



GROWER MARKETING COMMITTEE  
MEETING MINUTES  
April 5, 2024

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00pm on Friday, April 5, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:17pm.

Roll was called. Committee members Joan Kautz, Colton Machado, Richard Lauchland, Mitch Spaletta, Jacylyn Stokes, Curt Gillespie, Ben Kolber, and Aaron Shinn, and guests Lexi Burns (Ironstone Vineyards), Salvador Chavez (Prósperos), and Olivero Chavez (Prósperos) were in attendance along with staff Stuart Spencer, Jenny Heitman, Stephanie Bolton, and Katie Crippen.

A quorum was established.

Minutes from the February 2, 2024, meeting (Exhibit A) were approved. Kolber / 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.

**FY 2023-34 Spring Campaign** – Advertising campaigns with DotDash Meredith (FOOD & WINE), Hearst Media, and Wine Spectator are kicking off this month and will run through June 30, 2024. The primary goal 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 spring 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.

**Export Marketing: Lodi in London Seminar and Tasting (March 7)** – On May 7, the Commission hosted an educational seminar and wine tasting focused on old vine Zinfandel in London. In addition, while in town, the Commission hosted a general educational seminar for importers with Ironstone Vineyards and met with well-known wine writer and educator, Jancis Robinson.



### **Public Relations**

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

**Wine Enthusiast Tonya Pitts and Anna Christina Cabrales Visit (May 2024)** – Wine Enthusiast Magazine’s Tonya Pitts, contributor and wine reviewer for Lodi and others, and Anna Christina Cabrales, tasting director, will visit Lodi in May.

**The Institute of Masters of Wine (February 10-11, 2024)** – We hosted a Lodi tour for 23 Masters of Wine students and two Masters of Wine at the beginning of February as part of a partnership between the Commission and The Institute of Masters of Wine.

**Social Media Panel & Workshop (June 2024)** – We are working with Calhoun & Company to develop a seminar and workshop focused on Instagram marketing for wineries and growers.

**Influencer Wine Clubs (ongoing)** – We are connecting Lodi producers with wine influencers who are interested in including Lodi wines in their consumer wine clubs. In March, we worked with Nia Ruth of Few and Far ([fewandfarwine.com](http://fewandfarwine.com)). In August, we will be working with Lexi Stephens of Lexi’s Wine List ([lexiswinelist.com](http://lexiswinelist.com)). These opportunities are direct results of past visits to Lodi by Nia and Lexi.

### **Grower Outreach & Education**

**Foreign Bulk Wine Blog (LodiGrowers.com)** – Stuart Spencer published a blog post highlighting the impact of foreign bulk wine on the California market. The post has sparked interest from media outlets including the LA Times who published an article on April 3 titled “Global wine glut compounds headaches for struggling California vineyards.”

### **FY 2022-23 Budget Review**

The committee reviewed the budget for January 2024.

### **Reports from Other Committees**

#### **REC Committee**

**Agri-Tourism Education & Opportunities (ongoing)** – Stephanie Bolton continues to seek out opportunities for Lodi growers to receive education on the benefits of agri-tourism.

#### **Winery Marketing Committee**

**Lodi Wine & Chocolate Weekend (February 2-4, 2024)** – The committee hosted the 27<sup>th</sup> annual event in early February. The weekend brought more than 2,400 people to Lodi and generated nearly \$180,000 in gross sales.

**Palm Desert Food & Wine (March 23 & 24, 2024)** – Seventeen Lodi wineries traveled to Palm Desert to participate in this year’s event. The Commission hosted a table at the event for marketing and education.



**Dress Up Wine Down (May 18, 2024)** – The committee has partnered with Sacramento’s The Handle District and Sacramento Fashion Week to host Dress Up Wine Down – a fashion show and wine tasting featuring 20 Lodi wineries. The event will take place on Capitol Avenue between 5:00 and 7:00pm.

**Festival of Forgotten Grapes (June 29, 2024)** – The Commission will be hosting a single table to showcase six different Lodi producers at the inaugural event in Los Angeles.

**Public Comment on Items Not Appearing on the Agenda**

Salvador Chavez and Olivero Chavez introduced themselves to the committee. Prósperos is a direct deposit financial platform.

**Set Next Meeting Date**

The next meeting of the Grower Marketing Committee is scheduled for Friday, May 10, at 12:00pm.

**Adjourn**

The meeting adjourned at 2:17pm.

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).**



GROWER MARKETING COMMITTEE  
MEETING MINUTES  
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 27<sup>th</sup> 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).**