



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 May 11, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Monday, May 11, 2020.

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

In attendance were committee members Steve Felton, Jon Bjork, Jorja Lerner, Todd Maley, Susan Tipton, Dave Phillips 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), and Charlene Lange (LangeTwins Winery & Vineyards).

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

Meeting minutes from the April 13, 2020 meeting were reviewed and approved. Felton/Maley carried.

PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

COVID-19 & Winery Operations Updates

The Wine Institute created guidelines for the reopening of wineries. These guidelines have been sent to the governor's office for a response. The Commission emailed these guidelines to all wineries in the weekly email. Stuart Spencer is meeting with Tom Patty with the County Board of Supervisors, tomorrow, May 12 and will let the committee know the outcome of the meeting as well as the outcome of the Wine Institute proposal in June when the committee meets.

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)

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 a Wine & Chocolate opt out fee. The committee also discussed raising the contribution fee for wineries in future years. Due to the COVID-19 crisis, staff feels it is not appropriate to increase contribution for the next fiscal year.

2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending March 2020 was presented. To date, contribution income is at \$59,113. There are an estimated 10-12 wineries that have not paid their 2019/2020 contributions. The net income for Lodi Wine & Chocolate 2020 was \$153,059, less money that in previous years. This is due to the cost of redesigning the Lodi Wine & Chocolate website. In future years, the website will need to be updated (not redesigned) and will be less expensive. Total spent on Road Shows for the 2019/2020 FY is \$28,062. This includes table fee costs, sponsorships, and travel/supplies needed for Road Shows. In meeting expenses, the \$2,127 is mainly related to the hospitality seminar that was hosted in November 2019. The committee discussed the fact that most of the Winery Marketing Committee budget is from the Lodi Wine & Chocolate event. Considering the shutdown due to the COVID-19 epidemic, the committee is concerned that depending on event income could be detrimental to the committee. The committee has asked that all members and staff begin thinking about other ways to bring in income. This will be discussed in the June meeting.

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 was approved; however, the committee may make changes at the next meeting if the committee can find alternative revenue sources. Felton/Bjork carried.

REPORTS FROM OTHER COMMITTEES

- 1) Staff reported that the Lodi Rules program has increased in revenue and increased in revenue.
- 2) Staff reported that a Grower Meeting would take place at the end of May.

PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

No public comment.

AGENDA ITEMS FOR FUTURE MEETINGS

The committee would like the following items to be added to future agendas:

- 1) Income ideas for Winery Marketing Committee instead of (in place of) the Lodi Wine & Chocolate event
- 2) Ideas on how wineries can connect with consumers post COVID-19.

SET NEXT MEETING DATE

The next meeting will be at 9 a.m. on Monday, June 1, 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 9:55 a.m.