



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 June 29, 2021

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

Date: Tuesday, July 13, 2021

Time: 2:30PM

Place: Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA, 95242

Join Zoom Meeting

<https://zoom.us/j/8702140765?pwd=QnhZQWVHeGhaWDIZMzJdT2JuNHJrZz09>

Meeting ID: 870 214 0765

Passcode: 938993

One tap mobile

+16699006833,, 8702140765#,,,, *938993# US (San Jose)

+13462487799,, 8702140765#,,,, *9389936# US (Houston)

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 June 8, 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 Celebrate Rosé Recap (June 12 & 13, 2021)
7. FY 2020-21 Budget Review
8. Reports from other LWC 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 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/>.