



WINERY MARKETING COMMITTEE
MEETING MINUTES
July 9, 2025

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

The meeting was called to order at 9:05am.

Roll was called. Committee members Steve Felten (Klinker Brick), Jon Bjork (Markus Wine Co.), Gerardo Espinosa (Anaya Vineyards), Jorja Lerner (Harney Lane), and Tanya McMahon (Macchia Wines) were in attendance, as were guests Natalie Scotto (Scotto Cellars), Betty Ann Spenker (Spenker Family Farm), Steve Carson (Drava Wines), Tom Hoffman (Heritage Oak Winery), Lexi Burns (Ironstone Vineyards) and Ryan Ranchhod (AHSI). Staff Stuart Spencer, Jenny Heitman and Allison Champion were also in attendance.

A quorum was established.

Minutes (Exhibit A) June 4, 2025, meeting were reviewed and approved. Bjork/Lerner – carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Activities

Winery BID – The BID assessment has been adjusted to 1.5% and the 50% majority in favor needed to begin scheduling county hearings has been established. Two public hearings must be held before the district is officially formed – likely late August and late September. The Commission estimates that assessment collections will begin around November 2025.

No Reservations Campaign – The committee discussed campaign rationale and details. Ideas for the a “No Reservations Weekend” event were discussed, and a small group was established to drive event development.

Wine & Chocolate 2026 – The committee discussed event structure and debated making minor changes from 2025, notably, adding red wine to the Sunday Winemakers Toast event. Ideas for Friday night “galentines” events or offerings were also discussed.



Educational Programming – The committee discussed engaging WISE Academy for tasting room staff and employee training ahead of the No Reservations rollout.

Technical Tasting Program – The next technical tasting focused on Albariño will take place July 30 at Van Ruiten Winery.

Roadshows

The committee reviewed the following roadshows under consideration for 2025-2026:

- **Del Mar Food & Wine Festival (September 13-14, 2025)**
- **San Diego Bay Wine & Food Festival (November 7-9, 2025)**
- **Festival of Forgotten Grapes NorCal (January 31, 2026)**
- **Palm Desert Food & Wine Festival (March 21-22, 2026)**
- **Festival of Forgotten Grapes SoCal (March 28, 2026)**
- **Dress Up Wine Down Sacramento (May 16, 2026)**

Staff will survey wineries to gauge interest in Del Mar and San Diego Bay wine festivals.

Reports from Other LWC Committees

No reports from other LWC Committees

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 6.

Adjourn

The meeting was adjourned at 11:06am.

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).