



WINERY MARKETING COMMITTEE
MEETING MINUTES
March 8, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30pm on Monday, March 8, 2021.

The meeting was called to order at 2:34pm.

In attendance were committee members Jon Bjork, Dan Panella, and Jeremy Trettevik. A quorum was not established.

Others present was Nancy Beckman (Visit Lodi!), Nina Schatz (Peltier Winery), Tom Hoffman (Heritage Oak Winery), Julie Coldani (Calivines), and Katelyn Drummond (Calivines).

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

Meeting minutes from the February 9, 2021 meeting were reviewed but not approved due to lack of quorum. Minutes will need to be approved at the next meeting. (Exhibit A)

Public Comments on Items Appearing on the Agenda

No public comments.

Covid-19 & Winery Operations Updates

Vaccinations are available for tier 1B in San Joaquin from tasting room to office staff. Peltier reported that Safeway in Lodi was vaccinating those in who fall under tier 1B on Tuesdays and Wednesdays. Staff reported that they were working with the Lodi District Grape Growers and LangeTwins to organize a clinic to vaccinate farmworker employees.

Winery Marketing Committee Strategy & Ideas

The committee agreed to begin discussion for marketing tactics and ideas to drive new business to the region. The committee agreed to focus on local and state consumer markets versus out-of-state or international for the near future.

Lodi Wine & Chocolate 2021

This year's events will be hosted Saturday and Sunday, May 15 and 16, 2021. The timeframe has been set to be hosted during the hours of 11:00am – 4:30pm. This will allow for one hour of tasting, and thirty minutes of sales, clean up and travel time between tasting reservations. Staff reports launching ticket sales in April and working with the Honey Agency in regard to messaging, website updates, and deliverables.



2020-21 Year-to-Date Budget Review

A budget for period ending December 2020 was presented. There were no questions. (Exhibit B)

Reports from Other Committees

Lodi Rules – The committee will work with staff to organize a LODI RULES Masterclass in collaboration with SommFoundation. The format of the class will be like the recent Lodi Wine Masterclass in October 2020. Writer and educator Elaine Brown will be approached to moderate a panel of Lodi growers.

Grower Marketing Committee – Staff reported that planning had begun for the spring storytelling paid advertising campaign. The spring campaign will span 6-8 weeks, kicking off at the beginning of April, and will be largely digital. The primary goal of the spring campaign will be to deepen our audience’s connection to the brand by telling the stories of people and place. Developed illustrated stories and new grower photographs and interviews will be utilized.

Public Comment on Items not Appearing on the Agenda

LWC Staff Changes – Staff reported that Paul Marsh had recently started as the new Lodi Wine Visitor Center Manger and Wine Club Director.

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, April 12, 2021.

Adjourn

The meeting was adjourned at 3:13pm.

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
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).

LODI WINEGRAPE COMMISSION
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>REVENUE TO DATE</u>	<u>%</u>
4120	Assessments	\$1,605,285.00	\$845,700.96	52.68%
4160	Winery Contributions	\$85,000.00	\$50,250.00	59.12%
4162	Event Revenue	\$270,000.00	\$0.00	0.00%
4122	Lodi Rules Licensing Fees	\$49,500.00	\$54,746.40	110.60%
4131	Grant Income	\$0.00	\$0.00	#DIV/0!
4130	Interest	\$1,000.00	\$413.69	41.37%
4150	Other Income (Sponsorship)	\$10,000.00	\$998.45	9.98%
	Subtotal Commission Revenue	\$2,020,785.00	\$952,109.50	47.12%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$65,906.35	31.35%
4148	Rent	\$48,051.91	\$24,023.40	49.99%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$89,929.75	34.82%
	Total Revenue	\$2,279,046.79	\$1,042,039.25	45.72%
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	Grower Marketing	\$730,950.00	\$382,756.90	52.36%
	Winery Marketing	\$135,000.00	\$16,136.15	11.95%
	Research, Education & Communication	\$154,700.00	\$29,861.27	19.30%
	Lodi Rules	\$49,500.00	\$1,541.41	3.11%
	Admin & Personnel	\$904,270.86	\$424,439.80	46.94%
	Visitor Center Sponsorship	\$75,000.00	\$37,500.00	50.00%
	Subtotal Commission Expenditures	\$2,049,420.86	\$892,235.53	43.54%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$89,929.75	34.82%
	Subtotal CWEF Expenditures	\$258,261.79	\$89,929.75	34.82%
	Total Expenditures	\$2,307,682.65	\$982,165.28	42.56%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	\$59,873.97	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Industry, Trade & Consumer Promotion</u>			
6100	Graphic Design (Advertising Design)	\$50,000.00	\$80,580.59	161.16%
6110	Advertising (Paid Media)	\$350,000.00	\$150,529.18	43.01%
6120	Printing & Materials	\$30,000.00	\$14,077.77	46.93%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$245,187.54	57.02%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$12,500.00	41.67%
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%
6150	Community Sponsorship	\$6,000.00		0.00%
6160	Trade Shows	\$3,200.00		0.00%
	Promotional Events & Activities Expenditures	\$49,200.00	\$17,500.00	35.57%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$39,000.00	50.00%
6098	Supplies	\$3,000.00	\$495.62	16.52%
6130	Public Relations Activities	\$75,000.00	\$26,854.16	35.81%
6132	Lodi Wine Blog	\$72,000.00	\$39,000.00	54.17%
6170	Wine Purchases	\$1,500.00	\$994.04	66.27%
	Public Relations Expenditures	\$229,500.00	\$106,343.82	46.34%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$5,864.74	195.49%
6060	Website - Internet	\$10,000.00	\$7,838.66	78.39%
6076 & 6080	Travel	\$7,500.00	\$22.14	0.30%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$13,725.54	61.69%
	Total Expenditures	\$730,950.00	\$382,756.90	52.36%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00	\$15,055.69	602.23%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$810.00	5.40%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$165.69	2.21%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$16,031.38	25.86%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$30,000.00		0.00%
6070.2 & 6098	Supplies & Maintenance	\$30,000.00		0.00%
6076 & 6080	Travel	\$7,500.00	\$5.18	0.07%
	Events Expenditures	\$67,500.00	\$5.18	0.01%
	<u>Activities Support</u>			
6221	Meeting Expenses	\$2,500.00		0.00%
6033	Office Supplies	\$1,000.00		0.00%
6090	Merchant/Bank Fees	\$500.00		0.00%
6035	Postage	\$1,500.00	\$99.59	6.64%
	Activities Support Expenditures	\$5,500.00	\$99.59	1.81%
	Total Expenditures	\$135,000.00	\$16,136.15	11.95%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Outreach & Education</u>			
6033 & 6098	Supplies	\$2,000.00	\$27.22	1.36%
6070.2	Maintenance - Cleaning	\$400.00	\$12.00	3.00%
6076 & 6080	Travel	\$10,000.00	\$271.98	2.72%
6130	Public Relations	\$1,000.00	\$327.74	32.77%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$500.00	\$295.00	59.00%
6220	Grower Meetings & Socials	\$16,000.00	\$2,746.80	17.17%
6221	LWC Meeting Expenses	\$1,200.00	\$52.86	4.41%
6250	Membership/Dues	\$3,000.00	\$1,430.00	47.67%
6255	Subscriptions	\$1,500.00	\$1,493.80	99.59%
6266	Weather Services	\$30,000.00	\$8,364.00	27.88%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	<u>\$54,200.00</u>	<u>\$15,021.40</u>	<u>27.71%</u>
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$3,463.65	34.64%
6060	Website/Internet	\$5,000.00	\$1,149.89	23.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$462.50	5.78%
6120	Printing & Materials	\$2,500.00	\$767.27	30.69%
6210	Publications	\$30,000.00	\$4,832.58	16.11%
	Communications Expenditures	<u>\$65,500.00</u>	<u>\$10,675.89</u>	<u>16.30%</u>
	<u>Research</u>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$15,000.00	\$4,163.98	27.76%
	Research Expenditures	<u>\$35,000.00</u>	<u>\$4,163.98</u>	<u>11.90%</u>
	Total REC Expenditures	<u>\$154,700.00</u>	<u>\$29,861.27</u>	<u>19.30%</u>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
 LODI RULES
 2020-2021 BUDGET
 AS OF DECEMBER 31, 2020

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Communications, Marketing & Promotions</u>			
6060	Website/Internet	\$2,000.00		0.00%
6100	Graphic Design	\$3,000.00	\$395.00	13.17%
6120	Printing & Materials	\$2,000.00	\$110.49	5.52%
6130	Public Relations	\$8,600.00		0.00%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$10,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$654.00	7.27%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$1,159.49	3.30%
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	\$7,200.00	\$0.00	0.00%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00	\$325.00	27.08%
6033 & 6098	Supplies	\$300.00		0.00%
6035	Postage/Shipping	\$700.00	\$56.92	8.13%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	Activities Support Expenditures	\$7,200.00	\$381.92	5.30%
	Total Expenditures	\$49,500.00	\$1,541.41	3.11%

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

DEPARTMENT: ADMINISTRATION				
ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$257,444.19	47.32%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$57,668.51	43.05%
	Personnel Expenditures	\$678,002.00	\$315,112.70	46.48%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	\$1,415.52	8.85%
6033	Office Supplies	\$12,000.00	\$3,947.67	32.90%
6035	Postage	\$2,000.00	\$784.12	39.21%
6040	Rent	\$75,474.86	\$37,575.12	49.78%
6041	Offsite Storage	\$5,136.00	\$2,702.00	52.61%
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$6,460.67	71.79%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$3,349.00	51.52%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$337.94	33.79%
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%
	Office Expenditures	\$129,310.86	\$58,711.66	45.40%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$2,357.51	47.15%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%
6099	CDFA Charges	\$40,000.00	\$13,489.03	33.72%
	Professional Fees Expenditures	\$66,000.00	\$36,393.54	55.14%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00	\$11,607.90	50.00%
6070.4	Copier/Lease	\$3,742.00	\$1,870.56	49.99%
	Information Technology Expenditures	\$28,958.00	\$13,478.46	46.54%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$4.03	1.61%
6221	LWC Meeting Expenses	\$1,000.00	\$180.41	18.04%
6250	Dues	\$250.00	\$559.00	223.60%
	Other Admin Expenditures	\$2,000.00	\$743.44	37.17%
	Total Expenditures	\$904,270.86	\$424,439.80	46.94%

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$53,387.76	30.85%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$12,518.59	33.72%
	Personnel Expenditures	\$210,209.88	\$65,906.35	31.35%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$24,023.40	49.99%
	Office Expenditures	\$48,051.91	\$24,023.40	49.99%
	Total Visitor Center Expenditures	\$258,261.79	\$89,929.75	34.82%