



VITICULTURE & WINE TECHNOLOGY ADVISORY BOARD MEETING MINUTES

Thursday, November 17, 2016 3:00pm, Room 1814

APPROVED

A. Welcome and Introductions

Meeting called to order by Vicki Shipman at 3:05

Members present:

Chris Chandler, Livermore Winegrowers Association

Neal Ely, Dean Emeritus, Las Positas College

David Everett, Las Positas College VWT Coordinator

John Kinney, Occasio Winery

Nan Ho, Dean, Academic Services, MSEPS

Karl Wente, Wente Vineyards

Collin Cranor, Nottingham Cellars

Jessica Carroll, Big White House Winery

David Kent, Darcie Kent Vineyards

Lisa Maier, Las Positas Vineyards

David Hendrickson, Occasio Winery

Vicki Shipman, Las Positas College

Rob Sorenson, Wente Vineyards

Josefina Bolufer, Las Positas College

Jean O'Neil-Opipari, Las Positas College

Absent: **Anne Kennedy**

B. Approval of Prior Meeting Minutes

Approve April 21, 2015 Minutes

MSC: Chris Chandler/Neal Ely

Motion passes with Chris Chandler, Neal Ely and David Everett voting.

Approve May 9, 2016 Minutes

MSC: Karl Wente/Lisa Maier

Motion passes, with David Kent voting in opposition

Discussion:

There was discussion during the Spring, 2016 meeting following the vote on the bottling line, but there was no new motion in opposition to the bottling line so the motion to purchase the bottling line passed.

The funding/grant was approved for the bottling equipment, the college is acquiring the equipment, but the equipment has not been delivered yet.

C. **Quick Facts**

Review quick facts sheet; all CTE programs require advisory boards

D. **Update from Industry Partners**

USDA Meeting in Alabama

- **Chris Chandler** reviewed the presentation she gave at the USDA in Alabama. There were industry representatives from around the country in attendance. Rajnish did an overview of the viticulture and enology program (presentation was 54 pages). Technology is integrated into agriculture.
 - The advisory board presented Chris Chandler with a gift of appreciation

New Technologies

- **Rob Sorenson**- Aerial imaging/land satellite used in industry; Wente is using rolling sorter technology. It is 3 times faster and require less workforce.

Hiring Needs/Training Needs

- **Rob**- Wente is looking for an eager individual for cellar work. Also looking for people with a basic understanding of vineyard maintenance, i.e.: what are mites vs mildew, not looking to re-teach the basics.
- **Dave Hendrickson**- Wineries looking for a good attitude and drive more than training. Looking for someone not afraid to get dirty. Wineries like a blank slate; someone who works hard and is willing to learn.
 - **David Everett** made the point that LPC teaches industry standards like sanitation and running of the pump.
- **Collin Cranor**- they would like to move on from the basics and improve efficiency.
- **Rob** stated that the harvest is now a week or 2 earlier than in the past and students are in school and not available for the harvest. He said it would help industry if the classes were moved to the evening.
 - It was mentioned that teaching viticulture in the evening could be challenging in the dark.
 - **Nan** indicated that if industry needs the workers during the day that is a strong argument to move the classes to later in the day. The students could use work experience to help finish their degree.
- **Lisa Maier** said that the wineries still had hospitality needs. They would like the tasting room workers to be able to talk intelligently about wine with accurate information.
 - **David Everett** replied that the college is continuing to explore hospitality mini-degrees. Tasting room product placement, wine information and hospitality might be hard because

the information is so broad. He asked if 1 or 2 classes would be enough or should the school create a whole tract for hospitality.

- o **Nan** suggested the possibility of mini-modules and the need to research other programs (Alan Hancock).
- **David Kent** indicated that many students who intend to transfer (UCD, Fresno) are taking pre-med classes or may already have degrees. He also felt that the best tasting room attendants have worked in the vineyard.

E. Faculty Report

Program Update

- **David Everett**- Considering the goals of community college - VWT program draws a more mature audience that don't necessarily transfer from LPC. Is there a way to show that program still has value? Students are sometimes only enrolled in one course; is that enrichment? There is a low transfer rate from LPC when compared to other programs.
 - o **Chris** - The viticulture program is more avocational? Rajnish's proposal is to implement a FAST program (Food, Agriculture, Science and Technology) where cross divisional courses would be blended

Discussion:

- **Chris** asked if the program gets dinged if LPC does not show transfer rates.
- **Dr. Ely** stated that the data from Sacramento does not give a complete snapshot of what is happening with LPC students. There is no official way to collect data from students who do not complete coursework.
- **David Everett** said that there is pressure to aim classes at a younger demographic with earlier classes. The more mature demographic work full-time and can't take classes during the day. As a result enrollment has dropped.
- **Dr. Ely** stated that there is less than a complete picture from the transfer students.
- **Chris** said that the grant community are willing to share. They are great resources and a great community.
- **Chris** asked if there were specific things that LPC needed from industry.
 - o **David Everett** replied that LPC needs help getting more exposure for the program. For instance Sonoma has a student and ag. worker pruning contest that is hosted by a winery. Could we have one in Livermore? The wineries would have to put up some funds.
- **Chris** asked if there is a PR person at LPC who could help advertise what is new and different at LPC. **Nan** stated that PR is handled at the district level.
- **David Everett** and Josefina are working to update the VWT website. The old website has been taken down.
- **Chris** said that the Wine Growers Association is looking to move the Harvest Wine Celebration from Labor Day weekend and looking for a way to have LPC participate in the event.

- **David Everett** said that the Alameda County Fair reached out to LPC for a wine event at the race track. Forty five people volunteered to pour and \$500 was donated to the program.
 - **Vicki Shipman** asked that there be a press release every time the VWT program does something like this. The program needs to use social media more.
- **David Kent** suggested that a link be put in the Wine Growers newsletter and to include that link in the LPC newsletter.
- **Nan** suggested a certificate of completion (10 units) to get students trained. The certification would be proof of completion of subject matter. **Vicki** made the point that there are various students taking these classes; certification students, AS and transfer.
- **Nan** asked if VWT 48 or 50 were being offered. **David** replied that those classes had been eliminated.

- **Karl Wente motions to develop a new certification program. Jessica Carroll seconds the motion. Motion approved unanimously.**

- **David Everett** and **Dr. Ely** state that the foundation and the college president have approved a move to have the college get bonded.
- **Dr. Ely** motions for the college to get the VWT program bonded to sell wine (with all due haste)

Discussion:

- **John Kinney**-Problem with getting bonded to sell wine – (a) when does it begin to take away from the mission of the program, (b) does the money effect the commitment to the mission statement? (c) will the bond become distracting to the mission statement?
- **David Everett** said that the foundation would “own” the bond. **Dr. Ely** felt that the bond would motivate students. Because the VWT program is shallowly funded the vision is to sell wine and put the money back into the program.
- **John**- Does the bond make the program “for profit”? Will the bond cost more than it brings in?
- **Lisa** asked if the school sells wine if it would put charitable donations at risk.
 - **David Everett** replied that they would focus on keeping it modest.
- **Karl** wanted to know how getting bonded affected other schools.
- **Collin** remarked that students at Cal Poly, SLO make and sell wine and that business practices are incorporated into the program. This brings in a good deal of money for SLO. **David Everett** plans to go to Napa Valley College to get answers.
- **David Kent** mentioned that Fresno has had a program for a long time. **Dr. Ely** said that Alan Hancock is the most recent community college to be bonded. He felt that LPC could still move forward.
- **Karl**- would like to know why exploration has not already been done.

- **Karl Wente motions to explore other California community college programs. John Kinney seconds the motion. The motion passes unanimously.**

- **Karl Wente motions to explore any other colleges that have been bonded. Dr. Ely seconds the motion. The motion passes unanimously.**
- **Karl Wente motions for a resolution that Las Positas College Viticulture and Winery Technology program be bonded to sell wine. Chris Chandler seconds the motion. The motion passes unanimously.**

Discussion:

- **Lisa** asked if the research shows that bonding would be beneficial who would be responsible to make sure the bonding goes forward. Maybe that person would do the bonding pro bono.
- **Karl** would like to see all the research packaged in an email by Easter, 2017.

Integration Ideas for Curriculum

David Everett has a request in for a sorter/roller that is in the approval process. Vendor is in Paso Robles (Scott Labs) and giving a college discount.

- **Vicki Shipman:** VSL – Developing English as a second language for industry. 1 ½ hour class for 10 to 12 weeks (1/2 or 1 unit course). Offered as training? January to April in the evening. Working with Napa Valley College. Will be specific to winery employees. Can also do Spanish for the wine industry. Classes may be Community Education and may be grant funded.

Karl Wente motions to develop two classes-English and Spanish for the wine industry. David Kent seconds the motion. The motion passes unanimously.

Karl Wente moves to adjourn at 5:37.