



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.

GROWER MARKETING COMMITTEE
MEETING NOTICE & AGENDA
Sent and posted November 20, 2020

Date: Monday, November 30, 2020

Time: 2:30pm

Place: Virtually, GoTo Meeting

(Lodi Wine Visitor Center, 2545 West Turner Road, Lodi, CA 95242)

Go-To Meeting via computer, tablet, or smartphone:

<https://global.gotomeeting.com/join/579771501>

You can also dial in using your phone:

Dial In: +1 (646) 749-3122

Access Code: 579-771-501

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The agenda for the meeting is as follows:

- 1) Call to order
- 2) Roll call and establishment of quorum
- 3) Consideration of August 12, 2020 minutes
- 4) Public Comment on Items Appearing on the Agenda (2 min limit per person)
- 5) Lodi Winegrape Commission 30th Anniversary
 - Planning & Discussion
- 6) Marketing & Advertising
 - 2020-21 Marketing Plan Updates
 - Save the Old Vines Campaign Updates (Oct.-Nov. 2020)
 - Spring Storytelling Campaign (March-May 2021)

7) Public Relations

- PR Activities Updates

- a) Lodi Wines Virtual Masterclass with Elaine Brown & SommFoundation (Oct. 14 & 15, 2020)
- b) Lodi Old Vine Wines Virtual Tasting & Discussion (Nov. 10, 2020)
- c) Grower/Buyer Mailing

8) FY 2020-21 Budget

9) Report from other LWC Committees

10) Public Comment on Items Not Appearing on the Agenda (2 min limit per person)

11) Agenda Items for Future Meetings

12) Set Next Meeting Date

13) Adjourn

Action may be taken on any of the items listed above. Questions regarding the meeting should be directed to Grower Marketing Committee Chair, Kendra Altnow (209.403.8500) or Executive Director 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.* Notices and agendas for upcoming Commission meetings are available on the internet at www.lodigrowers.com in the Calendar.