



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
June 5, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Wednesday June 5, 2024.

The meeting was called to order at 9:01am.

Roll was called. Committee members Steve Felten, Jon Bjork, Dan Panella, Tanya McMahan and Todd Maley along with Lexi Burns, Natalie Scotto, Janice Prasad, Ryan Ranchhod, Steve Carson and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the May 8, 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 has shared that the final management district plan has been completed and submitted to the county. Once it has been approved the process will move into the petition phase which could take a couple months. A separate non-profit 501(c)(6) will receive the funds. As well, 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.

**Lodi Wine & Chocolate (February 14-16, 2025)** – 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. The committee would like advertising efforts for Lodi Wine & Chocolate to begin earlier. The committee has discussed beginning promoting the event a few months in advance. As well, creating "Save the Date" mailer cards for wineries to distribute in wine club shipments leading up to the launch of ticket sales.

**Educational Programming** – The Commission 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 included: 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. The committee would like



to continue building on the topics presented and continue to work with WISE in the future for additional workshops.

**Technical Tasting Program** – Todd Maley and Mark Chandler hosted the first two technical tastings on April 24 and May 15 at the Lodi Wine Visitor Center. The tastings were limited to 25 participants at a cost of \$20 per person. The third tasting will be held at the Lodi Wine Visitor Center on Wednesday, June 19, 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. Katie Crippen will attend.

**Dress Up Wine Down (May 18, 2024)** – Dress Up Wine Down took place on May 18 from 5:00 to 7:00pm. Staff reported that it was a good collaboration between all the partners: The Handle District, LWC, WEAVE, and Sacramento Fashion Week. The location is in a great target market. Attendance was good for a first-year returning event with 440 glasses passed out. The committee felt the pouring period was brief (5:00-6:30pm) this year. For 2025, the thought is to have wine tasting from 5:00-7:30pm and fashion show from 6:00-7:00pm. The afternoon sun was warm and 50% of the winery tables were in direct sunlight. The Handle owns large umbrellas which can be utilized by wineries in 2025. Attendance was lighter than in years' past but can be built on with a longer promotional period. The committee discussed the need to capitalize on capturing new audience. Up for discussion: enter for a chance to win a day in Lodi contest to capture email addresses. Would require some signage and/or postcards with QR code. Tentative date for 2025 is Saturday, May 17.

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

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

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

#### **Grower Marketing Committee**

**Ongoing Media Visits** – Staff hosted Tonya Pitts (contributor and wine reviewer), along with Anna Christina Cabrales (WE tasting director), Sara Ventiera (WE senior digital editor), and Anthony Eyzaguirre (WE west coast advertising account manager) on May 11 and 12 for a two-day immersion trip. The team at Wine Enthusiast team had an overwhelmingly positive response to their trip and were grateful to be able to visit the region and experience it.

**Social Media Seminar** – Staff is putting together an Instagram 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 Instagram for marketing.

**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.

**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, July 10.

**Adjourn**

The meeting was adjourned at 10:25am.

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  
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).**