



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
September 3, 2025

The Winery Marketing Committee of the Lodi Winegrape Commission met at 9:00am on Wednesday, September 3, 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.), Steve Felten (Klinker Brick Winery), Dan Panella (Oak Farm Vineyards), Jorja Lerner (Harney Lane), Jeremy Trettevik (Jeremy Wine Co.), and Jacob Woodworth (Michael David) were in attendance, as were guests Steve Carson (Drava Wines), Aslyn Eells (Mettler Family Vineyards), Jaclynn Stokes Iniguez (Commission board chair), 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 August 6, 2025, meeting were reviewed and approved. Bjork/Trettevik – carried.

**Public Comments on Items Appearing on the Agenda**

No public comments.

**Winery Marketing Committee Activities**

**Winery BID** – A meeting to discuss the Lodi Winery Business Improvement District (BID) will be held on Tuesday, Sept. 4 at 10:00am at Oak Farm. This is the final meeting before the San Joaquin County Board of Supervisors considers the motion on Tuesday, Sept. 9.

The committee discussed the implementation of a board to oversee BID funds and activities. It was determined that one seat will be reserved for an individual outside the winery community – Wes Rhea of Visit Lodi has agreed to participate.

**No Reservations Campaign** – The committee discussed campaign timing and rollout activities, emphasizing the need for messaging that conveys positivity and hope, not doom and gloom. The Commission plans to launch the campaign in late September/early October.



**Wine & Chocolate 2026** – Event ticket sales will open in November 2025, and winery paperwork will be distributed in the coming weeks. The committee discussed messaging and marketing, including the potential to publish accommodation information and itineraries on the event landing page.

**Educational Programming** – The committee decided to hold off on WISE Academy hospitality training until 2026.

**Technical Tasting Program** – Technical tastings are on hold until post-Harvest.

### **Roadshows**

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

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

LWC Staff is negotiating initial proposals for San Diego Bay Wine & Food and both Festival of Undiscovered Grapes events with organizers.

A survey will be sent to gauge interest in Palm Desert Food & Wine.

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

#### **Grower Marketing Committee**

California 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 October 22-25.



**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, October 1.

**Adjourn**

The meeting was adjourned at 10:45am.

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).**

FINAL