Lodi Rules Committee

August 17, 2015

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

1. Chairman Chris Storm called the meeting to order at 12:13 PM.
2. Roll Call :

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

Others present – Matthew Hoffman, Camron King, Stuart Spencer, Cliff Ohmart

1. Minutes of the July 13, 2015 meeting were approved: Steve Quashnick, Stan Grant– Carried.
2. Sustainability Report: Matthew updated the committee on efforts to use the *Lodi Rules for Sustainable Winegrowing Certification – 2015 Report* to promote the Lodi Rules program. Personalized letters, along with the report, continue to be sent to key individuals. A press release was sent on August 20th.
3. Lodi Rules bonus offered by Francis Ford Coppola: Coppola winery has noticed their growers that starting with the 2015 crush they will offer a $20/ton bonus for grapes certified in sustainable certification programs including the Lodi Rules.
4. Trademark license agreement: Two wineries have provided constructive feedback on the new trademark license agreement. The Commission’s legal council is reviewing the feedback for possible amendments to the agreement.
5. Second Lodi Rules seal: The committee reviewed two options for a new non-regional Lodi Rules seal. Steve Quashnick moved to adopt the “California Rules” option, seconded by Madelyn Kolber. Carried. Stan Grant abstained.
6. PEAS: Cliff Ohmart spoke to the committee about upcoming opportunities to shift from the PEAS to PRIME.
7. Next meeting set for September 28, 2015, 12:00 PM at the Lodi Winegrape Commission office.
8. Meeting adjourned 2:00 PM.