



WINERY MARKETING COMMITTEE
MEETING MINUTES
February 8, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 10:00am on Thursday, February 8, 2024.

The meeting was called to order at 10:07am.

Roll was called. Committee members Jon Bjork, Jorja Lerner, Jeremy Trettevik, Tanya McMahan, and James Boore along with Bettyann Spenker, Lexi Burns, Denise Gage, Natalie Scotto, Tom Hoffman, Katie Bloudoff-Indelicato, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the January 16, 2024, 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 hosted an all-winery owner meeting on January 17 at Klinker Brick Winery. CIVITAS is in the process of drafting the management plan. San Joaquin County will be the lead agency, and HDL will manage the funds. Once the management plan draft is complete, the steering committee will meet to review. The petition process will begin at the end of March or in early April. Staff is exploring the creation of a non-profit 501(c)(6). A board of directors comprised of winery owners will oversee activities and manage the budget for the BID.

Roadshows (2023) – We have secured 15 tables at this year's Palm Desert Food & Wine Festival, March 23 and 24. Thirteen wineries have committed with two wineries outstanding. Del Mar Wine & Food Festival has reached out to gauge Lodi winery interest in participating. This year's event will take place October 5 and 6. Staff will survey wineries to gauge interest. Allison Levine (Please the Palette) is co-hosting a new event in Los Angeles called Festival of Forgotten Grapes. She is offering Lodi wineries the opportunity to participate. The committee will not be sponsoring the event this year but will encourage individual wineries to participate. Staff is in conversation with Seann Rooney of the Handle District in Sacramento regarding the return of Dress Up Wine Down.

Lodi Wine & Chocolate (February 2-4, 2024) – The committee discussed the past weekend event. Overall feedback for the entire weekend was positive. Many committee



members reported better sales and attendee demographics for the Saturday Winery Tours than had been experienced in past years. Additionally, feedback on Friday Experiences and Sunday Winemaker's Toast was overwhelmingly positive. Many wineries who participated in Sunday Winemaker's Toast preferred the event space of the Visitor Center and Cellar Room over the property's ballroom. Staff reported the following ticket sales and winery participation per weekend event: Friday Experiences saw 148 guests hosted by seven wineries; Saturday Winery Tours saw 2,176 guests hosted by 37 wineries; and Sunday Winemaker's Toast saw 193 guests hosted by 21 wineries.

Educational Programming – The Commission is partnering with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing, February through May 2024. Topics for the four workshops include: 1) Phone and email training; 2) Building awesome teams; 3) Saying no with grace; 4) Planting sales seeds for emotional connections to drive sales and loyalty; and 5) Wine club attrition/retention and driving incremental club revenue. Workshops will be open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop will be limited to two attendees per winery. The first session will take place on Tuesday, February 20, at 9:00am.

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.

Technical Tasting Group – Todd Maley proposed the idea of having winery and production staff meet monthly to taste wines as a group to work on technical improvement in the region. Staff suggested getting a working group together to develop the plan and what is needed for the region.

2023-24 Year-to-Date Budget Review

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

Reports from Other Committees

Grower Marketing Committee

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.

Commission Annual Meeting (February 2024) – The Lodi Winegrape Commission held its annual meeting on February 7, 2024, at Hutchins Street Square.



The Institute of Masters of Wine (2024) – The Commission will host a Lodi tour for Masters of Wine students on February 10 and 11, 2024. A total of 22 students and two MWs will attend.

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 10:00am on Wednesday, March 6.

Adjourn

The meeting was adjourned at 11:58am.

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).