



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

GROWER MARKETING COMMITTEE
MEETING NOTICE & AGENDA
Sent and posted July 31, 2020

Date: Wednesday, August 12, 2020

Time: 1:00pm

Place: Virtually, GoTo Meeting

(Lodi Wine Visitor Center, 2545 West Turner Road, Lodi, CA 95242)

Go-To Meeting via computer, tablet, or smartphone:

<https://global.gotomeeting.com/join/11584358>

Dial-In: +1 (408) 650-3123

Access Code: 115-843-581

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The agenda for the meeting is as follows:

- 1) Call to order
- 2) Roll call and establishment of quorum
- 3) Consideration of June 22, 2020 minutes
- 4) Public Comment on Items Appearing on the Agenda (2 min limit per person)
- 5) Commission & Consumer Brand Identity
 - Creative Execution Updates
- 6) Marketing & Advertising
 - 2020-21 Marketing Plan Updates
 - (a) Advertising Partners
 - (b) Illustrated Stories Launch
 - Save the Old Vines Campaign (Oct.-Nov. 2020)
 - "The Modern Farmer" Series
 - (a) Vineyard Tech Sheets
 - (b) Storytelling Workshops

- Grower Profiles
- 7) Public Relations
 - PR Activities Updates
 - a) Lodi White Wines Media Pitch & Virtual Tasting (Aug. 11, 2020)
 - b) Lodi Wines Virtual Masterclass with Elaine Brown & SOMM Foundation (Sept. 16 & 17, 2020)
 - 8) FY 2020-21 Budget
 - 9) Report from other LWC Committees
 - 10) Public Comment on Items Not Appearing on the Agenda (2 min limit per person)
 - 11) Agenda Items for Future Meetings
 - 12) Set Next Meeting Date
 - 13) Adjourn

Action may be taken on any of the items listed above. Questions regarding the meeting should be directed to Grower Marketing Committee Chair, Kendra Altnow (209.403.8500) or Executive Director Stuart Spencer (209.367.4727). *Persons with disabilities needing special accommodation should contact the Lodi Winegrape Commission (209.367.4727) at least five days prior to the meeting.* Notices and agendas for upcoming Commission meetings are available on the internet at www.lodigrowers.com in the Calendar.