Lodi Rules Committee

March 9, 2015

Lodi Winegrape Commission, 2545 West Turner Rd., Lodi, CA 95242

1. Chairman Chris Storm called the meeting to order at 12:08 PM.
2. Roll Call :

|  |  |  |
| --- | --- | --- |
| **Attended** | **First** | **Last** |
| x | Warren | Bogle |
| x | Lee | Caton |
| x | Bruce | Fry |
|  | Stan | Grant |
| x | Stanton | Lange |
|  | Kevin | Phillips |
| x | Steve | Quashnick |
| x | Chris | Storm |
| x | Aaron | Shinn |
| x | Madelyn | Kolber |

Others present – Matthew Hoffman, Stuart Spencer, Camron King

1. Minutes of the February 9, 2015 meeting were approved with amendments recommended by Madelyn Kolber. Steve Quashnick, Bruce Fry – Carried.
2. New grower orientation meetings: Matthew gave a report on the Lodi new grower orientation meeting, which nine individuals attended. Assuming all acreage applied for certification passes the audit, the total acreage certified in 2015 will be greater than in 2014.
3. Sustainability Report: Matthew presented the most recent report produced by the Commission’s graphic designer. The committee was pleased with the word and offered several small editorial suggestions. Bruce asked for the item of Lodi Rules growers adopt 25% more practices be removed because it can be interpreted in several ways. Ware suggested we change the reference of $50 per ton bonus to not include an exact dollar amount because not all wineries offering bonuses pay exactly $50. A careful edit of the document needs to be done because the committee found typos, inconsistencies, and other issues with the document. Commission staff will comb through the report and correct errors.
4. Trademark license agreement: Matthew and Camron gave the committee a draft of the trademark license agreement along with the cover letter explaining the agreement in lay terms. The committee was in agreement that the agreement accomplishes the intended function. Warren asked that it be clear indication of what an audit would cost and who pays for it in the case of an audit.
5. Bottling report: Matthew gave the committee a print version of the on-line bottling report.
6. Timeline for upcoming committee projects: A timeline for achieving ongoing projects was suggested by Chris Storm and Matthew Hoffman.
   1. March 19 LWC board meeting: Two new LR committee members’ announced to board.
   2. April 7 LR committee meeting:
      1. Final review of the following.
         1. Trademarked license agreement
         2. Letter to wineries
         3. Branding guidelines
         4. Sustainability report
         5. Bottling report
      2. Presentation to board
         1. Recent successes
         2. Media coverage
         3. Program growth
            1. Acreage
            2. Wineries
            3. Out of district revenue
         4. Navigating today’s certification landscape
            1. Competition from other certification programs
            2. Recruiting winery interest in using the seal
            3. Trickledown of retailer sustainability metrics
            4. Adding value to certification
   3. April 16 LWC board meeting: Give board an overview of the LR’s recent accomplishments and propose a plan forward that has the best interested of the program and the Lodi region in mind.
7. Next meeting set for April 7, 2015, 12:00 PM at the Lodi Winegrape Commission office.
8. Meeting adjourned 2:00 PM.