



LWBID / LODI WINERY ALLIANCE MEETING MINUTES - DRAFT

June 17, 2026

The Lodi Winery Alliance met at 10:00 am on Wednesday, June 17, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

1. Call to Order

Meeting called to order at 10:03 am.

2. Roll Call

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

Public present: Haydn Schatz (LWC Board)

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

A Quorum was established.

3. Approval of May 20, 2026 Minutes

Motion: Approve minutes as presented

Motion by: Hoffman/Colarossi

Result: Motion carried

4. Public Comment on Items Appearing on Agenda

No public comment.

5. Strategic Direction & Planning

The board set the foundational strategic planning session with Solterra Strategies for August 11-12, 2026, structured as an afternoon session on August 11 and a morning session on August 12.

6. Organizational Setup

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.

Motion to approve: Spenker Pratt/Woodworth

Result: Motion carried



Commission Management Fee Structure

Motion: Approve a management fee of \$100,000 annually, billed monthly to the LWBID, for the period July 1 through December 31, 2026, to be re-evaluated as part of the December budget process.

Motion to approve: Woodworth/Scotto Woods

Result: Motion carried

7. Assessment Collections

The board agreed to waive interest and penalties on outstanding assessments through July 31, 2026. Staff and board members will conduct direct outreach to outstanding accounts. If no response is received by month-end, staff will send certified letters providing a 14-day response window before escalating to legal counsel. The board directed staff to develop a formal collections procedure with defined milestones for future quarters.

8. Branding & Communications

No action items

9. Committees

Marketing Committee

The committee held its first formal meeting the prior week.

Trade Tasting (August 18, 2026)

Motion: The LWBID will contribute up to one-half of the trade tasting costs, not to exceed \$5,000, in partnership with the Grower Marketing Committee.

Motion by: Hoffman/Woodworth

Result: Motion carried

Alicia Tenise Lodi Visit (July 30 - August 3, 2026)

Hosting costs, estimated at \$3,000, are budgeted as a public relations line item. No action required.

Education Committee

Community Benchmark (June 25, 2026)

The seminar will be held June 25 at 2:00PM at the Lodi Grape Festival grounds. A dedicated reminder email will be sent to encourage RSVPs.

10. LWBID Budget

The board reviewed the draft 2026 budget, presented as a work in progress.



Motion: Repay the Lodi Winegrape Commission for outstanding Civitas expenses at \$2,000 per month beginning July 2026. Amount and schedule to be reassessed in twelve months.

Motion by: Hoffman/Colarossi

Result: Motion carried

11. Public Comment on Items Not Appearing on the Agenda

No public comment.

12. Agenda Items for Future Meetings

13. Next Meeting Date

Full Board Meeting: Wednesday, July 15, 2026 at 10:00 AM

14. Adjournment

Meeting adjourned at approximately 11:35AM.

Respectfully submitted,

Stuart Spencer

On behalf of Sarah Spenker Pratt

Secretary

###