



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
November 6, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Wednesday, November 6, 2024.

The meeting was called to order at 9:00am.

Roll was called. Committee members Steve Felten, Jon Bjork, Dan Panella, Tanya McMahan, Jeremy Trettevik, James Boore, Gerardo Espinosa, Jorja Lerner, and Todd Maley along with Lexi Burns, Natalie Scotto, Bettyann Spenker, Wes Rhea, Tom Hoffman, and staff Stuart Spencer and Katie Crippen were in attendance.

A quorum was established.

Minutes (Exhibit A) from the October 9, 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 shared that the final management district plan is approved and we are ready to move forward into the petition process. 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. Once the bylaws are ready for review, the steering committee will meet to discuss the petitioning process. As well, the committee will discuss timeline and format for an all-winery meeting in December.

**Lodi Wine & Chocolate (February 14-16, 2025)** – Staff shared a promotional timeline, advertising ideas, and ticket sales goals for the 2025 event weekend. Tickets went on sale Monday, November 4, and there are 33 wineries participating in the Saturday Winery Tours, and 22 wineries participating in the Sunday Winemakers Toast.

**Educational Programming** – San Joaquin Delta College will be offering a viticulture and winemaking course (CUL ART 31) at the Lodi Wine Visitor Center during its spring semester, beginning in January. This is a great opportunity for growers, vintners, and hospitality staff to expand their knowledge and perspective on wine. It is also important that our local industry continues to support these classes so that Delta College continues offering them.



**Technical Tasting Program** – Todd Maley will be resuming the technical tastings on December 11 at 5:30pm at m2 Wines. The tastings are 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.

### **Roadshows**

**San Diego Bay Wine & Food Festival (November 8 & 9, 2024)** – Staff has confirmed participation at this year's San Diego Bay Wine & Food Festival and has signed a contract to have 12 winery tables at both the Grand Decant and Grand Tasting. The twelve winery participants are: Anaya Vineyards, Intercoastal Vineyards, Ironstone Vineyards, Macchia, Maley Brothers, Markus Wine Co., Mettler Family Vineyards, Michael David Winery, Oak Farm Vineyards, Peltier Winery, Perlegos Family Wine Co., and St. Amant Winery.

**Palm Desert Food & Wine Festival (March 22 & 23, 2025)** – Staff will be having a conversation with Palm Desert Food & Wine team to see what opportunities are available at the 2025 event.

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

A budget was not presented.

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

#### **Grower Marketing Committee**

**Export Marketing** – The Commission will host two Lodi-exclusive events before ProWein 2025: one in Copenhagen, Denmark on March 10; one in Warsaw, Poland on March 12. In addition to hosting a table at ProWein 2025, Stuart will be presenting three seminars in the California Wine Pavillion. Staff is working with the Wine Institute team to utilize available Market Access Program (MAP) dollars.

**Dallas Travel Media & ZAP Dinner Events (November 12-13, 2024)** – We are hosting a reception for 20-30 travel media in the Dallas area on November 12. On November 13, Lodi will be the exclusive wine sponsor for a Zinfandel-focused event with celebrity chef Kent Rathburn.

**Liquor Board of Ontario (LCBO) Lodi Tour (November 12-15, 2024)** – As part of the California Wines Export Program, we will be hosting Dr. George Soleas (President), Abhay Garg, (V.P. Merchandising), and Marie Cundari (Sr. Director, New World Wines) with the LCBO in Lodi in mid-November. The group is seeking to learn more about the region. Also, to discover new wines for the Ontario market.

**Field Blends Tour (spring/summer 2025)** – Maryam Ahmed with Maryam + Company will be hosting a Field Blends educational wine tour in Lodi for wine professionals in



2025. Field Blends tours typically last 4 to 5 days and aim to bring greater visibility to the destination region.

**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, December 11.

**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).**