



WINERY MARKETING COMMITTEE
MEETING MINUTES
January 7, 2026

The Winery Marketing Committee of the Lodi Winegrape Commission met at 9:00am on Wednesday, January 7, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 9:05am.

Roll was called. Committee members Gerardo Espinosa (Anaya Vineyards), Steve Felten (Klinker Brick Winery), Tanya McMahan (Macchia Wines), Dan Panella (Oak Farm Vineyards), and Jacob Woodworth (Michael David Winery) were in attendance, as were guests Steve Carson (Drava Wines), Natalie Scotto (Scotto's Wine & Cider) 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 December 3, 2025, meeting were reviewed and approved. Panella/Espinosa – carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Activities

Winery BID – Assessments are active as of January 1, 2026. The proposed board will meet on January 13 to finalize board members, adopt bylaws, and elect officers. Next steps involve finalizing a contract with the county and agreement with HdL – both to be addressed once board chairpersons are elected.

The committee reported some slight confusion from around what LWBID stands for when customers see it on a receipt. There were no reports of complaints or pushback from customers regarding the fee. Committee is monitoring customer reaction through Q1.

Spencer's article about why Lodi is forming a BID was featured in Wine Business Daily.

No Reservations Campaign – "Try" January was raised as a topic to weave into No Reservations messaging this month. Committee emphasized the importance of educational content that is positive in tone and messaging.



Wine & Chocolate 2026 – Event planning is ongoing. 29 wineries are participating in Saturday Tours, and 25 wineries are participating in the Sunday Winemaker's Toast. Ticket sales are on track to match or slightly surpass 2025, estimated around 2,300. Wineries have been given individual discount codes and are encouraged to share with their members. Email has proven to drive the most conversion.

Committee discussed adding an educational component to the Sunday event – suggested having a somm host pairing or tasting sessions. Activation will depend on availability and bandwidth.

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

Technical Tasting Program – Technical tastings are pending implementation of the BID.

Roadshows

The committee reviewed the following roadshows under consideration for 2026:

- **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 space availability at the festival. Staff is following up with the festival for details.
- **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.

Other Events

Wine & Roses is tentatively planning its own flagship event, **American Fare** on **May 2, 2026**. The resort team has pre-selected wineries and determined event structure independently. LWC offering suggestions and guidance based on past experience.



FY 2025-2026 Budget

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

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

UNIFIED – The UNIFIED Symposium will take place Jan. 27-29 in Sacramento. Lodi will host a booth at the expo, and a table during the Regional Tasting taking place Wednesday, Jan 28.

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 – Was Rhea shared updates from Visit Lodi. The organization is hosting a series of "Destination Uplift" webinars offering educational content around marketing and promotions. All local businesses are welcome to participate free of charge.

Lodi is in the running for Parade magazine's Best Small Towns. Daily voting is open and available until January 21.

Lodi's first Restaurant Week will take place January 26 – February 1, 2026. On Tuesday, January 27 restaurants will offer no corkage fee on Lodi wines.

Lodi's special (sponsored) sections in the SF Chronicle will be published April 26 and August 23, 2026.

Agenda items for Future Meetings



LODI WINE
WINEGRAPE
COMMISSION

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, February 4.

Adjourn

The meeting was adjourned at 10:47am.

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).

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