



WINERY MARKETING COMMITTEE
MEETING MINUTES
February 8, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, February 8, 2022.

The meeting was called to order at 9:01am.

In attendance were committee members Steve Felten, Jon Bjork, Tanya McMahan, and Jorja Lerner. A quorum was established.

Others present were, Nina Schatz (Peltier Winery), Tom Hoffman (Heritage Oak Winery), Liz Bokisch (Bokisch Vineyards), and Emily Styron and Madeleine Jacobson (Oak Ridge Winery).

Staff present was Jenny Heitman.

Meeting minutes from the January 11, 2022, meeting were reviewed and approved. Bjork/Lerner carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning / Funding Model Options – Tom Hoffman updated the committee on the activities of the Strategic Planning Committee. Currently, the committee is exploring alternate and sustainable funding models for winery activities. One of the models the committee is exploring is the formation of a business improvement district (BID). The committee recently met with Krista Chaich, Executive Director of the Temecula Valley Winegrowers Association. Krista provided the committee with valuable insights into the process Temecula went through to recently implement their own BID.

Lodi Wine & Chocolate (February 4-6, 2022)

The committee discussed the past weekend event. Overall feedback for the entire weekend was positive. Many committee members reported better sales and attendee demographics for the Saturday Winery Tours than had been experienced in past years. Several members reported that the number of guests to their tasting room for the Saturday Winery Tours was ideal and made for a more manageable day. Contrarily, Tom Hoffman reported a lower than ideal attendance to his tasting room. Of those who participated in the Friday Evening Experiences and Sunday Winemaker's Brunch, feedback was overwhelmingly positive with "increase quantity of food" being the one



suggestion for next year's Sunday brunch. Staff reported ticket sales as well as number of participating wineries for each weekend event. Nine wineries hosted 165 guests for the Friday Evening Experiences; thirty-seven wineries hosted 2,214 guests for the Saturday Winery Tours; and 21 wineries poured wines for 325 guests for the Sunday Winemaker's Brunch.

Educational Programming – The committee hosted an in-person Responsible Beverage Service training with Jerry Jolly on January 10. More than 100 people were in attendance. Staff is currently exploring options for seminars focused on public relations / media training, email marketing, and hospitality.

Celebrate Petite Sirah (January 15-17, 2022) – Tom Hoffman provided the committee with a recap of the event weekend. Nineteen Lodi winery tasting rooms participated in the event with most indicating they would be interested in participating in 2023. Consensus among those who participated was that the event was successful at driving regional and tasting room visitation as well as sales. The Winery Marketing Committee supported the event by creating printed postcards and brochures as well as digital marketing materials.

2020-21 Year-to-Date Budget Review

A budget for period ending December 2021 was presented. There were no questions.

Reports from Other Committees

Grower Marketing Committee

Lodi Book Media Mailing (spring 2022) – The Commission will be supporting the launch of Randy Caparoso's book "Lodi!" with a media mailing to 50-100 recipients. The book will also be available for purchase from the Lodi Wine Visitor Center. The book is expected to arrive in February or March 2022.

Grower Video Series (2021-2022) – Staff is reviewing a proposal from Rindal & Co. to produce a series of videos which would highlight Lodi growers as well as the region. Included in the proposal is a video focused exclusively on old vines.

SommFoundation Lodi Immersion Tour (April 2022) – Once again, the Commission will be partnering with SommFoundation to host a Lodi Appellation Immersion tour for qualified members of the trade.

Lodi Rules Committee

Annual Year End Recap (January 17, 2022) – The LODI RULES committee will host a virtual 2021 recap event for all LODI RULES growers, vintners, supporters, and leaders on January 17 from 10:00 to 11:00am. During this meeting, the group will discuss the previous certification year while highlighting important opportunities or changes in 2022.



REC Committee – The rootstock focus group has been meeting regularly. The committee is currently organizing a clean air meeting which will focus on alternate methods to dispose of vineyards which are pulled out, aside from burning.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

The committee will add “Celebrate Rose” under “Committee Activities” for the next meeting.

Set Next Meeting Date

The next meeting will be held at 9:00am on Tuesday, March 8, 2022.

Adjourn

The meeting was adjourned at 10:15am.

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).