



GROWER MARKETING COMMITTEE
MEETING MINUTES
MAY 27, 2020

The Grower Marketing Committee of the Lodi Winegrape Commission met at 1:00 p.m. on Wednesday, May 27, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 1:05pm.

Roll was called. Committee members Kendra Altnow, Craig Ledbetter, Richard Lauchland, Joan Kautz, Ben Kolber, Curt Gillespie, Garret Schafer, and Kyle Lerner were in attendance, as well as Mitch Spaletta, and staff Stuart Spencer, Stephanie Bolton, Katie Crippen, and Jenny Heitman.

A quorum was established.

Minutes from the December 17 meeting were reviewed. A motion to approve the minutes was made. Altnow/Lerner – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Commission & Consumer Brand Identity

Staff continues to work with Rindal & Co. to develop brand extensions. Ongoing projects include revisions and further creative development for LodiWine.com and LodiGrowers.com, illustrated story advertisements, wine trail signage, educational brochures, and others.

Marketing Plan

Staff presented the committee with a comprehensive FY 2020-21 Lodi Winegrape Commission marketing plan. Built on the foundation of the priorities of the 2019-2021 Strategic Direction, the plan takes into account a holistic view of the Commission's marketing activities including paid advertising (print, digital, social), trade and media outreach, industry outreach and grower education, experiential or event marketing, email marketing, and social media marketing (organic). Partners under consideration for paid advertising include Wine Enthusiast, FOOD & WINE, Wine Business Monthly, VinePair, Wine.com, Facebook and Instagram, LinkedIn, and others. Preliminary outreach initiatives for trade, media, industry, and Lodi growers include Somm Camp (Sept. 13-17), Modern Farmer Series (beginning July 2020), Save the Old Vines Campaign (Oct.-Nov. 2020), Lodi Masterclass Series (Feb.-March 2021), and others.

Public Relations Plan – PR Activities

Grower Relationship Mailing – Staff is currently organizing an industry mailing utilizing the new Lodi Wine Growers brand. A carefully chosen list of winegrape buyers will receive a selection of high-quality collateral which may include a backpack, notebook, insulated water bottle or mug, power bank, hat, and more. Key objectives of the mailing include:



- Elevate the perception of quality of Lodi winegrapes and growers.
- Position Lodi winegrapes and growers as top choice with high-intent industry audience.
- Grow existing relationships between buyers and Lodi growers and establish new relationships.

FY 2019-20 Budget Review to Date

Committee members reviewed the budget through April 2020. There were no questions.

FY 2020-21 Budget Request

The committee reviewed the proposed budget for FY 2020-21. Staff provided an explanation of new formatting and expense line organization for the 2020-21 budget.

Action Item – A motion to approve the proposed budget of \$630,950 with the addition of \$100,000 to the “Advertising (Paid Media)” expense line for a total requested budget of \$730,950 was made. Schafer/Altnow – carried.

Reports from Other Committees

Research, Education & Communications Committee

Modern Farmer Series – Launching virtually and digitally in the upcoming weeks, The Modern Farmer Series is an outreach program aimed at helping Lodi growers sell grapes and become more profitable. In the coming weeks, growers can expect to begin receiving educational materials on marketing, sales, best business practices and more. Through the series, growers will have the opportunity to utilize custom templates to create professional vineyard technical sheets which will serve as powerful tools in the marketing and sales of winegrapes.

Virus Workbook – As part of a virus outreach grant awarded to the Commission by the American Vineyard Foundation and the CDFA PD/GWSS Board, Dr. Stephanie Bolton, the Grapevine Virus Research Focus Group, and several experts collaborated to create a grower virus workbook called “What Every Winegrower Should Know: Viruses.” The book addresses the following topics and more: grapevine virus basics, nursery ordering, mealybugs, virus testing, infected vine removal, local case studies, and the sudden vine collapse. Free copies of the workbook will be provided to Lodi growers along with flagging tape for hotspots and rogueing during upcoming pick-ups at the Lodi Wine Visitor Center.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Agenda Items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be held on Monday, June 22, at 1:00 p.m. at the Lodi Winegrape Commission office.

Adjourn

The meeting adjourned at 4:00 p.m.



Respectfully submitted,
Kendra Altnow, Committee Chair

Questions or requests for further information should be directed Kendra Altnow (209-403-8500) or Stuart Spencer (209-367-4727).