



WINERY MARKETING COMMITTEE
MEETING MINUTES
July 11, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Tuesday July 11, 2023.

The meeting was called to order at 12:09 pm.

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

A quorum was established.

Minutes from the June 8, 2023 meeting were reviewed and approved. Bjork/Trettevik 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.

Roadshows (2022-23) – Staff has evaluated two upcoming winery roadshows: San Diego Bay Wine & Food Festival (November 10 & 11) and Palm Desert Food & Wine (March 23 & 24). Staff has received a contract to have 10 winery tables at both the Grand Decant and Grand Tasting at this year's San Diego Bay Wine & Food Festival. Palm Desert Food & Wine offered a \$10K promotional package to the committee for 10-12 winery tables at the Saturday and Sunday Grand Tasting and two demonstrations.

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. Overall, feedback received for Friday's Signature Dinner was positive. Guests were happy with the



atmosphere and very happy with wine and the band. Guests were disappointed with the 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, relocating 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 May 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.

TEXSOM Lodi Wine Seminar & Luncheon (August 27-29, 2023) – We will be returning to TEXSOM this year to host a Lodi Wine seminar and luncheon. Wine educator Elaine Brown will lead the seminar. We will also host a Lodi Wine table during one of the evening's trade tastings. Katie Crippen and Katina Bush (Calhoun & Company) will attend.

Ongoing Media Visits – We continue to host individual media visits. Peter Marks, program director, and Nancy Johnson, program educator, with The National Institute of Masters of Wine visited Lodi in June. The goal of their visit is to preview a sample tour and programming which may be offered to students from Lodi. Randy helped coordinate the tour and programming.

California State Fair Judges Dinner (June 7, 2023) – The Commission hosted dinner and tasting for CA State Fair judges at Harney Lane Winery in June. Approximately 80-100 judges attended.

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, August 8.

Adjourn

The meeting was adjourned at 1:17pm.

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).