



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 July 6, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Monday, July 6, 2020.

The meeting was called to order at 9:07 a.m.

In attendance were committee members Jon Bjork, Todd Maley, and Steve Felton. A quorum was not established.

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

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

Meeting minutes from the June 1, 2020 meeting were reviewed but not approved. Minutes need to be approved at next meeting.

### PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

### COVID-19 & Winery Operations Updates

LangeTwins is not open and will not open until a plan is formed that works well for guests, staff and meets the State of CA requirements. Safety of everyone involved is a priority. Klinker Brick is serving guests outside but reports slow business. Peltier Winery is building an outdoor area and plans to be open for outdoor reservation on July 16<sup>th</sup>.

### 2019/2020 SCHEDULED WINERY ROAD SHOWS

The committee has decided to forgo Road Shows for the rest of the calendar year. The San Diego Bay Food & Wine Festival is the only Road Show that the Commission has paid a participation fee. Staff has reached out and is waiting for an answer regarding cancellation and/or a refund.

LODI WINE & CHOCOLATE – ALTERNATIVES & OPTIONS

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. Staff reports that a survey will be emailed to all wineries involved with the Wine & Chocolate event asking for opinions and alternative ideas regarding event logistics.

2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget was not presented.

FY 2020-21 WINERY CONTRIBUTIONS

Winery contribution packets are being revised and will be emailed and physically mailed in the next couple of weeks. Contribution levels will stay the same.

REPORTS FROM OTHER COMMITTEES

- 1) A Save the Old Vines campaign will be introduced soon and will potentially start in October/November 2020. Merchandise that can be purchased will be part of the campaign.

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, August 2, 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 9:36 a.m.