



**LODI WINE**  
WINEGRAPE  
COMMISSION

**Lodi Winegrape Commission  
Meeting Minutes - FINAL  
June 26, 2025**

The Lodi Winegrape Commission met on Thursday, June 26, 2025

1. The meeting was called to order by Chairman Diego Olagaray at 12:09PM.
2. Roll was called

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

Also, in attendance was Mirek Wilczek (CDFA Marketing Branch), Dawson Lewis, Brandon Sywassink, Galen Schmiedt, and Jon Bjork. Staff present Stuart Spencer. A quorum was established.

3. On a motion by Armolea/Schatz the minutes of the May 8, 2025 were approved. (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Treasurer Hadyn Schatz gave a brief overview of the Executive Committee budget meeting held on June 12. More to come during budget discussion.
6. **Chairman’s Report** – Chair Olagaray updated the board on recent activities including his involvement in the Field Blends dinner at The Lucas Winery. He also noted that the Executive Committee took ED Spencer to dinner, and that they held an Executive Committee meeting on June 12. He then asked Spencer to present the board election results.

		2025			
<u>Commissioners</u>	<u>Term</u>		<u>Alternates</u>		<u>Term</u>
Pieter A den Hartog	2nd		M. Spalleta		4th
J. Eells	4th				
D. Olagarary	4th		G.Schmiedt		1st
H. Schatz	2nd		J. Larranaga		3rd
Term expires in 2027					

Chair Olagaray then announced that Joe Larranaga and himself would serve as the nominating committee for LWC Board Officers. They will present their recommendations at the next LWC Board Meeting.

7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B). He noted that they had gained Michael David's support for the Lodi Winery BID with the following conditions. First, the assessment rate be set at 1.5% and that they (largest contributor) have a dedicated seat on the new board. With their support, we now have 70% and will move to the next phase at the county.
8. **Consideration of FY 2025-26 Budget** – Staff reviewed the proposed budget and income projections that the Executive Committee and Committee Chairs assembled on June 12, 2025 (Exhibit C). The group took a very deliberate approach to curtailing expenses due to weak market conditions and projected reduced revenues. The committee is comfortable with the proposed budget, reserve funds available, and staff's ability to manage the existing budget and make adjustments as needed based on how this year's harvest unfolds. Motion to accept the budget as recommended by the Executive Committee with \$1,937,108.02 in projected revenues, and \$1,999,498.17 in projected expenses. Heuvel/Felten-Jolley – Motion Carried.
9. **Consideration of FY 2025-26 Assessment Rate** – Motion to keep the assessment rate set at .45%. Eells/Kautz - Motion Carried.
10. **Committee Reports:**

Executive Committee – The committee met on June 12 to discuss and assemble the 2025-26 budget.

Grower Marketing Committee – Committee Chair, Joan Kautz stated that the committee met on May 28, 2025, and had a lively discussion on the grape and wine market and Lodi's position. She also discussed some of the upcoming export opportunities including we will hosting the California Wine International Team in Lodi in mid-July, and the Global Buyer's Marketplace coming in November.

Winery Marketing Committee – The committee met yesterday, June 4, 2025. At that meeting they discussed the successful Dress Up Wine Down event held on May 17<sup>th</sup> in partnership with the Handle District in mid-town Sacramento. The event was a Lodi-exclusive tasting featuring 18 Lodi wineries and a fashion show. Staff also gave a presentation reviewing demographic data on who is purchasing Lodi wine and where they come from. The data

comes from Community Benchmark. The committee also discussed the “No Reservations” marketing campaign that the committee is developing. The committee is also interested in hosting a “no reservations” event.

Lodi Rules – The LODI RULES Committee has not met. Protected Harvest is in the middle of the audit process for the 2025 growing season. Total acreage is slightly down but still a lot of interest in certification.

Research, Education, Communication – Committee Chair Dawson Lewis update the board on recent REC committee activities including Gopher Trapping event held in May and the “Baby Barn Owl Meet & Greet” at the Visitor Center demonstration vineyard in partnership with Cal Poly Humboldt.

#### **11. Other Organization Reports:**

CWEF – no additional information.

LDGGA – Brandon Sywassink updated the board on recent federal activities including Congressman Harder’s effort to introduce a funding amendment to eliminate the loophole in wine duty drawback. The effort died for lack of additional support including from Congressman Valadao in southern San Joaquin Valley. It’s clear vested interests in maintaining the loophole got to him and others.

SJCFB – 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 will be August 5, 2025 at Noon.

15. The meeting adjourned at 1:50PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Pieter den Hartog  
Secretary