



GROWER MARKETING COMMITTEE
MEETING NOTES
November 10, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:00pm on Wednesday, November 10, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:13pm.

Roll was called. Committee members Joan Kautz, Kendra Altnow, Garret Schaefer, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

A quorum was not established.

Minutes from the July 19 (Exhibit A) meeting were not approved due to lack of quorum.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Spring Storytelling Campaign (May-June 2021) – Staff presented the committee with a campaign report (Exhibit B) on “The People & The Place” spring storytelling campaign. Throughout the campaign, focus was directed to building recognition of new Lodi Wine branding and communicating its foundations of people and terroir. Three new pages were developed for LodiWine.com to highlight brand foundations: “About,” “People,” and “Place.” A robust partnership with Wine Enthusiast which included a dedicated landing page, digital advertising, and social amplification helped draw traffic to our website. The campaign was successful in generating more than 3 million ad views and more than 15,000 visits to LodiWine.com. New grower profiles received good engagement with audiences on both Instagram and through e-newsletters, indicating the interest of our audience to personally connect with our growers and winemakers.

Save the Old Vines Campaign (Fall 2021) – This fall, we are building off the success of the 2020 Save the Old Vines campaign. We are partnering with Wine Enthusiast on a contenting marketing campaign which will include a published article on WineMag.com supported by digital advertising and social amplification. Additionally, the campaign will be supported on owned channels like Lodi Wine Instagram and through e-newsletter marketing. Unique to this year, the campaign is being extended into Lodi winery tasting rooms through display, coasters, bottle neckers, custom tissue and stickers. Several wineries have created old vine-specific experiences in their own tasting rooms.



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.

LWC 30th Anniversary Celebration (November 17, 2021) – Staff updated the committee on plans for the Commission’s 30th anniversary celebration. The event is scheduled to take place from 5:00 to 7:30pm at Hutchins Street Square. The evening will begin with a brief social followed by a 30-minute program with words from Stuart Spencer, Aaron Shinn, and Karen Ross, Secretary of CDFA. The evening will conclude with a social during which time wine and heavy appetizers provided by Papapavlos will be served. Lodi Wine-branded merchandise will be offered as gifts to attendees.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

Media Visits – We continue to host individual media visits. Well-known writer Sara Schneider, former wine editor at Sunset Magazine, visited August 15-17, 2021. Sara’s visit resulted in an article published to Robb Report: "[Why Lodi Is the Most Exciting US Wine Region You’ve Never Heard of.](#)" Robb Report is the leading voice in the global luxury market and is synonymous with affluence and the best of the best. A recent media pitch on Lodi’s diversity of varieties has resulted in four visit requests from the following media: Betsy Andrews (FOOD & WINE, Eating Well, SevenFifty Daily), Bonnie Graves (Girl Meets Grape), Alissa Fitzgerald (Forbes, Travel & Leisure, Real Simple), and Emma Krasov (Real Travel Adventures and Kstati – a Russian American newspaper serving nearly 100,000 subscribers in the San Francisco area). Staff is working with Randy Caparoso to plan these upcoming tours.

Wine Influencer Media Tour (September 19-22, 2021) – In September, the Commission hosted a group of six social media influencers for an in-person tour of the region. The group included Noël Burgess (Wine O Xperience), Jamie Knee (Petite Wine Traveler), Elle Rodriguez (The Modern Pour), Desiree Harrison-Brown (Wino Noire), Casleah Herwaldt (By The Stem), and Lexi Stephens (Lexi’s Wine List). Highlights of the trip included multiple Lodi vineyard visits, hand and mechanical harvesting, winemaking experiences, comparative blind tastings, and in-person conversations with several of Lodi’s winegrowers and winemakers. To date, the trip resulted in 46 posts to individual Instagram accounts reaching an estimated audience of 592,305.

Diversity of Varieties Media Pitch & Sample Mailing (October 2021) – A media pitch promoting Lodi’s diversity of varieties was sent to a select list. To date, the pitch has resulted in requests to visit from four members of the media (see “Media Visits”) as well as requests for wine samples from an additional four members of the media.

TEXSOM Lodi Wine Seminar & Luncheon (November 15, 2021) – We are contracting with wine educator Elaine Brown to host a Lodi wines-exclusive seminar and



luncheon on Monday, November 15, at the Texas Sommelier Conference (TEXSOM). Katie Calhoun and Katina Bush of Calhoun & Company will attend and provide support.

Grower/Buyer Mailing (December 2021) – Following the success of the 2020 mailing, a promotional mailing to buyers of Lodi winegrapes is planned for 2021. Like 2020, included collateral will be branded with the Lodi Wine Growers logo. A thank you letter will accompany each package.

Lodi Book Media Mailing (January/February 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.

FY 2020-21 Budget

The committee did not review a budget.

Reports from Other Committees

Research, Education & Communications Committee

Rootstock Focus Group –The Grapevine Rootstock Research Focus Group continues to meet monthly with Committee Members Chris Storm, Kyle Brown, and Dr. Keith Striegler, Student Volunteer Lisa Meline, and Dr. Stephanie Bolton present, among others.

LODI RULES Committee

Onsite Audits – Onsite vineyard audits are complete and went smoothly.

New PEAS Assessment Tool Development – Dr. Bolton continues to work with SureHarvest (for Protected Harvest) and IPM Institute to develop a new working on developing a new digital tool for PEAS assessment.

Nugget Markets Promotion – The committee created a sustainable wine infographic for Nugget Markets. The infographic was on display in September and October in 13 California stores.

Winery Marketing Committee

Lodi Winery Strategic Planning – In August, the Lodi winery strategic planning task force completed a two-day planning retreat, led by Solterra Strategies. Based off surveys completed by winery stakeholders and key staff, the task force identified four strategic priorities for the coming years. The task force will meet on Tuesday, November 16, to review strategic priorities and objectives and initiatives for each before presenting the plan to the Lodi winery community.

Lodi Wine & Chocolate Weekend (February 4-6, 2022) – Lodi Wine & Chocolate will return for its 25th anniversary in 2022. The committee has developed three unique events for the weekend: Friday Experiences (intimate evening events at participating



wineries), Saturday Tours (passport-style wine tasting event at participating wineries), and Sunday Winemaker's Brunch (walk-around wine tasting with food pairings) at Wine & Roses. Ticket sales will open the week of December 20. Staff is working with Honey Agency to update marketing materials to reflect the event's anniversary.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Agenda Items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be scheduled and announced within the coming weeks.

Adjourn

The meeting adjourned at 4:00pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).



GROWER MARKETING COMMITTEE
MEETING MINUTES
July 19, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:30pm on Monday, July 19, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:33pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Jaclynn Stokes, Kyle Lerner, Kendra Altnow, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the May 25 (Exhibit A) meeting were reviewed. A motion to approve the minutes was made. Altnow \ Stokes – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Spring Storytelling Campaign (May-June 2021) – Staff provided the committee with an update on “The People & The Place” spring storytelling campaign. The campaign has recently completed. The partnership with Wine Enthusiast was extremely successful, garnering over two million impressions. Staff utilized Lodi Wine social media channels and e-newsletters to augment the paid advertising. Staff will pull together a campaign recap for presentation to the committee at the next meeting.

Save the Old Vines Campaign Continuation – The committee discussed ideas for expanding on this program for fall 2021. Ideas include: 1) building a database of old vine grape buyers and old vine growers; 2) mapping Lodi’s old vine vineyards; 3) producing a video focused on old vines; 4) hosting an international Zinfandel and old vine technical conference for trade and media; and 5) extending the programming into winery tasting rooms via marketing messaging and collateral.

Grower Video Series (2021-2022) – The committee discussed extending our recent storytelling campaign from illustration to video in the coming fiscal year. A series of videos would highlight Lodi growers and vineyards. Staff has begun to contact film production companies for evaluation and project estimates.



LWC 30th Anniversary Celebration – The committee discussed the upcoming anniversary celebration which will likely take place in November 2021. The committee discussed producing a video commemorating past accomplishments, like the video produced for the 25th anniversary.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

PR Strategic Planning (July 28, 2021) – Staff will be meeting with PR agency on record, Calhoun & Company, at 10:00am on July 28 to plan initiatives for FY 2021-22. Staff invited committee chair Joan Kautz to attend.

Media Visits – We continue to host individual media visits. Following his visit April 30-May 2, Alder Yarrow published a review – “[Tasting California’s Ancient Vines: Lodi’s Heritage Vineyards](#)” (June 22, 2021) – to his own platform, Vinography. Alder’s article was later shared on JancisRobinson.com. Well-known writer Sara Schneider, former wine editor at Sunset Magazine, is scheduled to visit in August 2021. Sara will be gathering information for an upcoming article with Robb Report – the leading voice in the global luxury market. In September, the Commission will be hosting a group of six to eight social media influencers for an in-person tour of the region. Criteria for inclusion will include a focus on wine.

FY 2020-21 Budget

The committee reviewed the 2020-2021 budget through May 2021 (Exhibit B).

Reports from Other Committees

Research, Education & Communications Committee

Rootstock Focus Group – Lodi’s Rootstock Focus Group continues to meet regularly regarding rootstock trials which will be conducted across the Lodi AVA for the purpose of long-term data collection. Today, the group was joined by Dr. Andrew Walker of UC Davis. Dr. Walker has extensive experience in developing new rootstocks with resistance to several diseases and/or pests.

LODI RULES Committee

Onsite Audits – Onsite vineyard audits are currently underway and will end August 1, 2021.

New PEAS Assessment Tool Development – Dr. Bolton is working with SureHarvest (for Protected Harvest) and IPM Institute to develop a new working on developing a new digital tool for PEAS assessment.

Winery Marketing Committee

Lodi Winery Strategic Planning – The Commission is contracting with Solterra



Strategies to lead the winery community through a strategic plan. Solterra assisted the Commission with its own strategic plan several years ago. The goal of the strategic plan is to 1) reengage winery proprietors and principal staff in elevating and advancing the region; and 2) ensure winery-specific marketing initiatives and educational programming is relevant to today's needs and challenges. The strategic planning task force, consisting of 10 Lodi winery principals, will meet August 18 & 19.

Public Comment on Items Not Appearing on the Agenda

Kyle Lerner informed the committee that he would be stepping down as a member, effective immediately.

Agenda Items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be scheduled following harvest.

Adjourn

The meeting adjourned at 4:17pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).