



GROWER MARKETING COMMITTEE
MEETING MINUTES
May 10, 2024

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00pm on Friday, May 10, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:25pm.

Roll was called. Committee members Joan Kautz, Jaclynn Stokes, Curt Gillespie, Aaron Shinn, and Garrett Schaefer and guests Lexi Burns (Ironstone Vineyards) and Madison Kautz (Ironstone Vineyards) were in attendance along with staff Stuart Spencer and Jenny Heitman.

A quorum was established.

Minutes from the April 5, 2024, meeting (Exhibit A) were approved. Shinn / 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 currently running 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 are performing well. Total video views are close to 90K; 7K are unique views. Following the October 2023 launch of the video series, 40K of 77K visits to LodiWine.com are categorized as “direct,” “referral,” and/or “paid” which is a likely indicator that paid advertising is succeeding in driving traffic to the site.

Public Relations

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

Wine Enthusiast Media Visit (May 14-16, 2024) – Anna Christina Cabrales (Tasting Director, Wine Enthusiast Magazine), Sara Ventiera (Senior Digital Editor, Wine Enthusiast Magazine), Anthony Eyzaguirre (West Coast Advertising Account Manager,



Wine Enthusiast Magazine), and Tonya Pitts (Contributor and Wine Reviewer, Wine Enthusiast Magazine) will be in Lodi next week for tour.

Domestic Wine Media Coverage (ongoing) – Media attention and coverage continues over the impact of foreign bulk wine on the California market.

Grower Outreach & Education

Wine Institute U.S. Sustainable Winegrowing Summit (April 30-May1, 2024) – Wine Institute hosted its sustainable winegrowing summit in Lodi earlier this month. LODI RULES received positive coverage during the summit with notable attention during the welcome dinner by keynote speaker Dana Nigro (Senior Editor, Wine Spectator Magazine, and Managing Editor, WineSpectator.com).

ESG Retailer Outreach – We are working with Calhoun & Company to identify individuals in ESG (Economic, Sustainable, and Governance) roles with key U.S. retailers including Whole Foods, Safeway, Costco, and others. The goal is to perform outreach concerning the contradiction between retailer sustainability marketing messaging (“buy local,” “farm to table,” etc.) and lack of support for and availability of local and domestic wines in stores.

Social Media Panel & Workshop (June 24, 2024) – We are working with Calhoun & Company to develop a seminar and workshop focused on Instagram marketing for growers and wineries.

FY 2023-24 Budget Review

The committee reviewed the budget for March 2024. There were no questions.

FY 2024-25 Budget Request

The committee reviewed a proposed budget for FY 2024-25. Shinn – motion to recommend proposed budget of \$517,000. Gillespie / Schaefer – carried. All were in favor.

Reports from Other Committees

Winery Marketing Committee

Winery BID – The steering committee is reviewing the management district plan. Once approved, the petition process can begin.

Dress Up Wine Down (May 18, 2024) – The committee is partnering 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 next weekend, on Capitol Avenue, between 5:00 and 7:00pm.

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, July 3, at 12:00pm.

Adjourn

The meeting adjourned at 2:07pm.

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).



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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). In August, we will be working with Lexi Stephens of Lexi’s Wine List (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 27th 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).