



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.

WINERY MARKETING COMMITTEE April 13, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Monday, April 13, 2020.

The meeting was called to order at 9:06 a.m.

In attendance were committee members Steve Felton, Jon Bjork, Jorja Lerner, Todd Maley, Susan Tipton and Dan Panella. A quorum was established.

Others present were Nina Schatz (Peltier Winery), Robin Black (Acquiesce Winery & Vineyards), and Jillian Mulrooney (LangeTwins Winery & Vineyards).

Staff present: Stuart Spencer, Jenny Heitman, Katie Crippen and Sherri Cascaden.

Meeting minutes from the March 2, 2020 meeting were reviewed and approved. Felton/Bjork carried.

PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

COVID-19 & Winery Operations Updates

Members of the committee that operate wineries shared how COVID-19 has affected their winery and sales. Many commented that curbside pick-up was working well and people seemed to be buying wine. Wineries have created pricing discounts on shipping to encourage wine sales. Many wineries are also doing wine club pick-ups currently and are staying busy. Most wineries have had to lay off part-time staff. Those keeping staff on board are having staff do things they might not ordinarily do, as one of the committee members stated, "Employees are having to wear new hats". The committee talked briefly about wineries needing to evaluate what will happen when the stay-at-home mandate is lifted. Consumers may change their behavior; distancing might be something people still desire. Wineries may need to adapt and change to the post COVID-19 world.

2019/2020 SCHEDULED WINERY ROAD SHOWS

Minnesota Food & Wine Experience (March 7 & 8, 2020)

The committee talked about the most recent Road Show, The Minnesota Food & Wine Experience. The event was held March 7 & 8, 2020 at Target Field. The following six wineries attended the event: Klinker Brick Winery, LangeTwins Vineyards & Winery, Michael David Winery, Oak Farm Vineyards, Oak

Ridge Winery and Peltier Winery. The wineries that attended felt the show was worthwhile and that consumers were responsive to the Lodi brand and the wines being poured. All participating wineries enjoyed the space that Lodi was allotted in the Bat & Barrel Room. The space was shared with Cisco. Cisco provided food for the event which in turn created more of an audience for the Lodi wineries. The space allotted to Lodi wineries had more of a "high" class atmosphere and lounge areas were available for guests to sit and enjoy. Chad Joseph hosted a Lodi Wine seminar titled, "The 100 Varieties of Lodi". The audience consisted of 75 guests, all consumers. Chad Joseph commented that ¾ of the audience had never heard of Lodi before and he thought the wines were well received. Wineries would like to participate in the 2021 Minnesota Food & Wine Experience.

Dress Up Wine Down, Sacramento (May 9, 2020)

Due to COVID-19, the Dress Up Wine Down event has been canceled. The event will continue and the date for the next event is May 8, 2021.

CA Wine Festival – Santa Barbara (July 17 & 18, 2020)

Due to COVID-19, the CA Wine Festival, Santa Barbara is contemplating postponing the event until September 11 & 12, 2020.

Breckenridge Wine Classic (September 17-19, 2020)

Six spots for the Breckenridge Wine Classic have been reserved for Lodi wineries. The cost per winery is \$275. Wineries do not need a distributor to participate. The following wineries are scheduled to participate: Klinker Brick Winery, LangeTwins, Michael David Winery and Peltier.

Las Vegas Food & Wine Classic (October 2-3, 2020)

The 2020 Las Vegas Food & Wine Classic will be held October 2-3, 2020 from 8:00pm – midnight (both nights). The cost per winery is \$440. Eight spots for Lodi wineries have been reserved. All eight brands and Lodi Wine will receive recognition for participating. The event will provide each winery with a liquor license for both days, 1 table, 1 linen, dump bucket, ice, health department permit and required equipment. The following wineries are scheduled to participate: Klinker Brick Winery, Oak Farm Vineyards and Prie Winery.

Northwest Food & Wine Festival (November 14, 2020)

Eight spots for the Northwest Food & Wine Festival have been reserved. The event will be held November 14, 2020 from 4:00pm – 8:00pm at the Oregon Convention Center, Exhibit Hall E. As of March 2, 2020, the following wineries are scheduled to participate: Acquiesce Winery & Vineyards, Heritage Oak Winery, Klinker Brick Winery, Prie Winery and Three Finger Jack.

San Diego Bay Food & Wine Festival (November 13 & 14, 2020)

Eight spots for the San Diego Bay Food & Wine Festival have been reserved. The event will be held November 13, 2020 at the InterContinental San Diego from 4:00pm – 7:00pm and on November 14, 2020 at the Embarcadero Marina Park North from 11:00am – 3:00pm. The following wineries are scheduled to participate: Klinker Brick Winery, Mettler Family Vineyards, Michael David Winery, Oak Farm Vineyards and Rescue Dog Wines.

LODI ROW X ROW FESTIVAL 2020

Due to COVID-19, the 2020 Lodi Row x Row Festival has been canceled. Lodi wineries have been informed. The next Lodi Row x Row Festival will be held May 15 & 16, 2021. This will allow staff a full year to focus on rebranding the event.

WINERY CONTRIBUTIONS 2020-21

The FY will end June 30, 2020. Staff will be updating the winery contribution forms. The committee discussed creating an opt-out fee for wineries that do not participate in the Lodi Wine & Chocolate event. Staff would like committee members to make recommendations regarding this opt-out fee at the May 2020 meeting.

2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending February 2020 was presented. To date, contribution income is at \$59,113. There are an estimated 15-20 wineries that have not paid their 2019/2020 contributions. The net income for Lodi Wine & Chocolate 2020 was \$153,059. Staff reported that this committee needs to begin drafting a recommended budget for the 2020-21 FY. This recommended budget will need to be approved by the Lodi Winegrape Commission board.

REPORTS FROM OTHER COMMITTEES

- 1) Jon Bjork gave an update for Visit Lodi. Visit Lodi cut their advertising budget due to the COVID-19 pandemic that is affecting the hotels and in turn the Visit Lodi budget.

PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

No public comment.

AGENDA ITEMS FOR FUTURE MEETINGS

No recommendations.

SET NEXT MEETING DATE

The next meeting will be at 9 a.m. on Monday, May 11, 2020 and will be a virtual meeting hosted through Go to Meeting. The committee will be issued an access code to join the virtual meeting. The access code and any other items needed for the meeting will be emailed to all committee members.

ADJOURN

The meeting was adjourned at 10:15 a.m.