



GROWER MARKETING COMMITTEE
MEETING MINUTES
May 3, 2022

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00 noon on Tuesday, May 3, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:19pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Jacylyn Stokes, Mitch Spaletta, Colton Machado, Garret Schaefer, and Aaron Shinn along with staff Stuart Spencer and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the February 23, 2021, meeting (Exhibit A) were approved.
Stokes/Schaefer – 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.

Grower Video Series (2021-2022) – We have partnered with Rindal & Co. to produce a series of videos which will highlight Lodi growers as well as the region. Two full days of filming as well as an additional two full days of interviews of Lodi winegrowers have already taken place, April 13 and 14 and April 25 and 26. Additional filming is scheduled for May 22 through 27.

Spring Campaign with Wine Enthusiast – Staff is working with Wine Enthusiast on a sweepstakes for a single grand prize winner to visit Lodi for three days, two nights. The sweepstakes will begin in the coming weeks and will be supported by digital and social advertising.

FY 2022-23 Marketing Plan & Partners – Staff is working on a comprehensive marketing plan for FY 2022-23. Staff will make a recommendation on advertising partners to the committee at the next meeting.

Public Relations

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



Japan & Korea Lodi Wine Virtual Masterclass (March 2-9, 2022) – We hosted a series of virtual masterclasses in Seoul (Korea), Osaka (Japan), and Tokyo (Japan). The classes were coordinated by California Wine Export Program and were held in conjunction with in-person trade tastings. Lodi wine samples were provided to class attendees.

Media Training for Winemakers and Growers (March 29, 2022) – We hosted a media training workshop for winemakers and growers. The goal was to better prepare those in leadership positions to interact with members of the media or trade. Approximately 30 people attended.

CA Wine Export, Mexico Sommeliers Lodi Tour (April 3 & 4, 2022) – We hosted a group of 11 sommeliers from Mexico as part of a California Wine Tour sponsored by California Wine Export Program. The 1.5-day tour included dinner and a Lodi wine masterclass, vineyard, and winery visits the following day.

SommFoundation Lodi Immersion Tour (April 18-21, 2022) – We partnered with SommFoundation to host a comprehensive tour of the Lodi wine region for 10 wine professionals from California (2), Colorado, Illinois, Nevada, Oklahoma (3), and New York (2). These trips are highly effective at building relationships and awareness of Lodi wine.

Eastern European Import Group (April 26 & 27, 2022) – We hosted a delegation of Eastern European wine importers for a 1.5-day tour. The trip was sponsored by California Wine Export program.

New York Media Visits (April 25-28, 2022) – Stuart Spencer and Aaron Shinn traveled to New York during the final week in April to meet with several members of the wine media. Katie Calhoun from Calhoun & Company accompanied Stuart and Aaron. The goal of the visits is to provide education and updates on the region as well as to establish and/or bolster relationships.

Influencer Immersion Tour (fall 2022) – We will be hosting another wine influencer tour in the fall of 2022. Staff will work with Calhoun & Company to identify attendees.

FY 2021-22 Budget Review

The committee reviewed the budget as of May 2022. Expenditures to date are currently 71%. Advertising is currently at 51% and will not be fully utilized in 2020-21.

FY 2022-23 Budget Request

The committee reviewed the budget request for FY 2022-23. Increases were projected for Graphic Design, Promotional Sponsorship, Trade Shows (Unified), and Travel. Decreases were made to line items of Advertising, PR Supplies, Office Supplies, and LWC Meeting Expenses. A motion was made to recommend a budget of \$741,500 to the Executive Committee. Shinn/Gillespie – carried. All were in favor.



Reports from Other Committees

Research, Education & Communications Committee

Mealybug & Virus Outreach Meeting (April 7, 2022) – Lodi’s Mealybug Biocontrol & Grapevine Virus Research Focus Groups hosted a mealybug and virus outreach meeting and lunch on April 7 at the Cabral Ag Center in Stockton.

Modern Farmer Series: Sales Workshop for Growers (March 22, 2022) – The committee contracted with Dale Carnegie of San Joaquin Valley to provide a workshop for growers focused on sales techniques coupled with people skills from Dale Carnegie’s book, *How to Win Friends and Influence People*.

Educational Happy Hour: Bringing the Vineyard into the Tasting Room (May 11, 2022) – The committee is hosting an educational “happy hour” for winery proprietors and tasting room employees at the Lodi Wine Visitor Center at 5:00pm. Attendees will learn about viticulture from Lodi winegrowers and leave with grapevine knowledge to share that is interesting to tasting room guests.

Winegrape Quality Workshop (May 17, 2022) – The committee is hosting a workshop for both winegrowers and winemakers focused on identifying quality metrics in berries in the vineyard as well as in wine in the bottle.

Winery Marketing Committee

Lodi Winery Strategic Planning / Funding Model Options – The committee is currently exploring the formation of a business improvement district (BID) as one option of sustainable funding for the Winery Marketing Committee. The group is waiting for approval to obtain sales tax data from both Sacramento and San Joaquin counties to conduct a feasibility study.

Lodi Wine & Chocolate Post-Event (February 4-6, 2022) – The 2022 event was successful in generating a net profit of \$124,000. Event expenses including graphic design, advertising, and supplies (chocolate, wine glasses, etc.) totaled approximately \$74,000. The committee will host the 2023 event February 3 through 5.

Signature Event (2023) – The committee has discussed hosting a signature event in 2023.

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

Staff will add “FY 2022-23 Marketing Plan & Partners” to the next agenda.

Set Next Meeting Date



The next meeting of the Grower Marketing Committee is scheduled for Tuesday, July 19, at 12:00pm.

Adjourn

The meeting adjourned at 2:01pm.

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
February 23, 2022

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:00pm on Wednesday, February 23, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:07pm.

Roll was called. Committee members Joan Kautz, Craig Ledbetter, Curt Gillespie, Jaclynn Stokes, Mitch Spaletta, and Colton Machado along with staff Stuart Spencer, Katie Crippen, Jenny Heitman, and Stephanie Bolton were in attendance.

A quorum was established.

Minutes from the December 3, 2021, meeting (Exhibit A) were approved.
Gillespie/Ledbetter – 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.

Save the Old Vines Fall Campaign Post Report (October-December 2021) –Staff presented the committee with a post event report (Exhibit B) of the paid fall “Save the Old Vines” advertising campaign which ran October through December. The campaign was supported by partners Wine Enthusiast and Wine Business with custom content and digital display. Like 2020, the campaign was supported by a dedicated website (savetheold.com), limited-edition merchandise, and content marketing on Lodi Wine Instagram and email newsletters. New this year, the campaign was extended into Lodi winery tasting rooms through display, coasters, bottle neckers, custom tissue and stickers. Several wineries created old vine-specific experiences in their own tasting rooms.

Once again, the campaign experienced enormous success generating more than 1 million ad views and 2,626 visits to the website (savetheold.com) plus more than \$15K in revenue from sales of old vine wines and merchandise. Old vines remain one of the region’s defining characteristics and are a subject which continues to resonate across all audiences, eliciting further exploration of our region and interaction with our community.



Grower Video Series (2021-2022) – Staff continues to review 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.

Public Relations

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

Calhoun & Company Media Outreach 2021 Report – Staff presented the committee with a 2021 public relations report from Calhoun & Company. The report details all initiatives for the 2021 calendar year including media releases and pitches, sample mailings, special events, and media visits.

Japan & Korea Lodi Wine Virtual Masterclass (March 2-9, 2022) – We will be hosting a series of virtual masterclasses in Seoul (Korea), Osaka (Japan), and Tokyo (Japan). The classes are being coordinated by California Wine Export Program and are being held in conjunction with in-person trade tastings. Lodi wine samples were provided to class attendees. Events in Japan precede California Wine Institute’s “by the glass” promotion which will feature Lodi for the month of April. Market Access Program (MAP) grant funds will cover the costs associated with wine shipping and promotion.

Media Training for Winemakers and Growers (March 29, 2022) – We will be hosting a media training workshop for winemakers and growers. The goal is to better prepare those in leadership positions to interact with members of the media or trade.

CA Wine Export, Mexico Sommeliers Lodi Tour (April 3 & 4, 2022) – We will be hosting a group of 11 sommeliers from Mexico as part of a California Wine Tour sponsored by California Wine Export Program. The 1.5-day tour will include dinner and a Lodi wine masterclass, vineyard, and winery visits the following day.

SommFoundation Lodi Immersion Tour (April 18-21, 2022) – We have partnered with SommFoundation to host a comprehensive tour of the Lodi wine region. These trips are highly effective at building relationships and awareness of Lodi wine. Interested participants must apply through SommFoundation and are thoroughly vetted against criteria specified by us. A total of 10 applicants will be approved for this visit. Applicants will be responsible for covering their travel to and from Lodi.

Eastern European Import Group (April 26 & 27, 2022) – We will be hosting a delegation of Eastern European wine importers for a 1.5-day tour. The trip is sponsored by California Wine Export program.

Lodi Book Launch & Signing (spring 2022) – The Commission will be hosting a book launch and signing celebrating Randy Caparoso’s new book “Lodi! A Definitive Guide and History of America’s Largest Winegrowing Region.” A date has not yet been determined.



FY 2020-21 Budget

The committee reviewed the budget as of October 31, 2021. Expenditures to date are currently 37%. There were no questions or comments.

Reports from Other Committees

Research, Education & Communications Committee

Rootstock Focus Group –The Grapevine Rootstock Research Focus Group continues to meet monthly. On April 13, the group will be taking a field trip to Salinas for research and discovery.

Mealybug & Virus Outreach Meeting (April 7, 2022) – Lodi’s Mealybug Biocontrol & Grapevine Virus Research Focus Groups will host a mealybug and virus outreach meeting and lunch on April 7 at the Cabral Ag Center in Stockton. The meeting is free and open to all.

Modern Farmer Series: Sales Workshop for Growers (March 22, 2022) – The committee has contracted with Dale Carnegie of San Joaquin Valley to provide a workshop for growers focused on sales techniques coupled with people skills from Dale Carnegie’s book, How to Win Friends and Influence People. The goal is to enhance grower’s confidence and communications to support promotion of his/her vineyard and sales of his/her winegrapes.

Educational Happy Hour: Bringing the Vineyard into the Tasting Room (May 11, 2022) – The committee is hosting an educational “happy hour” for winery proprietors and tasting room employees at the Lodi Wine Visitor Center at 5:00pm. Attendees will learn about viticulture from Lodi winegrowers and leave with grapevine knowledge to share that is interesting to tasting room guests.

LODI RULES Committee

Educational Happy Hour: What is LODI RULES? (February 16, 2022) – The committee hosted a LODI RULES educational “happy hour” for winery proprietors and tasting room employees at the Lodi Wine Visitor Center at 5:00pm. Attendees were able to connect directly with LODI RULES growers to learn more about the environmental, social, and business accomplishments of the program as well as how to communicate practices of the program to tasting room guests. Approximately 50 people attended.

Winery Marketing Committee

Lodi Winery Strategic Planning – The strategic planning task force is currently exploring alternate and sustainable funding models which includes the formation of a Business Improvement District (BID). The group has contracted with Sacramento-based agency, Civitas, to conduct a feasibility study. During the study, sales tax data will be obtained from San Joaquin and Sacramento counties. If the task force determines to move forward with establishing a BID, a second contract would be established with Civitas to guide the group through the following steps: 1) petition process; 2) plan establishment; and 3) city and county approval.



Celebrate Lodi Rosé (June 11 & 12, 2022) – The committee is supporting the second annual event, organized by Tom Hoffman of Heritage Oak Vineyards. More than 20 wineries will offer attendees samples of unique rosé wines crafted from Lodi-grown fruit. No ticket is required. Staff is assisting with creation of promotional materials.

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 is scheduled for Tuesday, May 3, at 12:00pm.

Adjourn

The meeting adjourned at 4:13pm.

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).