



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

WINERY MARKETING COMMITTEE
MEETING NOTICE & AGENDA
Sent and posted April 21, 2023

The Lodi Winegrape Commission will hold a public meeting as follows:

Date: Wednesday May 3, 2023

Time: 12:00PM

Place: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA, 95242

The agenda for the meeting is as follows:

1. Call to order
2. Roll call and establishment of quorum
3. Review and approval of April 4, 2023 minutes
 - *Action Item*
4. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
5. Winery Marketing Committee Activities
 - Strategic Planning
 1. Winery BID
6. Educational Programming
7. Roadshows
 - FY 2023-24 – Suggestions
 1. Del Mar Wine & Food Festival, September 9-11
 2. USA Today Wine & Food Festival – San Francisco, October 14
 3. San Diego Bay Wine & Food Festival, November 10-11
8. Lodi Wine Experience, May 19 & 20, 2023
9. FY 2022-23 Budget Review
10. FY 2023-24 Budget Request

11. Reports from other LWC Committees
12. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)
13. Agenda Items for Future Meetings
14. Set Next Meeting Date
15. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Questions regarding the meeting should be directed to Chairman Steve Felten (209-810-5258) or Stuart Spencer (209-367-4727). Persons with disabilities needing special accommodation should contact Stuart Spencer, Executive Director at 209-367-4727 or stuart@lodiwine.com at least five days prior to the meeting. Notices and agendas for upcoming Commission meetings are available on the internet at <https://www.lodigrowers.com/commission/agendas-minutes/>.