



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 June 1, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Monday, June 1, 2020.

The meeting was called to order at 9:02 a.m.

In attendance were committee members Jon Bjork, Jorja Lerner, Todd Maley, Susan Tipton, Dave Phillips, Jason Eells, Tanya McMahon and Dan Panella. A quorum was established.

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

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

Meeting minutes from the May 11, 2020 meeting were reviewed and approved. Bjork/Lerner carried.

PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

COVID-19 & Winery Operations Updates

At this point in time, wineries are not able to open unless food is served with wine. Guidelines for wineries opening without food are supposed to be addressed and expressed to the public in a few days. Governor Newsom has expressed that it will be "days not weeks" before all wineries should be able to open. Wineries should expect to enforce the wearing of face masks, social distancing, and possible reservation-based systems.

2019/2020 SCHEDULED WINERY ROAD SHOWS

Below is the list of Road Shows scheduled for the 2020 year. At this point, the committee has decided to hold off on signing up/paying for events until it is clear that the events will take place.

CA Wine Festival – Santa Barbara (September 11 & 12, 2020)

Breckenridge Wine Classic (September 17-19, 2020)

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

Northwest Food & Wine Festival (November 14, 2020)

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

WINERY CONTRIBUTIONS – ALTERNATIVE REVENUE

Ideas for creating alternative revenue in place of Wine & Chocolate was to be discussed.

Unfortunately, ideas were not presented. The committee concluded that the Lodi Wine & Chocolate event needs to happen to continue supporting the Winery Marketing Committee. Ideas presented for the 2021 Lodi Wine & Chocolate event were:

- Reservation based system
- Only having Wine & Chocolate dinners spread over the course of the weekend (no Saturday or Sunday event)
- Auction element
- In the vineyard experiences

At this point in time, it is difficult for the committee to make decisions regarding any future events until guidelines are introduced by the government regarding events as well as a timeline as to when events can begin.

2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending April 2020 was presented. Most numbers did not change as there has been little activity with events, printing, etc. To date, contribution income is at \$62,425. There are an estimated 8-10 wineries that have not paid their 2019/2020 contributions.

2020-21 Budget Request

A budget request for the 2020-2021 FY was presented. The budget was broken up into three categories: Consumer Promotion which includes wine trail maps, graphic design, advertising, and directional signage, Events & Road Shows which includes Road Show fees, supplies, travel for events and maintenance on Road Show supplies, and Activities Support which includes meeting expenses, office supplies, bank fees and postage.

The proposed budget is:

Consumer Promotion

Maintenance Directional Signs - \$2,500

Wine Trail Maps - \$20,000

Graphic Design - \$15,000

Advertising - \$15,000

Printing & Materials - \$7,500

Public Relations - \$2,000

Events (Roadshows)

Promotional Sponsorship - \$30,000

Supplies & Maintenance - \$30,000

Travel - \$7,500

Activities Support

Meeting Expenses - \$2,500

Office Supplies - \$1,000

Merchant/Bank Fees - \$500

Postage - \$1,500

The proposed budget will now be taken to the Lodi Winegrape Commission board for approval.

REPORTS FROM OTHER COMMITTEES

- 1) Staff reported that the 2020/21 marketing plan has been decided upon and that most ads will be digital with a few interspersed ad placements. A Save the Old Vines campaign will be introduced soon and will potentially start in October/November 2020.
- 2) Staff reported that an Asian Buyers Tours will take place in Lodi in May/June of 2021. Also, a Modern Farmers Series will be introduced by the Commission. Timing is unknown at this point due to COVID.

PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

No public comment.

AGENDA ITEMS FOR FUTURE MEETINGS

No items were requested for future meetings.

SET NEXT MEETING DATE

The next meeting will be at 9 a.m. on Monday, July 6, 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 9:48 a.m.