



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
June 8, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Thursday, June 8, 2023.

The meeting was called to order at 12:11 pm.

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

A quorum was established.

Minutes from the May 3, 2023 meeting were reviewed and 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 that a sub-committee will meet to discuss and recommend a rate and guidelines to the greater community. One important factor to determine will be regarding who can and cannot participate in the BID. Once rate and guidelines are established, the petitioning process can begin.

**Educational Programming** – The Commission partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing in 2022-23. The final session took place on Tuesday, June 6 at 9:00am. The committee would like to continue educational programming in late fall to early winter. The committee is interested in employing WISE to secret shop tasting rooms in Lodi.

**Roadshows (2022-23)** – Staff has evaluated three upcoming winery roadshows: Del Mar Wine & Food Festival (September 9-11), USA Today Wine & Food Festival, San Francisco (October 14), and San Diego Bay Wine & Food Festival (November 10 & 11). Del Mar Wine & Food Festival is a new event that will be taking place at the Polo Grounds. Del Mar offered a \$10K promotional package to the committee for 12 winery tables at the Saturday and Sunday Grand Tasting and Monday trade tasting. Staff has been surveying wineries to gauge interest. Currently, interest is low due to the time of year. If enough interest cannot be garnered, the committee will not sponsor the event



this year. USA Today Wine & Food Festival is a multi-city event. The festival offered the committee a \$15,000 promotional package for up to 15 wineries to participate in its one-day event in San Francisco. The committee voted not to participate in the USA Today festival this year. The committee would like to evaluate the success of this year's event before agreeing to sponsor in future years. San Diego Bay Wine & Food Festival has provided two proposals for the committee – one at \$10,000 for up to 10 tables at both the Grand Decant and Grand Tasting and one at \$15,000 for the inclusion of a Lodi wine-exclusive dinner on Thursday evening. Staff is also planning to reach out to Palm Desert Food & Wine to find out the 2024 dates as well as options to participate.

**Signature Event (May 19 & 20, 2023)** – Our signature event – Lodi Wine Experience – returned to Lodi Lake, May 19 and 20. The Friday Signature Dinner saw 465 attendees while Saturday's Grand Tasting saw a total of 794 guests. Forty-nine attendees attended both Friday and Saturday events as VIP ticket holders. Attendees came from multiple states and cities. From California, top cities included Sacramento, San Jose, San Francisco, Lodi, Stockton, Los Angeles, Elk Grove and Modesto. Feedback received for Friday's Signature Dinner was positive overall. Guests were happy with the atmosphere and very happy with wine and the band. Guests were disappointed with caterer's execution of dinner service. Despite this, 82% of attendees indicated they would attend in future years. Feedback received for Saturday's Grand Tasting was also positive overall. Guests enjoyed the atmosphere, number of wineries, quality of wine, and the opportunity to interact one-on-one with producers. Guests also appreciated that the event did not feel overly crowded. Suggestions for improvement from guests included minimizing the event's footprint, relocation the band to a more central location, and extending the length of event time. Overall, 93% of attendees said they would attend in future years.

**Lodi Wine & Chocolate (February 2-4, 2024)** – Staff asked the committee for feedback on the Friday evening dinners with regards to whether those should continue in 2024 or be replaced with another type of event. Some on the committee liked the dinners; others felt the group should explore another type of event such as an educational seminar. The group did not reach a consensus as to whether wineries or the Commission should manage planning and execution of the Friday event or events.

### **2022-23 Year-to-Date Budget Review**

A budget for period ending March 2023 was reviewed. There were no questions.

### **Reports from Other Committees**

#### **Grower Marketing Committee**

**Grower Video Series (2021-2022)** – Staff has been working with Rindal & Co. to produce a series of eight videos which will highlight Lodi growers as well as the region. Videos are expected to be released in Fall 2023.



**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 12:00pm on Tuesday, July 11.

**Adjourn**

The meeting was adjourned at 1:14pm.

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).**