



WINERY MARKETING COMMITTEE
MEETING MINUTES
July 10, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Wednesday July 10, 2024.

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

Roll was called. Committee members Steve Felten, Jon Bjork, James Boore, Jorja Lerner, Jeremy Trettevik, and Todd Maley along with Lexi Burns, Natalie Scotto, Bettyann Spenker, and staff Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the June 5, 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 has been completed and submitted to the county. Once it is approved the process will move into the petition phase which could take a couple of 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 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, and more. The committee was in favor of all ideas proposed. The committee also discussed whether to implement a fee for designated driver tickets. A suggestion was made to reframe the event as inclusive to tasters and non-tasters alike by relabeling designated driver tickets as "non-tasting tickets."

Educational Programming – The Commission hosted an Instagram seminar for wineries and winegrape growers on June 24 at the Ballroom at Wine & Roses. The seminar included a panel of out-of-the-area speakers who discussed Instagram marketing best practices. Overall, the seminar received positive feedback from attendees. One attendee suggested future similar seminars be broken up into two segments: one for beginners and one for those who are more advanced on the subject.



Technical Tasting Program – Todd Maley and Mark Chandler hosted three technical tastings on April 24, May 15, and June 19 at the Lodi Wine Visitor Center. The tastings were limited to 25 participants at a cost of \$20 per person. The fourth tasting will be held at the Fields Family Winery on Wednesday, July 17, 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 hosted a single table to showcase six different Lodi producers at the event in Los Angeles. Staff enjoyed the event overall and felt that the audience was extremely engaged and interested in learning more about Lodi and the different varieties grown here. Over 200 people attended the first-year event and the average sales ticket per purchasing customer was \$445.31. A total of 27 bottles were sold between the six Lodi producers compared to an average of 19 bottles per winery. Staff would encourage the committee to consider sponsoring in the future.

Roadshows (2024-25) – Staff is evaluating San Diego Bay Wine & Food Festival (November 8 & 9). Historically, winery interest in this event has been high. To date, 12 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 for period ending May 2024 was reviewed. There were no questions.

Reports from Other LWC Committees

No reports from other committees.

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, August 14.

Adjourn

The meeting was adjourned at 10:15am.



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).