



**MARKETING COMMITTEE
MEETING MINUTES - FINAL
August 5, 2026**

The Marketing Committee of the Lodi Winery Alliance met at 9:00 am on Wednesday, August 5, 2026, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

1. Call to Order

Meeting called to order at 9:04 am.

2. Roll Call

Committee Members Present: Liz Bokisch, Dan Panella, Wes Rhea, Faryn Schatz, Vivian Valenzuela

Public Present: Joan Kautz

Staff Present: Stuart Spencer, 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: Bokisch/Panella

Result: Motion carried

4. Public Comment on Items Appearing on Agenda

No public comment.

5. Marketing Plan Discussion

The committee discussed target audiences and goals, including opportunities to deepen partnerships with content creators and regional ambassadors, and reviewed how neighboring counties and the Sacramento region continue to drive visitation. No action taken.

6. Regional Marketing and Promotion

Sacramento Zoo's Wine on the Wild Side (Oct. 9, 2026)

Ten wineries have confirmed participation to date. Staff will visit the venue ahead of the next meeting and will circulate the winery list so committee members can encourage additional sign-ups. The committee discussed shared tabletop and activation concepts (a wildlife-themed passport, unified linens and banners) to strengthen the regional presence.



San Diego Food & Wine Festival & SommCon (Nov. 3-8, 2026)

Staff outlined a proposed commitment in the \$20,000-\$25,000 range to expand Lodi's footprint at the event. The committee reached consensus to move forward and will bring a recommendation to the board for approval.

Lodi Wine & Chocolate (Feb. 8-9, 2027)

No action; planning to continue.

LodiWine.com Migration

Staff reported the site remains on a content freeze during the transfer. Planned updates include a revised Plan Your Visit page and clearer links out to Visit Lodi for lodging and dining.

7. Media & Trade Relations

Alicia Tenise Lodi Visit (July 30-Aug. 3, 2026)

Staff reported the visit was a success, covering roughly 15 wineries/proprietors. Alicia plans to produce about 20 pieces of content from the trip.

Lodi Wine Showcase Trade Seminar & Tasting (Aug. 18, 2026)

Over 30 wineries are participating. The committee will do a final push on trade outreach, working geographically to make sure no contacts are missed, and staff will distribute additional flyers to committee members.

8. FY 2026 Budget Review

No formal budget review conducted.

9. Reports from Other LWA Committees & Organizations

Lodi Winegrape Commission

Staff gave an update on the Mexico trade mission (Mexico City, Guadalajara, and Los Cabos) and on assessment collections, noting several producers have not yet submitted.

Visit Lodi

Staff reported the visitor guide is in production for a December print date, restaurant week planning is underway.

10. Public Comment on Items Not Appearing on the Agenda

No public comment.

11. Agenda Items for Future Meetings



12. Next Meeting Date

Wednesday, September 2, 2026, at 9:00 AM

13. Adjournment

Meeting adjourned at approximately 11:07AM

Respectfully submitted,

Stuart Spencer

On behalf of Faryn Schatz and Jacob Woodworth
Committee co-chairs

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