



GROWER MARKETING COMMITTEE
MEETING MINUTES
November 20, 2025
Approved February 4, 2026

The Grower Marketing Committee of the Lodi Winegrape Commission met at 10:00am on Thursday, November 20, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 10:10am.

Roll was called. Committee members Joan Kautz, Jaclynn Stokes, Curt Gillespie, and Ben Kolber, were in attendance, along with guests Mohrgan Fry (Mohr-Fry Ranches) and Aslyn Eells (Mettler Family Vineyards), and staff members Stuart Spencer, Jenny Heitman, and Allison Champion.

A quorum was established.

Minutes from the July 30, 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 – The “No Reservations” initiative was launched on October 21, 2025. Media coverage has appeared in Forbes (written by Dr. Liz Thach, MW—wine writer, consultant, and professor) and Wine Business (media release), with more expected in the coming months.

Visit California Wine Region Webpage – Jaclynn Stokes recommended submitting information for inclusion on Visit California’s Wine Region pages. Staff scheduled a meeting with Stokes and Kristine Tsusaki-Reddick, Director of Association Relations at Visit California, to learn more about the process and potential opportunities for participation. Staff submitted the requested information and are waiting for confirmation on publication.

Export Marketing –

- **Global Buyers Marketplace (October 26-30, 2025)** – California Wines hosted its annual Global Buyers Marketplace at the Culinary Institute of America (CIA) Copia in Napa Valley. Following the event, the Commission hosted a group of 15 international buyers for Lodi tastings, tours, and networking. We received



excellent feedback from the group and CA Wines organizers—everyone was appreciative of our efforts and impressed with Lodi wines.

- **Wine Paris (February 9-11, 2026)** – Lodi will have a regional presence in the California Wine Pavillion. Stuart Spencer will attend.
- **Mexico Market Lodi Tour (April 20-24, 2026)** – Lodi will participate in a tour of Mexican markets (Mexico City, Guadalajara, and Los Cabos), hosting a curated mix of educational seminars, trade tastings, and exclusive dinners.

Public Relations

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

The Old Vine Conference (October 31-November 4, 2025) – The 7th edition of the conference coincided with the culmination of California Wines Global Buyers Marketplace. The conference began in Sonoma and concluded in Lodi on November 3 and 4 with sessions and vineyard tours. An international audience of trade and media were in attendance. The event was exceptionally well received, and a significant amount of media coverage is expected to result over the coming weeks and months.

Grower Outreach & Education

The California Vineyard Mapping Project – The California Vineyard Mapping Project is a statewide effort led by CAWG to create the most current, accurate picture of commercial vineyard acreage in California. Lodi is one of many regional associations and industry organizations that supported the project. Results have been released and shared on lodigrowers.com.

FY 2025-26 Budget

The budget for September 2025 was reviewed (Exhibit B).

Reports from Other Committees

Winery Marketing Committee

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.

Lodi Wine & Chocolate (February 14-15, 2026) – The committee is hosting the 29th annual event in 2026. Ticket sales launch in December.

Public Comment on Items Not Appearing on the Agenda

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

Set Next Meeting Date

A future meeting date was not determined.

Adjourn



LODI WINE

**WINEGRAPE
COMMISSION**

The meeting adjourned at 11:47am.

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).