Armolea	EX		
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		Joe Laranaga	
Jacylyn Stokes	X	Colton Machado	

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

3. On a motion by den Hartog/Maley the minutes of the January 14, 2025 and February 12, 2025 meetings were approved with one change to the January 14 minutes (Exhibit A & B).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – The Finance Committee had not met. Staff is working on a revised budget to address assessment shortfalls due to the lousy grape market.
6. **Chairman’s Report** – Chair Olagaray updated the board on his recent activities including the Commission’s Annual Meeting. He thanked everyone that was able to attend and felt the meeting was well attended by our community and well received. He also noted that he was moving forward with the formal evaluation of Executive Director Spencer. Last year we missed out on getting it done. He noted its important everyone participate.

7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit C) including the Winery BID, staff changes, DC Trip to attend the State of the Union, the Crush Report, Commission budget, and upcoming referendum.

8. **Committee Reports:**

Executive Committee – The committee had not met.

Grower Marketing Committee – The committee was scheduled to meet this week, but the meeting was postponed until next month.

Winery Marketing Committee – The committee hosted a successful Lodi Wine & Chocolate weekend that saw attendance increase for both the Saturday passport event and the Sunday Winemakers Toast. Staff is evaluating attendee and vintner surveys to discuss with committee members at the next meeting. On March 22-23 the Commission will once again be hosting the Dress Up Wine Down event in Midtown Sacramento on May 17. We partner with the Midtown Improvement District. Last year's event, the first after the pandemic, drew 450 attendees to enjoy wines from 20 Lodi wineries

Lodi Rules – The LODI RULES Committee met on February 10. 150 people attended the LODI RULES Annual Meeting & 20<sup>th</sup> anniversary celebration at Burgundy Hall, Lodi Grape Festival, 10am – 1pm. In addition to reviewing the past season, we celebrated Lodi Rules 20<sup>th</sup> anniversary and recognized five original grower families for their commitment to the program and 20 years of certification.

Research, Education, Communication – The Research, Education and Communication committee is scheduled to meet on March 18. Stephanie continues to help growers navigating the challenges of vineyards removals, ag burning, and the various incentive programs in place. After the committee meeting Stephanie will be hosting a Lodi Tour for Dr. Summaira Riaz (USDA) and Dr. Ying Zhai (USDA).

9. **Other Organization Reports:**

CWEF – no additional information.

LDGGA – no report

SJCFB – no report

Lodi Grape Festival – no report

CAWG – no report

10. **Public Comment** – No comment

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

12. The next meeting will be Wednesday, April 16 at Noon.

13. The meeting adjourned at 1:53 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Pieter den Hartog  
Secretary