



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
May 8, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Wednesday May 8, 2024.

The meeting was called to order at 9:05am.

Roll was called. Committee members Steve Felten, Jon Bjork, Jeremy Trettevik, Dan Panella, Jorja Lerner, and Todd Maley along with Lexi Burns, Natalie Scotto, Bettyann Spenker, and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the April 3, 2024, meeting were reviewed and approved. Bjork/Trettevik carried.

**Public Comments on Items Appearing on the Agenda**

No public comments.

**Winery Marketing Committee Activities**

**Winery BID** – Staff has shared the updated management district plan with the steering committee for final review. Once finalized it will be sent to the county for approval. Staff will be meeting with both Thomas Allen and Constellation to go over the details of the BID.

**Lodi Wine & Chocolate (February 2-4, 2024)** – Staff is looking into hosting a larger scale dinner versus singular dinners at select wineries. The locations for consideration are Wine & Roses Ballroom or Hutchins Street Square.

**Educational Programming** – The Commission has partnered 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 are open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop are limited to two attendees per winery. The first three sessions were hosted on Tuesday, February 20, at 9:00am, Tuesday, March 26, at 9:00am, and Tuesday, April 23, at 9:00am. The fourth session on growing and sustaining a healthy wine club will be hosted on Tuesday, May 21, at 9:00am.



**Technical Tasting Program** – Todd Maley and Mark Chandler hosted the first technical tasting on April 24 at 5:30pm at the Lodi Wine Visitor Center. The tasting was limited to 25 participants at a cost of \$20 per person. The second tasting will be held at the Lodi Wine Visitor Center on Wednesday, May 15, at 5:30pm. These tastings are a great way to engage winery and production staff to meet monthly to taste wines as a group to work on technical improvement in the region.

### **Roadshows**

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

**Dress Up Wine Down (May 18, 2024)** – Dress Up Wine Down will be returning May 18. This is a partnership between The Handle District, Sacramento Fashion Week, and Lodi Wine. This Lodi-exclusive tasting and fashion show will take place on Capitol Avenue between 18<sup>th</sup> and 19<sup>th</sup> streets. Expected attendance is 500-750. The committee confirmed the proposed event time as 5:00 to 7:00pm. Twenty wineries are expected to participate.

### **2023-24 Year-to-Date Budget Review**

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

### **Reports from Other LWC Committees**

#### **Grower Marketing Committee**

**Export Marketing** – The Commission hosted a Lodi in London event before ProWein which featured 12 Lodi wineries. The event included a masterclass with Tegan Passalacqua and Stuart Spencer and was followed by a trade tasting and then dinner. Staff worked with the Wine Institute team based in London to organize the event utilizing Market Access Program (MAP) dollars available through Wine Institute.

**Ongoing Media Visits** – Staff has confirmed Tonya Pitts with Wine Enthusiast will be the new Lodi wine taster. Tonya Pitts, along with Anna Christina Cabrales (WE tasting director), Sara Ventiera (WE senior digital editor), and Anthony Eyzaguirre (WE west coast advertising account manager) will be visiting May 11 and 12 for a two-day immersion trip.

**Social Media Seminar** – Staff is putting together a social media seminar for wineries and winegrape growers on June 24 at the Ballroom at Wine & Roses. This seminar will have a panel of out-of-the-area speakers to discuss best practices when using social media for marketing.

#### **CWEF**

**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.



### **LODI RULES**

**US Sustainable Winegrowing Summit** – Staff reported the US Sustainable Winegrowing Summit was hosted at Wine & Roses. Programming included two vineyard tours hosted by LangeTwins Family Winery and KG Vineyard Management.

### **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 9:00am on Wednesday, June 5.

### **Adjourn**

The meeting was adjourned at 10:32am.

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).**



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
April 3, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Wednesday April 3, 2024.

The meeting was called to order at 12:06pm.

Roll was called. Committee members Steve Felten, Jon Bjork, Jeremy Trettevik, Dan Panella, Todd Maley, Tanya McMahan, and James Boore along with Lexi Burns, Natalie Scotto, Tom Hoffman, Katie Bloudoff-Indelicato, Bettyann Spenker, Jenise Vierra, Rachele Spaletta, and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the March 6, 2024, meeting were reviewed and approved. Bjork/Maley carried.

**Public Comments on Items Appearing on the Agenda**

No public comments.

**Winery Marketing Committee Activities**

**Winery BID** – Staff did not have any updates on the status of the Management District Plan and scheduled a meeting with the BID Steering Committee to discuss next steps once complete.

**Lodi Wine & Chocolate (February 2-4, 2024)** – Staff presented the committee with a final post event report (Exhibit B). The post event report included a recap of gross sales and preliminary profit as well as paid and organic social marketing efforts. Discussions around the 2025 event weekend, scheduled for February 14-16, 2025, include: hosting a larger scale dinner versus singular dinners at select wineries; promotion of the event earlier to hit an attendee goal of 3,000; and longer lead-time for advertising efforts.

**Educational Programming** – The Commission has partnered 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 are open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop are limited to two attendees per winery. The first two sessions were hosted on Tuesday, February 20, at 9:00am and Tuesday, March 26, at 9:00am. The



third session on advance hospitality techniques will be hosted on Tuesday, April 23, at 9:00am.

**Technical Tasting Program** – Todd Maley with moderator Mark Chandler will be hosting the first technical tasting on April 24 at 5:30pm at the Lodi Wine Visitor Center. The tasting is limited to 25 participants at a cost of \$20 per person. These tastings are a great way to engage winery and production staff to meet monthly to taste wines as a group to work on technical improvement in the region. The second tasting is proposed to be held on May 15 at the Lodi Wine Visitor Center.

### **Roadshows**

**Palm Desert Food & Wine (March 23 & 24, 2024)** – Lodi secured 18 tables at this year's Palm Desert Food & Wine Festival and 17 wineries participated. Staff at the Lodi Wine table offered giveaways of tote bags and sunglasses in exchange for email subscribes and/or follows on Instagram. Staff captured 97 new email subscribers and 43 new followers on Instagram. Additionally, a save the date for Lodi Wine & Chocolate postcard was given out at the event with a promo code for discounted tickets for the 2025 event weekend. Staff presented the committee with a post event survey from the participating wineries. Feedback from the participating wineries included: great attendee demographic; great introduction of Lodi to new consumers; desire to be located in the main tent area and not hidden behind the main stage; ; observation that the liquor tent detracted from the wine tent. Three-fourths of winery attendees indicated they would be very likely/likely to participate at this event again.

**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)** – The Commission will be hosting a single table to showcase six different Lodi producers at the event in Los Angeles.

**Dress Up Wine Down (May 18, 2024)** – Dress Up Wine Down will be returning May 18. This is a partnership between The Handle District, Sacramento Fashion Week, and Lodi Wine. This Lodi-exclusive tasting and fashion show will take place on Capitol Avenue between 18<sup>th</sup> and 19<sup>th</sup> streets. Expected attendance is 500-750. The committee confirmed the proposed event time as 5:00 to 7:00pm. Staff has received interest from 19 wineries to participate; we can have up to 20.

### **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 hosted a Lodi in London event before ProWein, 12 wineries participated at three different events. One was a masterclass with Tegan Passalacqua, followed by a trade tasting, and then dinner. Our staff worked with the Wine Institute team based in London to organize and utilize Market Access Program (MAP) dollars available through Wine Institute.

**Ongoing Media Visits** – Staff has confirmed Tonya Pitts with Wine Enthusiast will be the new Lodi wine taster. Tonya Pitts and Anna Christine Cabrales, the tasting director with Wine Enthusiast, will be visiting in May for a two-day immersion trip.

**Social Media Seminar** – Staff is putting together a social media seminar for wineries and winegrape growers for June. This seminar will have a panel of out-of-the-area speakers to discuss best practices when using social media for marketing.

#### **CWEF**

**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 9:00am on Wednesday, April 3.

#### **Adjourn**

The meeting was adjourned at 1:20pm.

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).**