Lodi Rules Committee

April 7, 2015

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

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

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

Others present – Matthew Hoffman, Stuart Spencer

1. Minutes of the March 9, 2015 meeting were approved with amendment of spelling of Warren Bogle’s name by Stan Grant, Bruce Fry – Carried.
2. Second sustainable vision meeting: Matthew informed the committee that a second sustainable vision workshop, which fulfills the requirement for standard 1.1, will be held on April 9 for growers who could not attend the first meeting. Three growers have confirmed so far.
3. Sustainability Report: Matthew provided the committee with a near-final version of the report, but asked the committee to withhold comments until the graphic designer produces the final version. Matthew will email the committee the next version of the report so they can provide comments with enough time to make minor revisions prior to the April 23 board meeting. The report will be presented to the Commission board on this date.
4. Winery packet of information: Matthew gave committee members example folders that included the following information for wineries using the Lodi Rules seal on labels.
   * Letter to wineries notifying them of changes to the program
   * Cover letter for trademark license agreement
   * Trademark license agreement
   * Winery handbook and branding guidelines
   * Lodi Rules promotional materials

This packet will be mailed to wineries after board approval of trademark license agreement. Stuart Spencer suggested that 1) the Lodi Rules infographic be added to packet and 2) an example print version of the annual bottling report be included in the packet so wineries can get an idea of the information we will be asking them to provide. The actual bottling report will be completed on-line.

1. Marketing and promotion: Stuart told the committee that the Commission has scheduled a Brandlive event (on-line tasting with media) of Lodi Rules wines on April 22. Timing of this event corresponds with Lodi Rules report. A press release about the report will go out in conjunction with the Brandlive. Matthew told the committee that he will be giving a Lodi Rules talk at a sustainability event hosted by Herzog Winery on April 22.
2. 2-seal system: Stan Grant made a motion, seconded by Steve Quashnick, that the committee recommends to the board that a 2-seal system be developed. Bruce Fry voted against. The remainder of committee members voted for. In addition to the Lodi Rules seal currently in use, a second seal that does not refer to Lodi would be designed and implemented. Two options for a non-Lodi seal were discussed: 1) a “California Rules” seal and 2) a “Rules for Sustainable Winegrowing” seal. This decision will be made at a later time. Both options would allow the program to stay competitive with other programs and grow. This recommendation, along with a rational as to why it is in the best interest of the program and Lodi as a whole, will be made to the Commission board by Chris Storm, Matthew Hoffman, other Commission staff, and committee members, at the April 23 board meeting.
3. Next meeting set for May 18, 2015, 12:00 PM at the Lodi Winegrape Commission office.
4. Meeting adjourned 2:00 PM.