



MARKETING COMMITTEE
MEETING NOTICE & AGENDA
Posted and sent October 2, 2026

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

Date: Wednesday, October 7, 2026

Time: 9:00am

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. Review and Approval of September 2, 2026, minutes
 - *Action Item*
4. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
5. Marketing Plan Development: Strategic Priorities & Alignment
6. Regional Marketing & Promotion
 - Sacramento Zoo's Wine on the Wild Side (Oct. 9, 2026)
 - San Diego Food & Wine Festival (Nov. 3-8, 2026) – **canceled**
 - Festival of Undiscovered Grapes (Jan. 30 & Apr. 3, 2027)
 - Lodi Wine & Chocolate (Feb. 8-9, 2027)
7. Media & Trade Relations
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.