



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

WINERY MARKETING COMMITTEE
MEETING NOTICE & AGENDA
Posted and sent December 28, 2025

The Lodi Winegrape Commission will hold a public meeting as follows:

Date: Wednesday, January 7, 2026

Time: 9:00am

Place: Lodi Winegrape Commission, 2545 W. Turner Rd., Lodi, CA 95242

The agenda for the meeting is as follows:

1. Call to order
2. Roll call and establishment of quorum
3. Review and approval of December 3, 2025 minutes
 - *Action Item*
4. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
5. Winery Marketing Activities
 - Winery BID
 - *No Reservations* Initiative
 - Lodi Wine & Chocolate 2026 (February 14-15)
 - Educational Programming
6. Roadshows
 - Festival of Forgotten Grapes, January 31 (San Jose) & March 28, 2026 (Los Angeles)
 - Palm Desert Food & Wine, March 22 & 23, 2026
 - Dress Up Wine Down Sacramento, May 16, 2026—tentative
7. FY 2025-2026 Budget Review
8. Reports from other LWC Committees
9. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)
10. Agenda Items for Future Meetings

11. Set Next Meeting Date

12. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Questions regarding the meeting should be directed to Chairman Steve Felten (209-810-5258) or Stuart Spencer (209-367-4727). Persons with disabilities needing special accommodation should contact Stuart Spencer, Executive Director at 209-367-4727 or stuart@lodiwine.com at least five days prior to the meeting. Notices and agendas for upcoming Commission meetings are available on the internet at <https://www.lodigrowers.com/commission/agendas-minutes/>.