



WINERY MARKETING COMMITTEE
MEETING MINUTES
May 11, 2021

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

The meeting was called to order at 2:50pm.

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

Others present were Nina Schatz (Peltier Winery) and Tom Hoffman (Heritage Oak Winery).

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

Meeting minutes from the April 12, 2021 were reviewed and approved. Eells/McMahan carried. (Exhibit A)

Public Comments on Items Appearing on the Agenda

No public comments.

Covid-19 & Winery Operations Updates

San Joaquin county is behind on vaccinations. To combat this, San Joaquin County Public Health Services (PHS) is offering free, on-site COVID-19 vaccination clinics which can accommodate small groups (25 or less) to large groups (up to 400+) at any site which best fits a business' needs. Employees of the business may also invite family or friends.

Winery Marketing Committee Strategy & Ideas

The committee discussed current engagement levels of winery members. Opinion is that current engagement is low. The committee discussed conducting a strategic planning session for the Lodi winery community. The goal would be to get owners, vested employees, and other key members of the community to create priorities surrounding the promotion of the winery community. These priorities would be used by staff as a roadmap to develop objectives and initiatives over the next 3-5 years.

Lodi Wine & Chocolate 2021

This year's event will be hosted Saturday and Sunday, May 15 and 16, 2021, from 11:00am to 4:30pm. This will allow for one hour of tasting and thirty minutes of sales, clean up, and travel time between tasting reservations. Staff reported that 514 tickets



were sold. Staff speculates there are a variety of reasons why sales are lower than expected including time of year, fears surrounding COVID-19, lack of winery participation, reservation-only format, etc. In addition to surveying event attendees, staff plans to survey past event attendees as to their reason for not attending.

Celebrate Rosé 2021

The inaugural event will be hosted Saturday and Sunday, June 12 and 13, 2021, from 11:00am to 4:45pm each day. Currently, we have 19 participating wineries. The event will be reservation only. Guests will have the opportunity to schedule up to five 45-minute tasting reservations per day. Thirty minutes between each tasting will allow for sales, clean up, and travel between tasting reservations. Two-day tickets are \$25 per person and will go on sale Monday, May 17, at 12:00 noon.

2020-21 Year-to-Date Budget Review

A budget for period ending January 2021 was presented. There were no questions. (Exhibit B)

Reports from Other Committees

Lodi Rules Committee – The committee will be partnering with SommFoundation to host a virtual masterclass highlighting LODI RULES. Elaine Brown will be moderating a panel of Lodi growers which includes Madelyn Kolber, Phil Abba, Aaron Lange, and Kevin Phillips.

Grower Marketing Committee – Staff reported the launch of Lodi’s “The People & The Place” spring campaign. The campaign is being supported by a paid partnership with Wine Enthusiast, who has created a gallery of our story illustrations. WE will be supporting the gallery with paid social posts and digital advertisements. LodiWine.com has seen updates to its current About page which now directs visitors to one of two new pages – People and Place. The Place page includes detailed information on Lodi’s terroir (climate, topography, and soils), viticultural areas, old vines, diverse varieties, sustainable viticulture and LODI RULES, and history. It also includes two story illustrations which were developed during the initial Lodi Wine branding process. The People page features two story illustrations as well as a library of grower and producer portraits and profiles. This library will be an ongoing project. Story illustrations and grower and producer portraits and profiles will be featured throughout the campaign on Lodi’s social media channels and e-newsletters.

Public Comment on Items not Appearing on the Agenda

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

The committee would like to discuss hosting an all-winery meeting after Wine & Chocolate. Staff will need to present the 2021-22 budget request next meeting.



Set Next Meeting Date

The next meeting will be held at 2:30pm on Tuesday, June 8, 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).



WINERY MARKETING COMMITTEE
MEETING MINUTES
April 12, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30pm on Monday, April 12, 2021.

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

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

Others present were Nina Schatz (Peltier Winery) and Tom Hoffman (Heritage Oak Winery).

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

Meeting minutes from the February 9, 2021, and March 8, 2021, meetings were reviewed and approved. Trettevik/Maley carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Covid-19 & Winery Operations Updates

The committee reported that business is booming but is wondering how long it will last. Trettevik reported that business was going well; he would not be returning to bar tastings. Committee members expressed how pleased they have been with sit-down tasting experiences at their individual wineries. These sit-down experiences allow customers more time to relax. Sales have also been up with the implementation of sit-down tastings. One of the biggest challenges currently being faced by wineries is a lack of available staffing. Many former employees are making more money on unemployment than they would at work and so are reluctant to return.

Winery Marketing Committee Strategy & Ideas

The committee discussed current engagement levels of winery members. Opinion is that current engagement is low. For example, only 20 wineries have decided to participate in this year's Wine & Chocolate. This number is down from 30 who had expressed interest in fall of 2020. Even with different reasons for not wanting to participate we as a committee need to figure out how to explain the bigger picture to the community. Trettevik commented that we need to get back on the same page, as a community we need to have a unified presence to sell Lodi wines. Felten brought forth the idea of bringing it to a centralized location versus at each individual winery and suggested re-evaluating the whole event and if it is still needed. Staff commented that



we need owners and tasting room staff to be on the same page because each individual's winery staff influences the owner's decision to participate or not. 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 event will be hosted Saturday and Sunday, May 15 and 16, 2021, from 11:00am to 4:30pm. This will allow for one hour of tasting and thirty minutes of sales, clean up, and travel time between tasting reservations. Staff reported that ticket sales will launch within the week and that the SF Chocolate Factory is returning as partner.

Celebrate Rosé 2021

Staff reported the planning on Celebrate Rosé but wanted input from the committee on the format, if following similarly to how we are hosting Lodi Wine & Chocolate or if it should be previous passport style format. This year's events will be hosted Saturday and Sunday, June 12 and 13, 2021. The timeframe has not been set. Staff reported that tickets will launch after Wine & Chocolate and are currently working to create a postcard and promotional graphics.

2020-21 Year-to-Date Budget Review

A budget for period ending January 2020 was presented. There were no questions.

Reports from Other Committees

Lodi Rules Committee – The committee will be partnering with SommFoundation to host a virtual masterclass highlighting LODI RULES. Elaine Brown will be moderating a panel of Lodi growers which includes Madelyn Kolber, Phil Abba, Aaron Lange, and Kevin Phillips.

Grower Marketing Committee – Staff reported the recent Save the Old campaign continues to garner recognition. The committee is currently discussing ways to activate the program in winery tasting rooms.

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

The committee would like to discuss hosting an all-winery meeting after Wine & Chocolate.

Set Next Meeting Date

The next meeting will be held at 2:30pm on Tuesday, May 11, 2021.



Adjourn

The meeting was adjourned at 3:30pm.

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 JANUARY 31, 2021

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$1,283,270.26	79.94%
4160	Winery Contributions	\$85,000.00	\$61,125.00	71.91%
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	\$476.18	47.62%
4150	Other Income (Sponsorship)	\$10,000.00	\$1,100.45	11.00%
	Subtotal Commission Revenue	\$2,020,785.00	\$1,400,718.29	69.32%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$76,006.11	36.16%
4148	Rent	\$48,051.91	\$28,027.30	58.33%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$104,033.41	40.28%
	Total Revenue	\$2,279,046.79	\$1,504,751.70	66.03%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$416,167.92	56.94%
	Winery Marketing	\$135,000.00	\$17,599.50	13.04%
	Research, Education & Communication	\$154,700.00	\$41,629.11	26.91%
	Lodi Rules	\$49,500.00	\$2,736.84	5.53%
	Admin & Personnel	\$904,270.86	\$498,108.17	55.08%
	Visitor Center Sponsorship	\$75,000.00	\$43,750.00	58.33%
	Subtotal Commission Expenditures	\$2,049,420.86	\$1,019,991.54	49.77%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$104,033.41	40.28%
	Subtotal CWEF Expenditures	\$258,261.79	\$104,033.41	40.28%
	Total Expenditures	\$2,307,682.65	\$1,124,024.95	48.71%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	\$380,726.75	

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

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	\$157,792.18	45.08%
6120	Printing & Materials	\$30,000.00	\$14,100.03	47.00%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$252,472.80	58.71%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$15,000.00	50.00%
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	\$20,000.00	40.65%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$45,500.00	58.33%
6098	Supplies	\$3,000.00	\$495.62	16.52%
6130	Public Relations Activities	\$75,000.00	\$27,527.35	36.70%
6132	Lodi Wine Blog	\$72,000.00	\$48,000.00	66.67%
6170	Wine Purchases	\$1,500.00	\$994.04	66.27%
	Public Relations Expenditures	\$229,500.00	\$122,517.01	53.38%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$12,400.30	413.34%
6060	Website - Internet	\$10,000.00	\$8,740.66	87.41%
6076 & 6080	Travel	\$7,500.00	\$37.15	0.50%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$21,178.11	95.18%
	Total Expenditures	\$730,950.00	\$416,167.92	56.94%

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

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<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	\$2,260.00	15.07%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$179.04	2.39%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$17,494.73	28.22%
	<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	\$17,599.50	13.04%

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

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	\$502.74	50.27%
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	\$2,791.80	17.45%
6221	LWC Meeting Expenses	\$1,200.00	\$91.07	7.59%
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	\$9,758.00	32.53%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	<u>\$54,200.00</u>	<u>\$16,673.61</u>	<u>30.76%</u>
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$3,463.65	34.64%
6060	Website/Internet	\$5,000.00	\$1,199.89	24.00%
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	\$802.89	32.12%
6210	Publications	\$30,000.00	\$4,862.59	16.21%
	Communications Expenditures	<u>\$65,500.00</u>	<u>\$10,791.52</u>	<u>16.48%</u>
	<u>Research</u>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%
6330	Winegrape Research	\$15,000.00	\$4,163.98	27.76%
	Research Expenditures	<u>\$35,000.00</u>	<u>\$14,163.98</u>	<u>40.47%</u>
	Total REC Expenditures	<u>\$154,700.00</u>	<u>\$41,629.11</u>	<u>26.91%</u>

RESEARCH, EDUCATION, COMMUNICATION

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

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	\$39.34	1.97%
6100	Graphic Design	\$3,000.00	\$871.66	29.06%
6120	Printing & Materials	\$2,000.00	\$119.40	5.97%
6130	Public Relations	\$8,600.00		0.00%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$10,000.00	\$428.10	4.28%
6220	Grower Meetings & Seminars	\$9,000.00	\$878.39	9.76%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$2,336.89	6.66%
	<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	\$74.95	10.71%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	Activities Support Expenditures	\$7,200.00	\$399.95	5.55%
	Total Expenditures	\$49,500.00	\$2,736.84	5.53%

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

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$300,904.71	55.31%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$69,667.05	52.00%
	Personnel Expenditures	\$678,002.00	\$370,571.76	54.66%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	\$1,989.12	12.43%
6033	Office Supplies	\$12,000.00	\$5,009.79	41.75%
6035	Postage	\$2,000.00	\$784.12	39.21%
6040	Rent	\$75,474.86	\$43,837.64	58.08%
6041	Offsite Storage	\$5,136.00	\$3,171.00	61.74%
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$7,659.28	85.10%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$3,799.00	58.45%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$465.61	46.56%
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%
	Office Expenditures	\$129,310.86	\$68,855.18	53.25%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$2,766.26	55.33%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%
6099	CDFA Charges	\$40,000.00	\$18,839.10	47.10%
	Professional Fees Expenditures	\$66,000.00	\$42,152.36	63.87%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00	\$36.34	1.82%
6070.1	IT Services	\$23,216.00	\$13,542.55	58.33%
6070.4	Copier/Lease	\$3,742.00	\$2,182.32	58.32%
	Information Technology Expenditures	\$28,958.00	\$15,761.21	54.43%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$6.91	2.76%
6221	LWC Meeting Expenses	\$1,000.00	\$201.75	20.18%
6250	Dues	\$250.00	\$559.00	223.60%
	Other Admin Expenditures	\$2,000.00	\$767.66	38.38%
	Total Expenditures	\$904,270.86	\$498,108.17	55.08%

LODI WINEGRAPE COMMISSION

CWEF

2020-2021 BUDGET

AS OF JANUARY 31, 2021

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	\$61,141.62	35.33%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$14,864.49	40.03%
	Personnel Expenditures	\$210,209.88	\$76,006.11	36.16%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$28,027.30	58.33%
	Office Expenditures	\$48,051.91	\$28,027.30	58.33%
	Total Visitor Center Expenditures	\$258,261.79	\$104,033.41	40.28%