



## **LWBID / LODI WINERY ALLIANCE MEETING MINUTES - FINAL**

### **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

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