



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
MEETING NOTICE & AGENDA
Sent and posted December 23, 2019

Date: Monday, January 6, 2020

Time: 9:00am

Place: LWC Conference Room, 2545 West Turner Road, Lodi, CA 95242

The agenda for this meeting is as follows:

- 1) Call to order
- 2) Roll call and establishment of quorum
- 3) Consideration of October 7, 2019 minutes
- 4) Public Comment on Items Appearing on the Agenda (2 min limit per person)
- 5) Brand Lodi – New Campaign
- 6) 2018/2019 Scheduled Winery Road Shows
 - Rancho Mirage (February 28 & 29, 2020)
 - Minnesota Food & Wine Experience (March 7 & 8, 2020)
 - Breckenridge Wine Classic (September 17-19, 2020)
 - Las Vegas Food & Wine Festival (October 2 & 3, 2020)
 - Northwest Food & Wine Festival (November 2020)
 - San Diego Bay Food & Wine Festival (November 13 & 14, 2020)
- 7) Lodi Wine & Chocolate 2020
- 8) Stockton Heat Opportunity (February 29, 2020)
- 9) FY 2019-20 Budget Review to Date
- 10) Report from other LWC Committees
- 11) Public Comment on Items Not Appearing on the Agenda (2 min limit per person)
- 12) Agenda Items for Future Meetings
- 13) Set Next Meeting Date
- 14) Adjourn

Action may be taken on any of the above items. Questions regarding the meeting can be directed to Lodi Wine Country Committee Chairman, Steve Felton (209.810.5258) or 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.* This notice and agenda is available on the internet at www.lodigrowers.com in the Calendar.