



GROWER MARKETING COMMITTEE
MEETING NOTES
February 1, 2024

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00pm on Thursday, February 1, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:15pm.

Roll was called. Committee members Joan Kautz, Craig Ledbetter, Jaclynn Stokes, Curt Gillespie, Ben Kolber, Mitch Spaletta, Colton Machado, Garret Schaefer, and Aaron Shinn, and staff Stuart Spencer, Jenny Heitman, and Katie Crippen were in attendance.

A quorum was established.

Minutes from the August 2, 2023, meeting (Exhibit A) were approved. Gillespie / Stokes – 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 – A Rising Tide video series launched October 4. Videos are being supported by paid advertising and PR outreach as well as owned channels (Lodi Wine Facebook, Instagram, YouTube, Vimeo, and email). Videos currently “live” on a dedicated landing page on LodiWine.com and are being featured in rotation on the site’s home page.

FY 2023-34 Fall Marketing Recap – Staff provided the committee with a recap of the fall paid campaign with VinePair, DotDash Meredith (FOOD & WINE), and Hearst Media. The primary goal of this year’s paid campaigns is distribution and views for A Rising Tide video series. Secondary goals include visits to the video landing page on LodiWine.com and engagement with videos (likes, comments, shares) on Facebook and Instagram. Campaigns with fall partners included video streaming on platforms like YouTube and Hulu as well as partner websites, email and social media marketing, digital banner advertising, and custom content. Fall campaigns performed well with Lodi Wine placements meeting and exceeding benchmarks with individual partners. Paid advertising will continue in the spring with DotDash Meredith, Wine Spectator, and Hearst Media.



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 in 2024. Markets of interest include Denmark, Netherlands, England, and Canada. The Commission will be hosting an event in London on March 7.

Public Relations

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

Lodi Wine Roadshow with Elaine Chukan Brown, New York & Chicago

(September 6 & 7, 2023) – We hosted educational wine tastings for trade and media in New York and Chicago in September. Two classes were offered in New York; one in Chicago. Attendance per class was approximately 15-20. Tastings were followed by lunch and/or dinner at each class. Wine educator Elaine Chukan Brown led discussions and tastings. Stuart Spencer and Katina Bush (Calhoun & Company) attended.

A Rising Tide Video Series Media Release & Mailing – Calhoun & Company supported the launch of A Rising Tide video series through media outreach and a press release. A custom media package announcing the series was mailed to approximately 50 traditional media and social media influencers at the beginning of October. The package included three Lodi wines corresponding to videos in the series as well as a multi-page booklet.

Stacy Briscoe, Wine Enthusiast Visit (November 13-15, 2023) & Tonya Pitts, Wine Enthusiast, New Lodi Reviewer Visit (April 2024) – Stacy Briscoe, wine writer and reviewer with Wine Enthusiast Magazine, visited in November. In late November, Wine Enthusiast announced the appointment of Tonya Pitts as writer at large and reviewer for Lodi, Mendocino County, Lake County, Central Valley, Sierra Foothills, and other California. Pitts assumed the role from Briscoe. Pitts is planning a visit to Lodi in April 2024.

The Institute of Masters of Wine (February 10-11, 2024) – We are hosting a Lodi tour for 23 Masters of Wine students and two Masters of Wine next weekend as part of a partnership between the Commission and The Institute of Masters of Wine.

UC Davis Board of Enology Executive Leadership Board Lodi Visit (May 9-10, 2024) – The board will be hosting their annual meeting and retreat in Lodi. Staff is working directly with the board to organize a lunch followed by a tasting at a Lodi winery.

Grower Outreach & Education

Lodi Winegrape Commission Annual Meeting (February 7, 2024) – The Lodi Winegrape Commission is hosting its annual meeting on Wednesday, February 7, at Hutchins Street Square. The evening will include a presentation on Commission activities and initiatives from 2023 as well as future activities and initiatives planned for 2024. The presentation will be followed by a wine tasting and light appetizers.



New Planting ROI Worksheet – Staff is working with growers to develop a practical worksheet which will aide growers in determining development costs and their return on investment (ROI) for new plantings.

Vineyard Removal Considerations Blog – Stuart Spencer is working on a blog post for LodiGrowers.com which may serve as a resource for growers considering vineyard removal including incentive programs and disease testing.

FY 2022-23 Budget Review

The committee reviewed the budget for December 2023.

Reports from Other Committees

LODI RULES Committee

Annual LODI RULES Grower & Winery Meeting (January 18, 2024) – The LODI RULES committee hosted its annual year-end recap meeting in-person on January 18. Attendees discussed the previous certification year and important opportunities ahead.

LODI RULES Sustainable Vision Workshop (January 18) – The LODI RULES committee hosted a sustainable vision workshop on January 18. This workshop satisfied part of the requirement for LR Standard 1.1.

LODI RULES PEAS 2.0 Field Guide – The LODI RULES PEAS 2.0 Field Guide will be presented at the annual LODI RULES Grower & Winery Meeting on January 18. The field guide breaks down the type of risk for each material included in PEAS 2.0.

Viticulture Educational Happy Hour: Organic, Sustainable, Biodynamic, Regenerative Explained (February 28, 2024) – The committee will host a viticulture educational “happy hour” for winery owners and tasting room staff at the Lodi Wine Visitor Center.

REC Committee

Mealybug & Ant Research Field Day (March 12, 2024) – The committee, along with Members of the Lodi Mealybug Biocontrol and Grapevine Virus Research Focus Groups and the JAVA Group will host a field day focused on mealybug and ant IPM. Research on a new gel bait ant control method for mealybugs in vineyards will be presented.

Winery Marketing Committee

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 budget for the BID.



Lodi Wine & Chocolate Weekend (February 2-4, 2024) – The committee is hosting the 27th annual event this weekend. The weekend includes three unique events – Friday Winery Experiences, Saturday Winery Tours, and Sunday Winemakers Toast. Expected attendance across the weekend is 2,200-2,500.

Educational Programming (February-May 2024) – The committee has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for wineries focused on DTC sales and marketing.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee is scheduled for Thursday, April 4, at 12:00pm.

Adjourn

The meeting adjourned at 2:38pm.

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
August 2, 2023

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

The meeting was called to order at 2:05pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Craig Ledbetter, Jaclynn Stokes, Richard Lauchland, and Garret Schaefer, along with Joseph Lange, Vince Traverso, and staff Stuart Spencer, Jenny Heitman, and Katie Crippen were in attendance.

A quorum was established.

Minutes from the May 1, 2023, meeting (Exhibit A) were approved. Ledbetter/Stokes – 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 – Our new, eight-part grower video series – A Rising Tide – will launch in September 2023. Videos will be supported by paid advertising and PR outreach as well as owned channels (Lodi Wine Facebook, Instagram, YouTube, Vimeo, and email). Videos will “live” on a dedicated landing page on LodiWine.com and will be featured in rotation on the site’s home page.

FY 2022-23 Marketing Campaign Recap – Staff provided the committee with a recap of 2022-23 advertising initiatives (Exhibit B) with VinePair, Punch (VOX), and Wine Spectator. Campaigns included custom content supported by digital promotions including banner advertisements, social media, and email newsletters. Key messaging focused on general regional education, LODI RULES, and visitation.

FY 2023-34 Marketing Plan – Staff is working with A+J Partners to develop a comprehensive strategy for paid programming for 2023-24. A+J will aid in vetting partners and budget negotiations. Staff will continue to work directly with partners to develop and deliver campaign assets (videos, images, content, etc.).



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.

Public Relations

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

Lodi PR Plan & Recap – January-June 2023 – The committee reviewed PR initiatives from January through June 2023 (Exhibit C). Initiatives included media visits from Samantha Capaldi, @SamanthaSommelier, and Maddy Eccles, @MaddyEccles (February 2023), Sara Biondi, @BordeauxBlonde (May 2023), and Peter Marks and Nancy Johnson from The Institute of Masters of Wine (June 2023) as well as media pitches for LODI RULES 4th edition (January 2023) and Lodi Wine Experience (March 2023). Initiatives also included planning for upcoming Lodi Wine Roadshows.

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 will be visiting 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 is helping to coordinate the tour and programming.

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.

Lodi Wine Roadshow with Elaine Chukan Brown, New York & Chicago (September 6 & 7, 2023) – We will be hosting educational wine tastings for trade and media in New York and Chicago in September. Two classes will be offered in New York; one in Chicago. Expected attendance per class is 15-20. Tastings will be followed by lunch and/or dinner at each class. Wine educator Elaine Chukan Brown will lead discussions and tastings. Stuart Spencer and Katina Bush (Calhoun & Company) will attend.

A Rising Tide Video Series Support (2023-2024) – Calhoun & Company will be supporting the launch of the new, grower-focused video series through media outreach and press release. A custom media package announcing the series will be distributed to approximately 50 traditional media and social media influencers.

Stacy Briscoe, Wine Enthusiast Visit (November 6 & 7, 2023) – Stacy Briscoe, wine writer and reviewer with Wine Enthusiast Magazine, will be visiting Lodi in November.

American Wine Society National Wine Conference, St. Louis (November 9-11, 2023) – Stuart Spencer will host three wine seminars at AWS conference in November.



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 early 2024.

FY 2022-23 Budget Review

The committee reviewed the budget for May 2023. There were no questions.

Reports from Other Committees

LODI RULES Committee

LODI RULES Standards 4th Edition – The LODI RULES committee recently released the 4th edition of LODI RULES standards. Interest in the program continues to grow.

Research, Education, & Communication Committee

New Planting ROI Worksheet – Staff is working with grower Richard Lauchland and others to develop a practical worksheet which will aide growers in determining development costs and their return on investment (ROI) for new plantings.

Ag Burning Outreach Meeting – The Commission is hosting a large ag burning outreach meeting in September with support from the County Ag Commissioner's office, LDGGA, and CAWG.

Winery Marketing Committee

Strategic Planning / Winery BID – The winery community is pursuing the formation of a Business Improvement District (BID). The steering committee has contracted with CIVITAS to facilitate the formation and legalities. A feasibility study has indicated a return of nearly \$900,000 with a 2% applied assessment. Currently, the steering committee is conducting small group meetings at wineries. The goal of the meetings is to facilitate two-way conversation between the committee and winery owners.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee is scheduled for Wednesday, November 1, at 12:00pm.

Adjourn

The meeting adjourned at 4:17pm.

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).