



WINERY MARKETING COMMITTEE
MEETING MINUTES
February 9, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30pm on Tuesday, February 9, 2021.

The meeting was called to order at 2:36pm.

In attendance were committee members Steve Felten, Jon Bjork, Todd Maley, Dan Panella, Jason Eells, and Jeremy Trettevik. A quorum was established.

Others present was Nancy Beckman (Visit Lodi!).

Staff present were Stuart Spencer, Jenny Heitman, Gabriella Goode, and Katie Crippen.

Meeting minutes from the January 11, 2021 meeting were reviewed and approved. Panella/Bjork carried. (Exhibit A)

Public Comments on Items Appearing on the Agenda

No public comments.

Covid-19 & Winery Operations Updates

California's Regional Stay at Home Ordered ended on January 25, 2021, at which time all counties returned to specified tiers under the Blueprint for a Safer Economy.

Attending wineries provided an update on current tasting room operations. Klinker Brick reported that Super Bowl Sunday was slow as usual, but that Saturday's business was good. Jeremy Wine Co. reported that it is nice to be open again. Oak Farm reported that Super Bowl Sunday of 2021 was better than year's past. As well, that tasting room business and traffic is beginning to pick back up to pre-pandemic levels.

Winery Marketing Committee Strategy & Ideas – Community Benchmark

Staff reported they will be following up to confirm the rates for Community Benchmark. Staff recommended beginning with the program now – even amidst ongoing closures – for the purpose of being able to compare data as business slowly increases over the coming year or more.

2020/2021 Scheduled Winery Road Shows

There are currently no winery road shows scheduled for 2021. Staff continues to communicate with organizers of FOOD & WINE Classic in Aspen regarding the 2021 event which was rescheduled to September 10-12, 2021. Additionally, staff remains in touch with organizers of the San Diego Bay Food & Wine Festival regarding a refund of 2020 participation fees.



Lodi Wine & Chocolate 2021

Staff reported that they had had a recent demonstration of CellarPass' updated functionality and capabilities with regards to managing ticketing for a passport-style event. Overall, staff was pleased with the program. The committee discussed options for dates for the 2021 event. The dates of Saturday and Sunday, May 15 and 16, 2021 were set. The committee also discussed the timeframe for the event as well as reservation beginning and ending times for guests. Staff recommended four reservation timeframes per Saturday and Sunday to which the committee agreed would be best. A sub-committee of Winery Marketing Committee members and local tasting room management will meet on Monday, February 22, at 2:00pm to discuss actual reservation beginning and ending times. The committee agreed that hosting the Friday evening dinner experiences in 2021 would not be possible.

2020-21 Year-to-Date Budget Review

A budget was not presented.

Reports from Other Committees

Lodi Rules – Total acres of vineyards certified is 55,000. The committee is currently working to update the PEAS Model and will be beta testing with a selection of growers.

Research Education Committee – Per approval from the Board of Directors, the Lodi Winegrape Commission will hire a Viticulture Research Specialist to help plan, conduct, analyze, and communicate the results of on-farm vineyard trials around topics of importance to Lodi growers (such as rootstock selection). The position has been posted and interviews are currently being conducted.

Public Comment on Items not Appearing on the Agenda

Winegrape Commission Re-Election – 2021 is re-election year for the Winegrape Commission. Ballots will be sent out in March 2021.

Annual Report – Staff is currently putting together the Annual Report for 2020. It is expected to mail out in March 2021.

LWC Staff Changes – Staff reported that Jeremy Bowe had recently resigned from his position as the Lodi Wine Visitor Center Manager and Wine Club Director. Jeremy had served this position for 10 years. Staff will seek to find a replacement in the coming weeks.

Agenda items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting will be at 2:30pm on Monday, March 8, 2021.



Adjourn

The meeting was adjourned at 3:42pm

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).



WINERY MARKETING COMMITTEE
MEETING MINUTES
January 11, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30pm on Monday, January 11, 2021.

The meeting was called to order at 2:32pm.

In attendance were committee members Steve Felten, Jon Bjork, Todd Maley, Jorja Lerner, Dan Panella, Jason Eells, Tanya McMahan, and Jeremy Trettevik. A quorum was established.

Others present were Nina Schatz (Peltier Winery), Tom Hoffman (Heritage Oak Winery), Leslie Bloudoff (Nostra Vita Winery), and John Keleher (Community Benchmark).

Staff present were Stuart Spencer, Jenny Heitman, Gabriella Goode and Katie Crippen.

Meeting minutes from the December 15, 2020 meeting were reviewed and approved. Bjork/Felten carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Covid-19 & Winery Operations Updates

Attending wineries provided an update on current tasting room operations. Effective December 7, all tasting operations have closed due to the regional stay at home order. Macchia is trying to stay engaged with the customers by sending emails weekly while the tasting room is closed. Oak Farm reported they are open for club members only and says their new strategy for email marketing is to discount the shipping rather than the wine. The committee commented that more and more businesses are re-opening in the area because they cannot continue to keep their doors shut.

2020/2021 Scheduled Winery Road Shows

There are currently no winery road shows scheduled for 2021. Staff continues to communicate with organizers of FOOD & WINE Classic in Aspen regarding the 2021 event which was rescheduled to September 10-12, 2021. Additionally, staff remains in touch with organizers of the San Diego Bay Food & Wine Festival regarding a refund of 2020 participation fees.

Lodi Wine & Chocolate 2021 – Alternatives & Options



Staff reported that they have been working with CellarPass to set up ticketing based on the proposed restructure of the 2021 event from visitation at will to reservation-only based visitation. The committee agreed to postpone the 2021 event to May, likely replacing Row x Row Festival which will be forced to cancel due to current guidelines and closures.

2020-21 Year-to-Date Budget Review

A budget for period ending November 2020 was presented. Assessments and contributions are coming in lighter this year. Largest expenditures fall under the directional signage maintenance for the installation of the new Lodi Wine branded toppers. There is also a post which needs to be reinstalled.

Reports from Other Committees

Research Education Committee – Per approval from the Board of Directors, the Lodi Winegrape Commission will hire a Viticulture Research Specialist to help plan, conduct, analyze, and communicate the results of on-farm vineyard trials around topics of importance to Lodi growers (such as rootstock selection). The position will be posted in the coming weeks.

Public Comment on Items not Appearing on the Agenda Winegrape Commission 30th Anniversary

Staff reported that a large-scale anniversary celebration would not be possible in the coming months due to current guidelines and closures. Staff is currently considering hosting several, limited-attendance meetings at Lodi wineries during the month of March 2021 for purpose of presenting the Commission's annual report. A large-scale anniversary celebration will likely take place in the fall of 2021.

Community Benchmark

John Keleher of Community Benchmark presented the committee with options for a region-wide DTC data aggregator. If implemented, the system would provide the Commission and wineries in the region track the business success of their tasting room and wine club sales relative to the entire region. There is an annual program fee of \$9,499 plus a \$150 set-up fee per winery. The committee debated whether this program would be more effective if implemented after current tasting room closures were lifted. The committee requested feedback from other regional associations prior to deciding on whether to implement the program. Staff will follow up with these associations and report feedback to the committee.

Agenda items for Future Meetings

The committee requested that Community Benchmark be added to the agenda for the next meeting.

Set Next Meeting Date

The next meeting will be at 2:30pm on Tuesday, February 9, 2021.



Adjourn

The meeting was adjourned at 3:52pm

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).