



WINERY MARKETING COMMITTEE
MEETING MINUTES
December 3, 2025

The Winery Marketing Committee of the Lodi Winegrape Commission met at 9:00am on Wednesday, December 3, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 9:01am.

Roll was called. Committee members Jon Bjork (Markus Wine Co.), Jorja Lerner (Harney Lane), Steve Felten (Klinker Brick Winery), and Jacob Woodworth (Michael David Winery) were in attendance, as were guests Steve Carson (Drava Wines), Tom Hoffman (Heritage Oak Winery), Sarah Spenker (Spenker Family Farms), and Natalie Morlino (Visit Lodi). Staff Stuart Spencer, Jenny Heitman, and Allison Champion were also in attendance.

A quorum was established.

Minutes (Exhibit A) from the November 5, 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 – On November 18, 2025, the San Joaquin County Board of Supervisors approved the formation of the Lodi Winery Business Improvement District (LWBID). The steering committee has identified a board of directors to oversee and manage the LWBID budget and activities.

The LWBID assessment will begin on January 1, 2026. Wineries will need to update their POS to accurately track the assessment – FAQs and guidance to be sent to winery community.

No Reservations Campaign – The No Reservations initiative continues with fresh content to come. Campaign messaging and coverage to date will be shared with wineries as a reminder to continue promoting the initiative.



Wine & Chocolate 2026 – Event planning is ongoing. Ticket sales are live, and staff distributed a winery toolkit of marketing materials ahead of ticket sales launch. Staff are inventorying event supplies (wine glasses, wristbands, and chocolate) and are reviewing a proposal for paid advertising from Hearst Media.

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)** – Staff shared a recap of the successful event. Sunday's Grand Fiesta was the standout event across the three-day festival. Eight Lodi wineries were in attendance.
- **Festival of Undiscovered Grapes San Jose (January 31, 2026)** – The Commission will sponsor both FOUG events in SJ and LA, with space for eight wineries at each.
- **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)** – The Commission will sponsor both FOUG events in SJ and LA, with space for eight wineries at each.
- **Dress Up Wine Down Sacramento (May 16, 2026)** – No updates.

FY 2025-2026 Budget

No updates.

Reports from Other LWC Committees

LODI RULES Committee

LODI RULES Annual Meeting – The LODI RULES Annual Meeting will take place Wednesday, January 21, 2026, from 10:00am – 1:00pm, immediately followed by a LODI RULES Sustainable Vision Workshop.

Grower Marketing Committee



Lodi Grape Day – Lodi Grape Day 2026 will take place Tuesday, Feb. 3, 2026. Hosted by the Lodi Chamber of Commerce, this annual event is dedicated to providing vital information and resources to grape growers and farm operators.

Export Program – The Commission is planning a "Lodi Experience" market tour in Mexico April 20-24, 2026. The tour is designed to introduce the wines of Lodi to key Mexican markets: Mexico City, Guadalajara, and Los Cabos, through a curated mix of educational seminars, trade tastings, and exclusive dinners.

Public Comment on Items Not Appearing on the Agenda

Visit Lodi Updates – Natalie Morlino 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, January 7.

Adjourn

The meeting was adjourned at 10:07am.

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).