



WINERY MARKETING COMMITTEE
MEETING MINUTES
November 7, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Monday, November 7, 2022.

The meeting was called to order at 9:00 am.

Roll was called. Committee members Steve Felten, Jon Bjork, Todd Maley, Jason Eells, Dan Panella, Tanya McMahan, and Jorja Lerner along with Denise Gage, Tom Hoffman, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the August 8, 2022 meeting (Exhibit A) were approved. Bjork/Maley – carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning / Winery BID Feasibility Study – Staff updated the committee on progress of the feasibility study for the formation of a business improvement district (BID). Sacramento County has approved the sharing of tax data with CINTAS. San Joaquin County has not yet discussed. The request is scheduled to appear on November 29 agenda.

Educational Programming – The Commission has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing. Workshops will be open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop will be limited to two attendees per winery. Classes will take place monthly, December 2022 through May 2023.

Lodi Wine & Chocolate Weekend (February 3 – 5, 2023) – The 2023 event will follow the same format as the 2022 event and will include Friday Evening Experiences, Saturday Winery Tours, and Sunday Winemaker's Brunch. Paperwork has been sent out to Lodi wineries. To date, 25 wineries have committed to participating. Staff is working with Honey Agency on marketing materials. CocoTutti will be the chocolate sponsor for the 2023 weekend.



Roadshows (2022-23) – Staff confirmed that 10 wineries would be participating in this year’s San Diego Bay Wine & Food Festival (November 11+12, 2022). Jenny and Katie will be attending as support at both the Friday evening Grand Decant and the Saturday Grand Tasting. Lodi Wine will have a tent with giveaways next to the wineries at Saturday’s Grand Tasting event. Staff is evaluating the sponsorship proposal from Palm Desert Food & Wine (March 2023). A Lodi Wine-exclusive tasting took place at the California Automobile Museum on Friday, October 21, from 5:30 to 8:30pm. Nineteen wineries participated, and around 200 guests attended. Feedback from participating wineries was positive. Participants recommended the following improvements to any future events at the museum: 1) Earlier advertising; 2) Food trucks or higher quantity of food available during the event. The committee would be interested in sponsoring the event again in 2023.

Signature Event (2023) – The committee discussed hosting a signature event in 2023. The idea is to bring back a large-scale event in an elevated environment. Staff has reserved Lodi Lake for the weekend of May 19-21, 2023. Staff is also considering downsizing the event and looking into using outside help with the event logistics. The committee agreed “Lodi” should be prominent in the name of the signature event.

2022-23 Year-to-Date Budget Review

A budget for period ending August 2022 was reviewed. There were no questions.

Reports from Other Committees

Grower Marketing Committee

Grower Video Series (2021-2022) – Staff is working with Rindal & Co. to produce a series of nine videos which will highlight Lodi growers as well as the region. Video filming and interviews took place over several dates in April, May, and September. Videos are expected to be released in late winter 2022 or early spring 2023.

American Wine Society National Wine Conference, Seattle (October 27-29, 2022) – Stuart Spencer hosted two wine seminars and one luncheon at AWS conference this past weekend. Most of those who attended our lunch have visited Lodi.

Wine Oh TV Lodi Video Shoot (October 2022) – The Commission hosted Monique Soltani, Wine Oh TV, for two days in October. Monique is filming a six-part series focused on lesser-traveled wine regions. Lodi will be a featured region. The series is set to be released after the first of the year in 2023.

Export (November 2022) – The Commission hosted the Wine Institute Global Buyers group in Lodi November 3 and 4. The Commission will be hosting another WI trade group from Japan on November 13 and 14.

LODI RULES Committee



LODI RULES 4th Edition – The committee has been working on the fourth edition of LODI RULES which will include the new pesticide risk model. It is expected to go into effect for the 2023 growing season. Staff reported that during the 2022 growing season over 70,000 acres were certified under LODI RULES.

Research, Education and Communication Committee

UC Viticulture Advisor for No. San Joaquin Valley – The University of California Agriculture and Natural Resources Cooperative Extension (UCCE) has named Dr. Justin D. Tanner as the new Northern San Joaquin Valley Viticulture Farm Advisor beginning January 3, 2023. Tanner's regional service area will include all of San Joaquin County and Southern Sacramento County that encompass the Lodi American Viticultural Area (AVA), in addition to vineyards and growers in Stanislaus County. The last Farm Advisor for the area, Paul Verdegaal, retired in January 2018.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

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

Set Next Meeting Date

The next meeting will be held at 9:00am on Monday, December 5.

Adjourn

The meeting was adjourned at 10:12am.

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).



WINERY MARKETING COMMITTEE
MEETING MINUTES
August 8, 2022

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

The meeting was called to order at 9:04 am.

Roll was called. Committee members Jon Bjork, Tanya McMahan, Todd Maley, Jorja Lerner, and Dan Panella along with Denise Gage, Liz Bokisch, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

Meeting minutes from the July 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 / Winery BID Feasibility Study – Staff and Tom Hoffman updated the committee on progress of the feasibility study for the formation of a business improvement district (BID). Sacramento County has approved the sharing of tax data with CIVITAS. San Joaquin County has not yet discussed. The request is scheduled to appear on a future agenda.

Educational Programming – Staff reported that they were in conversation with WISE (Wine Industry Sales Education) Academy to conduct in-person trainings for Lodi wineries in the areas of tasting room experience and sales, email marketing, and more.

Roadshows (2022-23) – Staff received a large amount of winery interest in participating at San Diego Bay Wine & Food Festival (November 11+12, 2022). Staff was able to secure 10 tables at this year's event and will begin reaching out to wineries in order of received interest. Preference will be given to those who are up to date on their 2022-23 winery contributions. Staff is evaluating Palm Desert Food & Wine (March 2023) and waiting on additional details from Rancho Mirage Wine & Food Festival (February 2023). A Lodi Wine-exclusive tasting at the California Automobile Museum in Sacramento was brought to the committee by Vern Vierra of St. Jorge Winery. Staff has confirmed the event will take place on Friday, October 21, from 5:30 to 8:30pm. Opportunity to participate is open to 25 wineries.

Signature Event (2023) – The committee discussed hosting a signature event in 2023. The idea is to bring back a large-scale event in an elevated environment. Name, date,



time(s), style, and more are open for discussion. Staff suggested hosting the signature event at the end of September or in October. Locations being considered are Lodi Lake and Hutchins Street Square.

2020-21 Year-to-Date Budget Review

A budget for period ending June 2022 was presented. There were no questions.

Reports from Other Committees

Grower Marketing Committee

Grower Video Series (2021-2022) – Staff is working with Rindal & Co. to produce a series of nine videos which will highlight Lodi growers as well as the region. Video filming and interviews took place over several dates in April and May. Additional shooting will take place in September around harvest. Videos are expected to be released in late winter 2022 or early spring 2023.

Lodi Social Influencer Group (September 2022) – The Commission will be hosting another group of social media influencers for an in-person tour of the region. The trip will include 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.

LODI RULES Committee

LODI RULES 4th Edition – The committee has been working on the fourth edition of LODI RULES which will include the new pesticide risk model. It is expected to go into effect for the 2023 growing season.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

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

Set Next Meeting Date

The next meeting will be held at 9:00am on Monday, September 12.

Adjourn

The meeting was adjourned at 10:23am.

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).