LODI WINE
WINERY ALLIANCE

LWBID / LODI WINERY ALLIANCE MEETING MINUTES - FINAL
August 19, 2026

The Lodi Winery Alliance met at 3:00 pm on Wednesday, August 19 at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

1. Call to Order
Meeting called to order at 3:02 pm.

2. Roll Call and Establishment of Quorum
Board Members present: Steve Carson, Bob Colarossi, Tom Hoffman, Kyle Lerner, Faryn Schatz, Sarah Spenker Pratt, Natalie Scotto Woods, Jacob Woodworth, Wes Rhea
Public present: none
LWC Staff Present: Stuart Spencer, Jenny Heitman, Allison Champion
A Quorum was established.

3. Review and Approval of July 15, 2026 Minutes
Motion: Approve minutes as presented
Motion by: Lerner/Woodworth
Result: Motion carried

4. Public Comment on Items Appearing on the Agenda
No public comment.

5. Strategic Planning
Solterra's strategic plan is expected shortly. Staff will request that the first draft be sent to the Executive Committee in parallel with the board. The board will hold a working session to set tactics and priorities against the plan's goals, using the management district plan priorities of marketing, education, and community advocacy as the framework. Board members noted that limited funds will need to be prioritized for impact. No action required.

6. Organizational Setup
Amend Bylaws for Fiscal Year to Calendar Year
The bylaws require a vote of the membership to amend. A general membership meeting requires a quorum of 10 percent of members. Moving to a calendar year basis will align tax filings and county reporting.

Motion: Place the change from a fiscal year to a calendar year basis on the agenda for the next general membership meeting.
Motion by: Lerner/Hoffman
Result: Motion carried

Intellectual Property Use Agreement
No action taken. Item remains in progress; carried to a future agenda.

7. Assessment Collections
Staff reviewed the current collections report from HDL. A second quarter deposit is expected within days. Several previously delinquent accounts have been resolved. Certified letters were sent to non-compliant producers; four were returned undeliverable and have been resent to updated addresses. Two non-responsive accounts remain, and the board agreed the next step is a demand letter from an attorney. A board member will provide an attorney referral.

Staff will send a reminder notice to accounts delinquent for the current quarter, add an timely assessment reminder to the weekly winery email, and request the billing contact list from HDL so notices reach the correct person at each winery.

9. Committees
Marketing Committee
Trade Tasting (August 18, 2026)
The committee reported on the inaugural trade tasting. 32 wineries poured, with estimated trade attendance of 65. The seminar was well attended and included trade media. Feedback included evaluating a future edition in Sacramento. Response to a first year event organized on short notice was positive. No action required.

SacZoo Wine on the Wild Side (October 9, 2026)
Approximately 30 wineries will participate overall, with roughly 15 Lodi wineries signed up. Lodi wineries will be grouped together in a prime location. The zoo expects 600 to 800 attendees. Staff will confirm load-in and load-out logistics and glassware requirements. The board favored winery-level trackable bounce-back offers over a regional passport.

San Diego Wine & Food Festival (November 6-8, 2026)
The festival proposed a $20,000 sponsorship for Lodi to serve as official wine partner and co-presenter of its new Fire & Smoke zone, including presence at the Saturday Grand Tasting and Sunday Grand Fiesta, space for up to 14 wineries at the Friday Icons & Legends event, and a trade table at SommCon. Staff will seek further detail on the zone structure and establish lead capture and measurement goals for Lodi participation.

Motion: Commit $20,000 to sponsor the San Diego Wine & Food Festival, November 2026.
Motion by: Woodworth/Carson
Result: Motion carried

Festival of Undiscovered Grapes 2027 (San Jose, Jan. 30; Los Angeles, Apr.3)
The sponsorship covers both cities and includes eight half-table winery spaces and a regional branded activation with a lead capture component.

Motion: Commit $7,000 to sponsor the Festival of Undiscovered Grapes in San Jose and Los Angeles.
Motion by: Woodworth/Hoffman
Result: Motion carried

Wine & Chocolate 2027 (February 6-7, 2027)
The committee reported consensus to return to a two-day format for the 30th anniversary. A Sunday-only ticket option was suggested. The board agreed the marketing committee will proceed with event planning and details. No action required.

Other Events
Staff noted three additional opportunities for consideration by the marketing committee: Lodi Stampede (October 23-25, 2026), Lodi's Magical Christmas (November 27, 2026 through January 3, 2027), and a Lodi wine night with the Stockton Thunder in the first quarter of 2027. No action required.

Education
No report.

10. LWBID Budget
The board reviewed financial statements through June 30, 2026. Second quarter assessment revenue is not yet reflected in the statements. No action taken.

11. Public Comment on Items Not Appearing on the Agenda
No public comment.

12. Agenda Items for Future Meetings

- Intellectual Property Use Agreement
- Participation policy for wineries without a physical tasting room presence at regional events

13. Set Next Meeting Date
Marketing Committee: Wednesday, September 2, 2026, 9:00 am

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Full Board Meeting: Wednesday, September 16, 2026, 3:00 pm

14. Adjourn
Meeting adjourned at approximately 5:00pm.

Respectfully submitted,

Stuart Spencer
On behalf of Sarah Spenker Pratt
Secretary

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