



WINERY MARKETING COMMITTEE
MEETING MINUTES
August 6, 2025

The Winery Marketing Committee of the Lodi Winegrape Commission met at 9:00am on Wednesday, August 6, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 9:08am.

Roll was called. Committee members Jon Bjork (Markus Wine Co.), Jason Eells (Mettler Family Vineyards), Jorja Lerner (Harney Lane), Todd Maley (Maley Brothers), Jeremy Trettevik (Jeremy Wine Co.), and Jacob Woodworth (Michael David) were in attendance, as were guests Lexi Burns (Ironstone Vineyards), Steve Carson (Drava Wines), Aslyn Eells (Mettler Family Vineyards), Denise Gage (M2 Wines), John Gash (Prie Winery), Tom Hoffman (Heritage Oak Winery), Ryan Ranchhod (Diede Hospitality), Natalie Scotto (Scotto Cellars), Sarah Spenker (Spenker Family Farm). Staff Stuart Spencer, Jenny Heitman and Allison Champion were also in attendance.

A quorum was established.

Minutes (Exhibit A) from the July 9, 2025, 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 – Support for the Lodi Winery Business Improvement District (BID) has surpassed the 50% threshold needed for formation, and the proposal is now moving through the formal approval process.

Key upcoming dates include:

- August 12, 2025, 9:00 AM - Resolution of Intention to Form the LWBID
- August 26, 2025, 9:00 AM - 1st Public Hearing
- September 23, 2025, 9:00 AM - 2nd Public Hearing

These meetings are scheduled with the San Joaquin County Board of Supervisors and dates are tentative. Additional single hearings will be scheduled for participating jurisdictions (City of Lodi, City of Galt, City of Elk Grove, and Sacramento County).



Timeline: If approved, assessment collection begins November 1, 2025, with quarterly submissions and first payments due by end of January 2026.

No Reservations Campaign – The committee discussed campaign rationale and details. The idea for an event tied to the campaign was discussed – initially proposed for the fall, the committee decided to table the idea until 2026 and reconsider for the spring.

Wine & Chocolate 2026 – Event ticket sales will open in November 2025. The committee discussed event structure and debated making minor changes from last year, including the possibility of adding red wine to the Sunday Winemakers Toast event. Ideas for Friday night dinners or events were also discussed but not confirmed.

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

The committee also floated the idea of adding an educational element to the monthly winery mixers, and/or creating a subcommittee tasked with planning monthly mixers to provide younger members of the community with ownership over the event.

Technical Tasting Program – Technical tastings were initially well-received, but attendance has dropped in recent months. New marketing strategies and tactics are being explored to expand the program's reach.

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)**

It was decided that Lodi will not participate in the Del Mar Food & Wine Festival. There are 12 wineries interested in attending the San Diego Bay Wine & Food Festival – enough to make sponsorship worthwhile. LWC Staff will negotiate the initial event proposal with organizers.



Reports from Other LWC Committees

Grower Marketing Committee

The California Wine Export program has been active in Lodi over the last few months. In July, the LWC hosted two groups of EU and UK-based sommeliers, and hosted the Wine Institute's international team for a series of dinners and activities. A group of students from the International Organisation of Vine and Wine (OIV) also attended a half-day seminar at the Visitor Center.

Wine Institute programming this fall that will involve Lodi includes: Eureka! A California Wine Experience in NYC on September 9, the Global Buyers Marketplace (GBM) in Napa in October, and a regional tour of Lodi for 15-20 people following GBM in early November.

The Old Vine Conference will also include Lodi on the itinerary for its event in early November.

Travel writer Cynthia Smoot of Curated Texan will visit Lodi in October

Research, Education & Communication Committee

Dr. Stephanie Bolton is working with PBS on a story on mealybugs in the vineyard that will include Lodi.

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, September 3.

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).