



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
MEETING NOTICE & AGENDA
Sent and posted May 28, 2021

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

Date: Tuesday, June 8, 2021

Time: 2:30PM

Place: Lodi Wine Visitor Center, 2545 West Turner Road, Lodi, CA, 95242

Join Zoom Meeting

<https://zoom.us/j/97643250574?pwd=YklixUWdMZk8rSDV0TIZVNXM2MG9pQT09>

Meeting ID: 976 4325 0574

Passcode: 999036

One tap mobile

+16699006833,,97643250574#,,,,*999036# US (San Jose)

+12532158782,,97643250574#,,,,*999036# US (Tacoma)

Dial by your location

+1 669 900 6833 US (San Jose)

The agenda for the meeting is as follows:

1. Call to order
2. Roll call and establishment of quorum
3. Review and approval of May 11, 2021 minutes
 - *Action Item*
4. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
5. Winery Marketing Committee Strategy & Ideas
 - Community Benchmark
 - Strategic Planning

6. 2021 Lodi Wine & Chocolate Recap (May 2021)
7. 2021 Celebrate Rosé (June 12 & 13, 2021)
8. FY 2020-21 Budget Review
9. FY 2021-22 Budget
10. Reports from other LWC Committees
11. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)
12. Agenda Items for Future Meetings
13. Set Next Meeting Date
14. 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 Chairman Steve Felten (209-810-5258) 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 at least five days prior to the meeting. Notices and agendas for upcoming Commission meetings are available on the internet at <https://www.lodigrowers.com/commission/agendas-minutes/>.