



GROWER MARKETING COMMITTEE
MEETING MINUTES
July 30, 2025
Approved 11.20.25

The Grower Marketing Committee of the Lodi Winegrape Commission met at 12:00pm on Wednesday, July 30, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 12:15pm.

Roll was called. Committee members Joan Kautz, Jaclyln Stokes, Craig Ledbetter, Curt Gillespie, Ben Kolber, Farrah Felten-Jolley, Garret Schaefer, and Aaron Shinn were in attendance, along with guests Diego Olagaray, Mohrgan Fry (Mohr-Fry Ranches), Aslyn Eells (Mettler Family Vineyards), Lexi Burns (Ironstone Vineyards), and staff members Jenny Heitman and Allison Champion.

A quorum was established.

Minutes from the May 28, 2025, meeting were approved. Stokes / Gillespie – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing activities.

“No Reservations” Campaign – Staff is developing a new content marketing campaign called “No Reservations.” The campaign is designed to highlight Lodi’s authentic, spontaneous, and welcoming spirit by celebrating its open-door, no-appointment-needed approach to wine tasting. Emphasizing inclusivity and approachability, the campaign will position Lodi in contrast to more exclusive wine regions. The campaign will launch in the fall.

Visit California Wine Region Webpage – Jaclyln Stokes recommended submitting information for inclusion on Visit California’s Wine Region pages. Staff will schedule a meeting with Kristine Tsusaki-Reddick, Director of Association Relations at Visit California, to learn more about the process and potential opportunities for participation.

Export Marketing –

- **Majestic Wine Group Lodi Tour (July 7, 2025)** – We hosted a group of 18 store managers and buyers from Majestic Wine Group for a regional overview. Majestic is the UK’s largest independent alcohol retailer.



- **European Sommeliers Lodi Tour (July 7 & 8, 2025)** – We hosted a group of sommeliers from across Europe for a regional overview and winery visits. The group is being brought in by Wine Institute.
- **OIV MSc Wine Management Lodi Tour (July 22, 2025)** – Nine students from OIV Master of Science Wine Management program visited Lodi this past week. The Commission hosted the group, providing a regional overview and assisting in organizing several winery visits.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

Field Blends Lodi Tour (June 2-6, 2025) – Maryam Ahmed with Maryam + Company hosted a Field Blends educational wine tour in Lodi for wine professionals in June. The Lodi Winegrape Commission was a regional title sponsor. There were nine attendees (not including organizers, partners, and/or photographers or videographers) from eight states: California, Texas, Mississippi, Pennsylvania, Georgia, Massachusetts, and New York.

Tina Martinez, Good Housekeeping, Lodi Visit (July 14-17, 2025) – Tina Martinez visited Lodi earlier this month. Tina was evaluating Lodi for Good Housekeeping's Travel Awards. The visit was a direct result of joint outreach between the Commission and Visit Lodi.

The Old Vine Conference, Lodi tour (November 3-4, 2025) – The 7th edition of the conference is scheduled October 31-November 4, and will coincide with the culmination of California Wines' Global Buyers Marketplace. The conference will begin in Napa and will conclude with seminars and vineyard visits in Lodi on November 3 and 4. An international audience of trade and media is expected to attend the conference. The Commission is sponsoring an opening dinner and reception on November 3, and is hosting vineyard tours for some conference attendees in Lodi on November 4.

Grower Outreach & Education

Grape Market Challenges Blogs (LodiGrowers.com) & Ongoing Outreach – Stuart Spencer continues to publish educational articles on the current grape market, specifically federal policies and regulations that are compounding its downturn. Spencer will provide an interview to *California Insider* on the subject.

FY 2024-25 Budget Review

The committee reviewed a revised budget through May 2025 (Exhibit B).

FY 2025-26 Budget

The adopted budget for fiscal year 2025-26 was presented (Exhibit C).



Reports from Other Committees

Winery Marketing Committee

Winery BID – The BID assessment has been adjusted to 1.5%. Michael David Winery has agreed to support the petition, establishing the 50% majority in favor needed to begin scheduling county hearings. Two public hearings must be held before the district is officially formed. We estimate that assessment collections will start in November 2025.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee is scheduled for Wednesday, November 12, at 12:00pm.

Adjourn

The meeting adjourned at 1:21pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).