



LODI RULES COMMITTEE MEETING MINUTES

Date: Monday, June 15, 2020
Time: 2pm
Location: Online

1. The meeting was **called to order** at 2:11pm 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), Stuart Spencer (LWC staff), Garret Schaefer (LWC Board), and Wiley Hall (Safe Food Alliance).

3. Motion to **approve** May 11, 2020 meeting **minutes**. Quashnick/Abba – Motion carried. No “NO” votes and no abstentions.
4. **Public comment** on items appearing on the agenda: none.
5. **Program updates:**
 - **Marketing & promotions**
 - The Committee agreed that producing LODI RULES vineyard tech sheets and a LODI RULES illustrated explainer video would benefit the program. It was also decided that due to the growth of interest in the program over the last few years, it is a good time to get professional consultation to strategize program promotion for the next 3-5 years. Dr. Bolton will begin working with estreetco to identify opportunities, prioritize marketing actions, and execute on some of our many promotional ideas for a diverse audience. Through this consultation, we will be able to better maximize the value derived from our budget.
 - **Program improvements**
 - The Committee reviewed revisions to the LODI RULES standard farming practices, which will continue through August.
 - **Winery communications**
 - There is a need to communicate with the marketing directors of wineries using a seal.

- **Protected Harvest and SureHarvest news**
 - Some LODI RULES audits will be conducted via online video conferencing this year due to Covid-19 safety concerns.
 - **Pesticide restrictions from wineries**
 - No updates, but something to keep watching.
 - **Pesticide Risk Model for 2020 certification year & beyond**
 - The members and growers who volunteered to pilot the new pesticide risk tool have been in close communication with Ariel Larson at IPMI. Ms. Larson is responsive to input and they are working to make the reporting system for PRT more user-friendly.
6. The **FY2019-2020 Budget through June 2020** and **FY2020-2021 Draft Budget** were reviewed.
 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 Commission is considering hiring a Viticulture Research Specialist.
 8. **Public comment** on items not appearing on the agenda: none.
 9. **Future agenda items:** none.
 10. **Next meeting** is on July 20, 2020, at 2pm.
 11. **Meeting adjourned** at 4:21pm.

Respectfully submitted,



Stephanie Bolton, PhD

LODI RULES Sustainable Winegrowing Director