



MARKETING COMMITTEE
MEETING NOTICE & AGENDA
Posted and sent June 5, 2026

The Lodi Winery Alliance will hold a public meeting as follows:

Date: Thursday, June 11, 2026

Time: 2:00pm

Place: Lodi Winegrape Commission office, 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. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
4. Marketing Plan Discussion
 - Target Audiences
 - Goals & Objectives
5. Regional Marketing & Promotion
 - *No Reservations* Initiative
 - Sacramento Zoo's Wine on the Wild Side (Oct. 9, 2026)
 - San Diego Food & Wine Festival & SommCon (Nov. 3-8, 2026)
 - Lodi Wine & Chocolate (Feb. 8-9, 2027)
 - LodiWine.com Migration – updates
6. Media & Trade Relations
 - Alicia Tenise Lodi Visit (July 30-Aug. 3, 2026)
7. Winery & Industry Engagement
 - Community Benchmark (June 25, 2026)
 - Strategic Planning
 - Lodi Winery Mixers – updated format
 - Educational programming – future interests
8. FY 2026 Budget Review
9. Reports from Other LWA Committees & Organizations
 - Lodi Winegrape Commission

- Visit Lodi

10. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)

11. Agenda Items for Future Meetings

12. Set Next Meeting Date

13. 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 Chair Jeremy Trettevik 209.210.2501 or Stuart Spencer 209.367.4727. Persons with disabilities needing special accommodation should contact Stuart Spencer at 209.367.4727 or stuart@lodiwine.com prior to the meeting. This notice and agenda are available on the internet in [Agendas & Minutes](#) on www.lodigrowers.com.