



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 February 19, 2021

The Lodi Winegrape Commission will hold a public meeting as follows:

**Date:** Wednesday, March 3, 2021

**Time:** 2:30pm

**Place:** Virtually, GoTo Meeting

**Join GoTo Meeting:** <https://global.gotomeeting.com/join/154657781>

**Dial In:** +1 (646) 749-3112

**Access Code:** 154-657-781

**Get the App:** <https://global.gotomeeting.com/install/154657781>

The agenda for the meeting is as follows:

1. Call to order
2. Roll call and establishment of quorum
3. Review and approval of January 19, 2021 minutes
  - *Action Item*
4. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
5. Marketing & Advertising
  - Spring "The People & The Place" Campaign Updates (April-May 2021)
  - FY 2021-22 Pre-Planning
6. Public Relations
  - LODI RULES Virtual Masterclass with Elaine Brown (May 2021)
7. FY 2020-21 Budget
8. Report from other committees
9. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)
10. Agenda Items for Future Meetings

11. Set Next Meeting Date

12. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Questions regarding the meeting should be directed to committee chair Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727). Persons with disabilities needing special accommodation should contact Stuart Spencer, Executive Director at 209-367-4727 or [stuart@lodiwine.com](mailto:stuart@lodiwine.com) at least five days prior to the meeting. This notice and agenda is available on the internet in Upcoming Meetings and Events on [www.lodigrowers.com](http://www.lodigrowers.com).