



WINERY MARKETING COMMITTEE
MEETING MINUTES
August 8, 2023

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

The meeting was called to order at 12:13 pm.

Roll was called. Committee members Steve Felten, Jon Bjork, Todd Maley, Jorja Lerner, Dan Panella, and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the July 11, 2023 meeting were reviewed and approved. Bjork/Panella carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning / Winery BID – Staff informed the committee that a sub-committee will be hosting an event at Oak Farm Vineyards on August 16 to discuss the proposed assessment rate, as well as to answer questions on the BID's functionality. A representative from CIVITAS will be in attendance.

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.

Lodi Wine & Chocolate (February 2-4, 2024) – Staff provided the committee with a recommendation for Friday events. The recommendation includes 1) Allowing Friday events to begin as early as 4:00pm; 2) Allow wineries to host dinners as well as vineyard visits, wine workshops, or hands-on classes; and 3) Provide wineries with a 50% return on the cost of each ticket sold to their event.

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. Advertising efforts will focus on the roll-out and distribution of the videos. Partners being considered are VinePair, Hearst (SF Chronicle/SFGate), DotDash (Food & Wine, Travel & Leisure, Southern Living, etc.), Wine Enthusiast, and Wine Spectator.

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 – Staff has confirmed Stacy Briscoe with Wine Enthusiast will be visiting November 6-8.

Public Relations Initiatives – Dr. Stephanie Bolton was recognized as one of Wine Enthusiast's Future 40 Tastemakers. The official announcement will be on August 23.

LODI RULES Committee

Program Growth – Staff reported that during the 2023 growing season over 73,000 acres were certified under LODI RULES.

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, October 3.

Adjourn

The meeting was adjourned at 1:05pm.

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).