



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, May 11, 2020
 Time: 2pm
 Location: Online

1. The meeting was called to order at 2:05pm by Committee Chairman Aaron Shinn.
2. Roll Call:

| Attended | First Name | Last Name |
|----------|------------|-----------|
| x | Phil | Abba |
| x | Warren | Bogle |
| | Lee | Caton |
| x | Bruce | Fry |
| x | Charlie | Hamilton |
| x | Madelyn | Kolber |
| x | Stanton | Lange |
| | Kevin | Phillips |
| x | Steve | Quashnick |
| x | Chris | Storm |
| x | Aaron | Shinn |

A quorum was established. Others present – Dr. Stephanie Bolton (LWC staff) and Stuart Spencer (LWC staff).

3. Motion to approve April 13, 2020 meeting minutes. Abba/Hamilton – Motion carried. No “NO” votes and no abstentions.
4. Public comment on items appearing on the agenda: none.
5. Program updates:
 - Marketing & Promotions
 - Reingold has produced three communications kits (based on level of sustainability knowledge) pro bono. These are available to download at lodirules.org on the CONTACT US page.
 - Program Improvements
 - We had 29 attendees at the May 7th virtual Sustainable Vision Workshop. This workshop was the best one in years. Kent Reeves did an exceptional job at engaging the audience in this new format and keeping the workshop flowing. We received a lot of compliments and thank-yous from attendees, and it was nice to

connect with each other during this time. Amy Hiser from Protected Harvest, Assaf Perelman from Israel, our two new Washington growers, three people from a new Napa application, about five new Lodi growers, several seasoned LODI RULES growers, and Molly Ellsworth from the Table Grape Commission were among those in attendance.

- The camaraderie shared during the recent Sustainable Vision Workshop highlighted the need for more interaction opportunities within the program. The Committee discussed the creation of experiential modules hosted in different cities which would bring together multiple target audiences, meeting several promotional goals simultaneously.
 - Since we will have a new pesticide risk model in 2021, this is a good time to unveil any new standards we wish to add to improve our program. Any new standards or standard revisions will need to be submitted to Protected Harvest by August 2020 for inclusion in the 2021 certification year.
 - The Spanish translation of the LODI RULES intro, Standards, and certification manual should be ready in the next two weeks. Andres Valero has been very easy to work with and professional.
 - New growers are still signing up for this certification year as they see the certification as an advantage to help them sell their grapes.
 - Winery Communications
 - New wineries continue to express interest in and sign up to use a LODI RULES seal on their labels.
 - Protected Harvest and SureHarvest News
 - Dr. Bolton and Mr. Spencer met with Protected Harvest and SureHarvest to talk about how to handle the pandemic with LODI RULES, especially on-farm audits. Ideas from the previous Committee meeting were shared.
 - Pesticide Risk Model for 2020 certification year & beyond
 - The members who volunteered to pilot the new pesticide risk tool can expect an email and a webinar in May or June. They are encouraged to take good notes throughout the process.
 - There are indications that within 3-5 years, glyphosate and imidacloprid will not be allowed by some winegrape buyers.
6. The FY2019-2020 Budget through February 2020 and FY2020-2021 Draft Budget Request were reviewed. Motion to approve drafted Budget Request. Abba/Hamilton – Motion carried. No “NO” votes and no abstentions.
7. Brief reports from other Lodi Winegrape Commission Committees, focusing on LODI RULES connections:
- Stuart Spencer updated everyone on the Commission’s marketing activities.
 - The new Virus Grower Workbook will be distributed soon.
8. Public comment on items not appearing on the agenda: none.
9. Future agenda items: pesticides restrictions from wineries.
10. Next meeting is on June 15, 2020, at 2pm.

11. Meeting adjourned at 3:33pm.

Respectfully submitted,

A handwritten signature in blue ink that reads "Stephanie J. Bolton". The signature is written in a cursive style with a long, sweeping underline.

Stephanie Bolton, PhD

LODI RULES Sustainable Winegrowing Director