



**LODI WINE**  
WINEGRAPE  
COMMISSION

WINERY MARKETING COMMITTEE  
MEETING MINUTES  
April 9, 2025

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

The meeting was called to order at 9:04am.

Roll was called. Committee members Jon Bjork, Gerardo Espinosa, Tanya McMahan, Jeremy Trettevik, Jacob Woodworth, Todd Maley, and Dan Panella were in attendance, as were guests Cassandra Durst (Durst), Natalie Scotto (Scotto Cellars), Natalie Morlino (Visit Lodi), Steve Carson (Drava Wines), Rachele Spaletta (Intercoastal Vineyards), Tom Hoffman (Heritage Oak Winery), Betty Ann Spenker (Spenker Winery), Jenise Vierra (St. Jorge Winery), Shawn Sodhi (Viaggio), and Rupa Padda (Viaggio). Staff Stuart Spencer, Jenny Heitman and Allison Champion were also in attendance.

A quorum was established.

Minutes (Exhibit A) from January 8, 2025, 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 is ongoing. 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 2025 – Post Event** – Staff presented the committee with a 2025 post-event recap (Exhibit B). 33 wineries participated in Saturday Winery Tours and 2,330 tickets were sold, generating \$152,925 in gross sales. 24 (max) wineries participated in the Sunday Winemaker's Toast and 266 tickets were sold, generating \$22,895 in gross sales. Total gross sales amounted to \$175,800.

The marketing strategy included website, email, and social media initiatives. Website visits totaled 17k and drove 1,551 ticket sales (60% of total). Email marketing generated 239 ticket sales (9%). Social media – both organic content and paid ads – drove 354 ticket sales (14%).



Additional key results/outcomes included:

- 17,000 website visitors
- 2.2M+ ad/marketing impressions
- 23,700 social engagements
- 700+ Instagram followers
- 2,500+ visitors to Lodi

**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 – Post Event** – Lodi had a great location within the event and a solid turnout, with 9 wineries participating plus the Lodi Winegrape Commission and Visit Lodi. Despite some minor oversight by the event organizers (no glassware, short on ice), the event was a success.

**Dress Up Wine Down (May 17, 2025)** – Lodi Wine is once again partnering with Sacramento's The Handle District and Fashion Week as the exclusive wine tasting partner for Dress Up Wine Down. Winery space is limited to 20 wineries and there are 8 spots remaining. 500+ qualified wine enthusiasts are expected to attend, and no table fees apply.

### **FY 2024-25 Budget Review**

The FY 2024-25 budget was distributed.

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

#### **Grower Marketing Committee**

**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.



**LODI RULES Committee**

**LODI RULES applications** – 2025 is a LODI RULES certification year. If applying for or renewing certification, submit applications and fees by March 14, 2025.

**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, May 7.

**Adjourn**

The meeting was adjourned at 10:39am.

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).**