



WINERY MARKETING COMMITTEE
MEETING MINUTES
January 8, 2025

The Winery Marketing Committee of the Lodi Winegrape Commission met at 9:00am on Wednesday, January 8, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 9:08am.

Roll was called. Committee members Steve Felten, Jeremy Trettevik, Jacob Woodworth, Gerardo Espinosa, Jorja Lerner, and Todd Maley and guests Lexi Burns (Ironstone Vineyards), Natalie Scotto (Scotto Cellars), Bettyann Spenker (Spenker Winery), Wes Rhea (Visit Lodi), Tanya McMahan (Macchia), and Tom Hoffman (Heritage Oak Winery) along with staff Stuart Spencer, Jenny Heitman and Katie Crippen were in attendance.

A quorum was established.

Minutes (Exhibit A) from December 11, 2024, meeting were reviewed and approved. Maley/Trettevik carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Activities

Winery BID – The petition process has begun. A small percentage of signed petitions have been returned. A 50% majority in favor must be reached before county hearings can be scheduled.

Lodi Wine & Chocolate (February 15 & 16, 2025) – Staff updated the committee on ticket sales. To date, a total of 811/2,800 tickets have been sold for Saturday Winery Tours on February 15 and a total of 53/300 tickets have been sold to Sunday Winemakers Toast on February 16. Thirty-three wineries are participating in Saturday Winery Tours and 24 wineries are participating in Sunday Winemakers Toast.

Educational Programming – San Joaquin Delta College is hosting a viticulture and winemaking course (CUL ART 31) at the Lodi Wine Visitor Center January-May. The Committee is hosting a Responsible Beverage Service certification course with Jerry Jolly on January 14. San Francisco Wine School has approached the Commission about offering a group discount for the CSW wine certification.

Technical Tasting Program – Technical tastings have resumed. The tastings are limited to 25 participants at \$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

Palm Desert Food & Wine Festival (March 22 & 23, 2025) – A contract is currently being negotiated between staff and PDFWF. Currently, 14 wineries are interested in participating in the event as well as Visit Lodi.

2024-25 Year-to-Date Budget Review

No new budgets were available for review.

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 present three seminars in the California Wine Pavillion. Staff is working with the Wine Institute team to utilize available Market Access Program (MAP) dollars.

Samantha Capaldi Wine Club Lodi Tour (May 2 & 3, 2025) – Sommelier Samatha Capaldi will host her wine club tour in Lodi in spring or fall 2025. She recently hosted 60 club members for two days in Paso Robles and plans to structure her Lodi tour similarly.

Field Blends Lodi Tour (June 2-6, 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, March 5.

Adjourn

The meeting was adjourned at 10:18am.

Respectfully submitted,
Steve Felten, Committee Chair



L O D I W I N E

**W I N E G R A P E
C O M M I S S I O N**

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).