



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
August 14, 2024

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Wednesday, August 14, 2024.

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

Roll was called. Committee members Steve Felten, Jon Bjork, Tanya McMahan, Jorja Lerner, Jeremy Trettevik, Dan Panella and Todd Maley along with Lexi Burns, Natalie Scotto, Bettyann Spenker, Denise Gage, Steve Carson and staff Katie Crippen and Jenny Heitman were in attendance.

A quorum was established.

Minutes (Exhibit A) from the July 10, 2024, meeting were reviewed and approved. Bjork/Trettevik 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. Once the bylaws are ready for review, the steering committee will notified and will schedule a meeting to discuss the petitioning process.

**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.

**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 is evaluating San Diego Bay Wine & Food Festival (November 8 & 9). Historically, winery interest in this event has been high. To date, 14 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 June 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, October 9.

### **Adjourn**

The meeting was adjourned at 10:10am.

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).**