LODI WINE
WINERY ALLIANCE

LWBID / LODI WINERY ALLIANCE MEETING MINUTES - FINAL
July 15, 2026

The Lodi Winery Alliance met at 10:00 am on Wednesday, July 15, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

1. Call to Order
Meeting called to order at 10:06 am.

2. Roll Call and Establishment of Quorum
Board Members present: Bob Colarossi, Tom Hoffman, Kyle Lerner, Faryn Schatz, Sarah Spenker Pratt, Natalie Scotto Woods, Jeremy Trettevik, Jacob Woodworth
Public present: none
LWC Staff Present: Stuart Spencer, Jenny Heitman, Allison Champion
A Quorum was established.

3. Review and Approval of June 17, 2026 Minutes
Motion: Approve minutes as presented
Motion by: Woodworth/Colarossi
Result: Motion carried

4. Public Comment on Items Appearing on the Agenda
No public comment.

5. Strategic Planning
The strategic planning session with Solterra Strategies remains scheduled for August 11-12, 2026. Staff will secure a venue for the in-person session. Survey and interview outreach for the process is underway.

6. Organizational Setup
Bank Account Authorizations
Motion: Add Stuart Spencer to bank account access.
Motion by: Hoffman/Woodworth
Result: Motion carried
Staff will arrange issue of new bank cards from F&M Bank and obtain updated signatures from the Executive Committee.

Intellectual Property Use Agreement
No action taken. Item remains in progress; carried to a future agenda.

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7. Assessment Collections
Staff reviewed the first-quarter assessment collection report from HDL, including outstanding delinquent accounts. Staff and board members will continue direct outreach to non-compliant wineries. Edits discussed include notification of loss of voting privileges after 60 days delinquency. Staff will revise and mail via certified post the compliance demand letter.

Motion: Establish the Assessment Compliance and Collection Policy with the edits discussed.
Motion by: Hoffman/Woodworth
Result: Motion carried

8. Branding & Communications
Staff provided an update on the LodiWine.com Commerce7/WordPress migration. No action required.

9. Committees
Marketing Committee
The committee provided an update on planning for Wine & Chocolate and Sacramento Zoo's Wine on the Wild Side. The committee also reviewed a proposal for the San Diego Wine & Food Festival. No action was taken on the San Diego festival; additional budget and ROI information will be circulated for a vote once available.

Motion: Appoint Faryn Schatz and Jacob Woodworth as co-chairs of the Marketing Committee.
Motion by: Spenker Pratt/Colarossi
Result: Motion carried

Trade Tasting (August 18, 2026)
No new action; contribution previously approved June 17.

Alicia Tenise Lodi Visit (July 30-August 3, 2026)
No action required.

Education
A board member noted a possible no-cost safety workshop opportunity, including forklift certification; is following up.

10. LWBID Budget
The board reviewed the draft 2026 budget as a working document. July figures will be incorporated by the August 19 board meeting.

11. Public Comment on Items Not Appearing on the Agenda
No public comment.

12. Agenda Items for Future Meetings

- Intellectual Property Use Agreement
- Election procedures and process for board elections

13. Set Next Meeting Date
Strategic Planning Session: August 11-12, 2026
Full Board Meeting: Wednesday, August 19, 2026

14. Adjourn
Meeting adjourned at approximately 11:37 am.

Respectfully submitted,

Stuart Spencer
On behalf of Sarah Spenker Pratt
Secretary

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