



**MARKETING COMMITTEE
MEETING MINUTES - FINAL
July 1, 2026**

The Marketing Committee of the Lodi Winery Alliance met at 9:00 am on Wednesday, July 1, 2026, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

1. Call to Order

Meeting called to order at 9:02 am.

2. Roll Call

Committee Members Present: Liz Bokisch, Julie Coldani, Kelly Mantel, Wes Rhea, Faryn Schatz, Jaclyn Stokes Iniguez, Jeremy Trettevik, Vivian Valenzuela, and Jacob Woodworth.

Staff Present: Jenny Heitman, and Allison Champion

A Quorum was established.

3. Approval of July 1, 2026 Minutes

Motion: Approve minutes as amended (correcting committee members present)

Motion by: Mantel/Woodworth

Result: Motion carried

4. Public Comment on Items Appearing on Agenda

No public comment.

5. Marketing Plan Discussion

The committee discussed continuing near-term marketing tactics pending the formal marketing plan, to be developed following the August 11-12 strategic planning session. The committee will continue operating a single unified Lodi Wine social presence; no separate winery or grower account will be created. Each committee member tasked with bringing one social media campaign concept to the next meeting.

6. Regional Marketing and Promotion

San Diego Food & Wine Festival

2025 sponsorship cost was \$17,500; 2026 estimate is \$20,000-\$25,000 depending on footprint. Visit Lodi may be able to contribute to activation. Confirmed within this year's approved trade show/events budget, with advertising budget available if additional funds are needed. Before taking any action, the committee will bring participation to the board for discussion and vote.



Wine & Chocolate (30th Anniversary)

Event confirmed for February 6-7, 2026; ticket launch targeted for November 1. Committee to bring ideas for elevating the 30th anniversary event and for a unified campaign concept across Wine & Chocolate, San Diego, and social media.

Website Migration

Commerce7 migration remains on track for late August completion. No action required.

7. Media & Trade Relations

Influencer visit planned for late July. Lodi Wine Showcase website is live with RSVP; registration details to be sent to participating wineries this week.

8. FY 2026 Budget Review

No formal budget review conducted.

9. Reports from Other LWA Committees & Organizations

Visit Lodi

Regional activation in progress, including a Lodi Lake event this weekend and a forthcoming business toolkit with logo/badge guidelines.

10. Public Comment on Items Not Appearing on the Agenda

No public comment.

11. Agenda Items for Future Meetings

12. Next Meeting Date

Wednesday, August 5, 2026, at 9:00 AM

13. Adjournment

Meeting adjourned at approximately 10:30AM

Respectfully submitted,

Stuart Spencer

On behalf of Sarah Spenker Pratt

Secretary

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