

CITY COUNCIL MEETING

July 15, 1981

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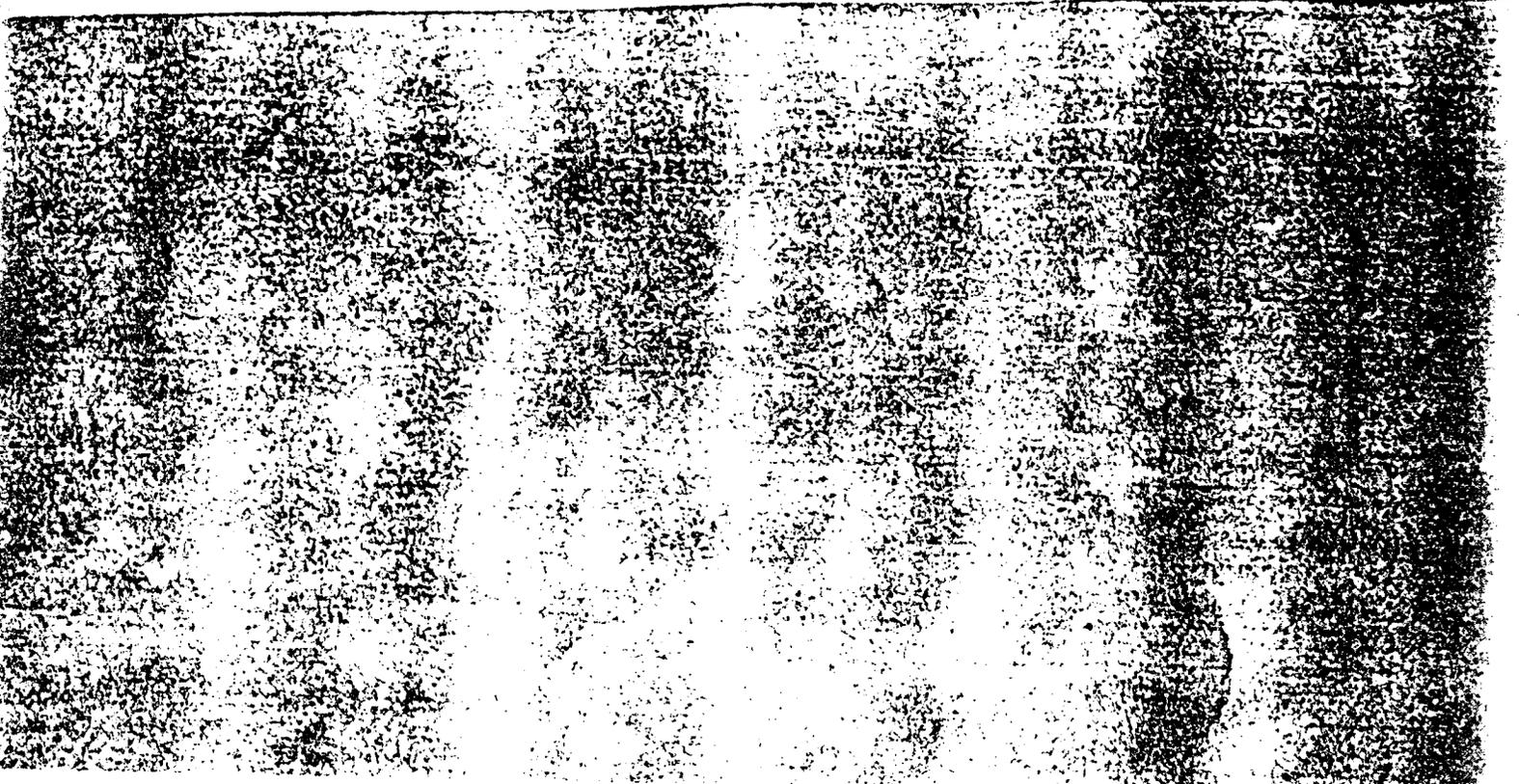
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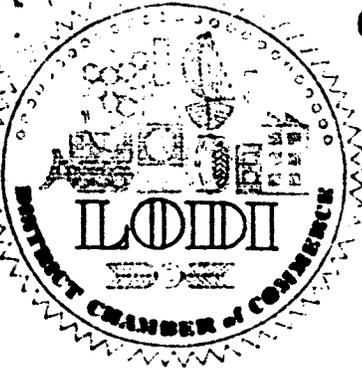
BILLBOARD
DESIGN
APPROVED

City Clerk Reimche presented for Council's approval a new billboard design for billboards located at entrances to the City of Lodi, the contract for which had been approved earlier by the City Council.

The design and layout of the billboards was done on a volunteer basis by Carolyn Joyal of Joyal Advertising Agency. The design sets forth the theme "Lodi Country--Premium Wines".

On motion of Councilman Pinkerton, Murphy second, Council approved the billboard design as presented for billboards located at entrances to the City of Lodi.





Lodi Country
PREMIUM WINES

July 2, 1981

City of Lodi
Attn: Alice Reimche
City Clerk
221 W. Pine St.
Lodi, Calif. 95240

Dear Alice,

A Grape Marketing Task Force of the Chamber recently selected the slogan, "Lodi Country-Premium Wines", to represent the Lodi area. This group consisted of local grape growers and vintners.

The phrase, "Lodi Country-Premium Wines", was introduced by Joyal Advertising Agency. The owner, Carolyn Joyal, has submitted the copy and followed through with the layout of the billboards on a volunteer basis. We appreciate her contribution and I am certain you do also.

We have incorporated this new phrase on our Chamber letterhead and envelopes. It will also appear on the new Lodi maps.

Thank you for your assistance in this program. If you have any further questions please do not hesitate to contact me at 334-4773.

Sincerely,

Kathy McCarren
Executive Manager

KMc:dm

JUL 6 1981



LODI DISTRICT CHAMBER OF COMMERCE
215 W. OAK ST. • LODI, CA 95240 • PHONE (209) 334-4773

July 31, 1981

Ms. Carolyn Joyal
Joyal Advertising and Publishing
P. O. Box 227
Acampo, California

Dear Carolyn:

The City Council of the City of Lodi wishes to extend to you its sincere appreciation for your talent, time and effort in preparing the design and copy for the billboards at the entrances to the City of Lodi.

The new billboards will certainly be an inviting welcome to "Lodi Country".

Very truly yours,

ALICE M. REINCHE
City Clerk