



WINERY MARKETING COMMITTEE
MEETING MINUTES
March 6, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 10:00am on Wednesday March 6, 2024.

The meeting was called to order at 10:00am.

Roll was called. Committee members Steve Felten, Jon Bjork, Jorja Lerner, Jeremy Trettevik, Dan Panella, Todd Maley, and James Boore along with Lexi Burns, Denise Gage, Natalie Scotto, Tom Hoffman, Katie Bloudoff-Indelicato, Mitch Spaletta, Rachele Spaletta, and staff Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the February 8, 2024, meeting were reviewed and approved. Bjork/Lerner carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Activities

Winery BID – CIVITAS is in the process of completing the Management District Plan (MDP) – the legal document that would guide the formation and operation of the district. Once/if the MDP is approved by the county, wineries will have the option to sign in support. Katie Bloudoff-Indelicato and Stuart Spencer met with CIVITAS to work on the formation of the non-profit 501(c)(6) which will receive the funds. Bylaws are currently being drafted and will provide answers to specific areas in the categories of management (number of board members, elections, officers, etc.) and budget. The petition process can begin at the end of April or early May. If the BID is approved by July 1, the community can expect to receive initial funds as early as October 2024.

Lodi Wine & Chocolate (February 2-4, 2024) – Staff presented the committee with a preliminary post event report (Exhibit B). Seven wineries participated in Friday Winery Experiences. A total of 148 tickets out of 199 tickets were sold with a net sale of \$16,720, compared to \$15,625 in 2023. Thirty-seven wineries participated in Saturday Winery Tours. A total of 2,176 tickets were sold for a net sale of \$137,945, compared to \$158,100 in 2023. Twenty-one wineries participated in Sunday Winemaker's Toast. The event sold 193 out of 200 tickets for a net sale of \$17,385, compared to 228 out of 300 sold for a net sale of \$20,900 in 2023.

Attendees came from California and 20 other states with 1,293 attendees coming from Lodi and the surrounding area. Another 370 attendees came from greater Sacramento



area while 207 came from the greater Bay Area. A total of 57% of attendees were between ages 26-54; 41% were aged 55+; and >1% were aged under 25. A total of 35% of attendees indicated a HHI of \$100,000 to \$200,000 while 21% indicated a HHI of \$50,000 to \$100,000. Fifty-eight percent of attendees indicated possession of a bachelor's degree or higher.

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 was hosted on Tuesday, February 20, at 9:00am, and the next session on building awesome teams will take place on Tuesday, March 26, at 9:00am.

Technical Tasting Program – 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. Todd discussed hosting the first event on April 24 at 5:30pm at the Lodi Wine Visitor Center, it would be limited to 25 participants, and cost \$20 per person. Mark Chandler would moderate the first tasting.

Roadshows

Palm Desert Food & Wine (March 23 & 24, 2024) – Lodi has secured 18 tables at this year's Palm Desert Food & Wine Festival. Staff prepared and presented a one-page document for ways wineries can maximize their return on investment when participating at Lodi-sponsored events.

Del Mar Food & Wine (October 5 & 6, 2024) – Staff has emailed wineries to gauge winery interest in Del Mar Wine & Food Festival. Five wineries have expressed interest thus far.

Festival of Forgotten Grapes (June 29, 2024) – Staff is still evaluating Festival of Forgotten Grapes in Los Angeles. The proposed idea is purchase either a single table to multiple tables and allow wineries to split table costs for those interested in participating.

Dress Up Wine Down (May 18, 2024) – Dress Up Wine Down will be returning May 18. This will be a partnership between Handle's District, Sacramento Fashion Week, and Lodi Wine. This Lodi-exclusive tasting and fashion show will take place on Capital Avenue between 18th and 19th streets. Expected attendance is 500-750. The committee confirmed the proposed event time as 5:00 to 7:30pm. A notice to participate will be sent to the winery community within the next two weeks.



2023-24 Year-to-Date Budget Review

A budget for period ending January 2024 was reviewed. There were no questions.

Reports from Other LWC 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.

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

CWEEF

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.

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 Wednesday, April 3.

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).