



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
November 5, 2025

The Winery Marketing Committee of the Lodi Winegrape Commission met at 9:00am on Wednesday, November 5, 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 (Markus Wine Co.), Gerardo Espinosa (Anaya Vineyards), Jorja Lerner (Harney Lane), Dan Panella (Oak Farm Vineyards), Jeremy Trettevik (Jeremy Wine Co.), and Jacob Woodworth (Michael David) were in attendance, as were guests Steve Carson (Drava Wines), JP Doucette (Lodi Chamber of Commerce), Aslyn Eells (Mettler Family Vineyards), Natalie Scotto (Scotto Cellars), Sarah Spenker (Spenker Family Farms), Ryan Ranchhod (Diede Hospitality), and Wes Rhea (Visit Lodi). Staff Stuart Spencer, Jenny Heitman, and Allison Champion were also in attendance.

A quorum was established.

Minutes (Exhibit A) from the October 1, 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** – Lodi Winery Business Improvement District continues to move forward. On September 9 and October 7, 2025, the San Joaquin County Board of Supervisors held hearings regarding the intent to form the district. The final hearing is scheduled for November 18, 2025. A dedicated and elected board of directors will oversee and manage BID budget and activities. One seat on the BOD will be reserved for a community representative. Wes Rhea, Visit Lodi, has agreed to fill this position.

**No Reservations Campaign** – Staff updated the committee on the launch of and reception to the initiative, which was announced on October 21, 2025. Media coverage has appeared in Forbes and Wine Business, with more expected in the coming months. The committee agreed that the “No Reservations” message extends beyond wineries and will be leveraged across hospitality and tourism initiative to reflect Lodi’s community identity and pride.



**Wine & Chocolate 2026** – Event planning is in motion. Staff are inventorying event supplies (wine glasses, wristbands, and chocolate) and are reviewing a proposal for paid advertising from Hearst Media. The projected ticket sales launch is scheduled for late November. The committee requested the distribution of a winery toolkit of marketing materials ahead of ticket sales launch.

**Educational Programming** – Educational programming is pending implementation of the BID.

**Technical Tasting Program** – Technical tastings are on hold until March 2026.

### **Roadshows**

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

- **San Diego Bay Food + Wine Festival (November 7-9, 2025)** –Lodi will be sponsoring SDFWF in partnership with Visit Lodi. We are participating in all three days of events, and eight Lodi wineries will attend.
- **Festival of Undiscovered Grapes San Jose (January 31, 2026)** – A proposal for participation at both FOUG SJ and LA is being evaluated.
- **Palm Desert Food & Wine Festival (March 21-22, 2026)** – Participation hinges on budget and interest. Staff will send a survey to Lodi wineries to gauge interest.
- **Festival of Undiscovered Grapes Los Angeles (March 28, 2026)** – A proposal for participation at both FOUG SJ and LA is being evaluated.
- **Dress Up Wine Down Sacramento (May 16, 2026)** – No updates.

### **FY 2025-2026 Budget Review**

The budget through August 2025 (Exhibit B) was reviewed. There were no questions.

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

#### **Grower Marketing Committee**

**The California Vineyard Mapping Project** – The California Vineyard Mapping Project is a statewide effort led by CAWG to create the most current, accurate picture of commercial vineyard acreage in California. Lodi is one of many regional associations



and industry organizations supporting the project. Results will be released later this month and will be made available to winery community members.

**Global Buyers Marketplace (October 26-30, 2025)** – California Wines hosted its annual Global Buyers Marketplace at the Culinary Institute of America (CIA) Copia in Napa Valley. Following the event, the Commission hosted a group of 15 international buyers for Lodi tastings, tours, and networking. We received excellent feedback from the group and CA Wines organizers – everyone was appreciative of our efforts and impressed with Lodi wines.

**The Old Vine Conference (October 31-November 4, 2025)** – The 7th edition of the conference coincided with the culmination of California Wines Global Buyers Marketplace. The conference began in Sonoma and concluded in Lodi on November 3 and 4 with sessions and vineyard tours. An international audience of trade and media were in attendance. The event was exceptionally well received, and a significant amount of media coverage is expected to result over the coming weeks and months.

#### **Public Comment on Items Not Appearing on the Agenda**

**Visit Lodi Updates** – Wes Rhea shared updates from Visit Lodi. The organization's new website launched November 4. All local businesses, including wineries, are able to upload information and photos to the site's online directory. Lodi's first Restaurant Week will take place January 26 – February 1, 2026.

#### **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, December 3.

#### **Adjourn**

The meeting was adjourned at 10:20am.

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).**