



WINERY MARKETING COMMITTEE
MEETING MINUTES
December 13, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:00pm on Wednesday, December 13, 2023.

The meeting was called to order at 2:12 pm.

Roll was called. Committee members Jon Bjork, Todd Maley, Tanya McMahan, Steve Felten, Jorja Lerner, Jeremy Trettevik and James Boore along with Bettyann Spenker, and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the August 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 – The BID Steering Committee met on December 7 to review the survey that was sent to winery owners and decision makers to receive their additional feedback. The Steering Committee will be meeting once again on January 4, and a tentative All-Winery Owner meeting has been scheduled for January 17 at 5:00pm at Klinker Brick Winery. Staff will be emailing winery owners/principals on the status of the BID. Staff will also be working on the following in the coming weeks: 1) Defining the boundaries; 2) Meeting with wineries in Elk Grove to gauge interest in inclusion; 3) Drafting the management plan; and 4) Creating a non-profit that will be overseen by a board of directors comprised of winery owners. The non-profit will serve to receive funds and execute activities.

Roadshows (2022-23) – The committee is interested in attending the Palm Desert Food & Wine (March 2024) and staff has signed a proposal and will be sending out emails to confirm participating shortly.

Lodi Wine & Chocolate (February 2-4, 2024) – The 2024 event will follow the same format as the 2023 event and will include Friday Experiences, Saturday Winery Tours, and Sunday Winemaker's Toast. Staff confirmed the following updates to the Friday events: 1) Allowing Friday events to begin as early as 2:00pm; 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. Tickets will be going on sale the week of December 18.



Educational Programming – The Commission partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing in December 2022 through June 2023. The committee requested looking into doing additional workshops and/or secret shopping the wineries in 2024. The educational classes taught by WISE academy for 3 hours are \$2,550 per class. The committee would like to see classes around hospitality, sales training, club maintenance. The committee is hesitant to move forward with mystery shopping for the region. The committee’s primary concern is whether wineries will utilize feedback to take actionable sets to improve the tasting experiences.

Lodi Wine Experience 2024 – Staff reported Lodi Wine Experience will not be held in 2024 due to closure of Lodi Lake (March-July) and budgetary constraints.

2023-24 Year-to-Date Budget Review

A budget for period ending October 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 highlight Lodi growers as well as the region. Videos were released at the beginning of October. Advertising efforts are focusing on the distribution of the videos. Partners are VinePair, Hearst (SF Chronicle/SFGate), DotDash (Food & Wine, Travel & Leisure, Southern Living, etc.), Wine Enthusiast, and Wine Spectator. Calhoun & Company supported the launch of the new, grower-focused video series through media outreach and a press release. A custom media package announcing the series was distributed to approximately 50 traditional media and social media influencers.

Ongoing Media Visits – We hosted Stacy Briscoe, Senior Editor, Wine Enthusiast Magazine for a 3-day immersion in Lodi, from November 13-15. Randy Caparoso helped coordinate the visit spending time with multiple growers and vintners. Staff reported that Stacy was relieved of her duties as Lodi’s tasting editor and is now only overseeing print as the senior editor. Wine Enthusiast has confirmed Tonya Pitts is the new wine reviewer for Lodi. Calhoun & Company is in communications with Tonya to schedule a visit to the region in 2024.

Export Marketing – The Commission is looking into innovative ways to utilize Market Access Program (MAP) dollars available through Wine Institute to host small events in international markets. Markets of interest include Denmark, Netherlands, England, and Canada. Working with the Wine Institute team, we will be holding an event in London on March 7 which focuses on old vine wines and BBQ.



The Institute of Masters of Wine (2024) – We are working with program directors at The Institute of Masters of Wine to develop a Lodi tour for Masters of Wine students in February 2024.

LODI RULES Committee

Program Growth – Staff reported that during the 2023 growing season certified acreage has grown to over 73,000 acres.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

The committee requested that technical tasting program be added to the agenda for the next meeting.

Set Next Meeting Date

The next meeting will be held at 2:00pm on Tuesday, January 16.

Adjourn

The meeting was adjourned at 3:32pm.

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).