



WINERY MARKETING COMMITTEE
MEETING MINUTES
October 9, 2024

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

The meeting was called to order at 9:02am.

Roll was called. Committee members Dan Panella, Tanya McMahan, Jeremy Trettevik, James Boore, and Todd Maley along with Lexi Burns, Natalie Scotto, Bettyann Spenker, Wes Rhea, Larry Gosselin, and staff Stuart Spencer, Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the August 14, 2024, meeting were reviewed and approved. Trettevik/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 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 be notified and will schedule a meeting to discuss the petitioning process, as well as discussing having another all winery meeting.

Lodi Wine & Chocolate (February 14-16, 2025) – Staff shared a promotional timeline and advertising ideas for the 2025 event weekend. The committee discussed various ideas including tiered ticket pricing, advertising pre-launch of tickets, large format signage, Sacramento preview event, and more. The committee was in favor of all ideas proposed. Staff shared they are working with Honey Agency for additional photo and video assets to promote the weekend's events.

Educational Programming – Staff asked the committee their thoughts on hosting more educational sessions between the end of 2024 and early 2025. The committee suggested taking a break as the last WISE sessions were not at full capacity.

Technical Tasting Program – Todd Maley will be resuming the technical tastings in November. He is looking for winery hosts. The tastings were 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

Roadshows (2024-25) – Staff has confirmed participation at this year’s San Diego Bay Wine & Food Festival (November 8 & 9). Historically, winery interest in this event has been high. To date, 16 wineries have expressed interest in participating in the 2024 event.

ZAP Event in Dallas (November 2024) – ZAP has offered Lodi the opportunity to host an exclusive Zinfandel-focused event in Dallas. Staff is working to gather more details. Staff will work with Calhoun & Company to host a dinner for travel-focused media preceding ZAP’s event in order to maximize presence in the market.

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 be hosting two Lodi-exclusive events before ProWein; one in Copenhagen, Denmark on March 10, and one in Warsaw, Poland on March 12. In addition to having a table at ProWein 2025, Stuart will be hosting 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 is interested in 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



Larry Gosselin from the Alameda County Agricultural Advisory Committee is looking to reach stakeholders in the San Joaquin County district to expand the current Mokelumne Coast to Crest Trail Project. The goal of the project is to support existing agritourism and marketing of our agricultural products, communities, and rural businesses, while encouraging continued integration between the rural and urban business communities.

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, November 6.

Adjourn

The meeting was adjourned at 10:31am.

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).