



**LWBID / LODI WINERY ALLIANCE MEETING MINUTES - FINAL**  
**May 20, 2026**

The Lodi Winery Alliance met at 10:00 am on Wednesday, May 20, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

**1. Call to Order**

Meeting called to order at 10:04 am.

**2. Roll Call**

**Board Members Present:** Steve Carson, Bob Colarossi, Tom Hoffman, Kyle Lerner, Faryn Schatz, Sarah Spenker Pratt, Wes Rhea, Natalie Scotto Woods, Jeremy Trettevik, Jacob Woodworth

**Public present:** Jaclynn Stokes Iniguez (LWC Board Chair), Natalie Morlino (Visit Lodi)

**LWC Staff Present:** Stuart Spencer, Jenny Heitman, Allison Champion

A Quorum was established.

**3. Approval of April 15, 2026 Minutes**

Motion: Approve minutes as presented

Motion by: Hoffman/Woodworth

Result: Motion carried

**4. Public Comment on Items Appearing on Agenda**

No public comment.

**5. Strategic Direction & Planning**

The board reviewed a revised proposal from Solterra Strategies (Stacie Jacobs) to develop a foundational strategic plan, and discussed hosting an all-winery owners' social event to be held the evening of Thursday, June 4.

Motion: Approve strategic planning proposal, and host an all-winery owners' social with purpose of introducing the strategic plan and survey concept.

Motion by: Hoffman/Lerner

Result: Motion carried

**6. Organizational Setup**

**Conflict of Interest Policy**

Motion to approve: Hoffman/Woodworth

Result: Motion carried



### **Insurance Proposal**

Motion to approve: Lerner/Woodworth

Result: Motion carried

### **Commission-to-BID Management Services Agreement**

The board agreed to move forward with the scope as drafted with one amendment.

Language to be revised to read "As requested and directed," for clarity on board ownership of decisions.

A formal agreement will be developed for adoption ahead of the Commission's budget, which must be adopted by June 30.

### **Voluntary Participation Agreement**

Motion to approve: Colarossi/Hoffman

Result: Motion carried

### **Intellectual Property Use Agreement**

Tabled to a future meeting.

## **7. Assessment Collections**

### **SJ County & HDL Agreements**

Agreement terms between the County, HDL, and the Corporation have been finalized; documents are being routed for signature.

### **HDL Portal Status and Collection Update**

An updated assessment participation report (as of May 8) was distributed. Staff will continue working with HDL to resolve open accounts and will provide an update on collection status at the next meeting.

## **8. Branding & Communications**

### **Wine Trail Map: Inclusion Parameters**

The board discussed parameters for inclusion on the wine trail map, both printed and digital, including digital links for participating wineries.

Motion: Print 10,000 wine trail maps

Motion by: Hoffman/Woodworth

Result: Motion carried

## **9. Committees**

### **Marketing Committee: Appointments**

Motion to form the Marketing Committee, comprised of 7-9 members



Motion by: Woodworth/Spenker Pratt  
Result: Motion carried

### **Education**

The board discussed an upcoming Community Benchmark seminar to be held Thursday, June 25. Lodi-specific demographic and geographic insights will be presented.

### **10. Public Comment on Items Not Appearing on the Agenda**

No public comment.

### **11. Agenda Items for Future Meetings**

### **12. Next Meeting Date**

**Full Board Meeting:** Wednesday, June 17, 2026 at 10:00 AM

### **13. Adjournment**

Meeting adjourned at approximately 11:59AM.

Respectfully submitted,

Stuart Spencer  
On behalf of Sarah Spenker Pratt  
Secretary

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