



WINERY MARKETING COMMITTEE
MEETING MINUTES
June 8, 2021

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

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

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

Others present were Nancy Beckman (Visit Lodi!), 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 May 11, 2021 meeting were reviewed and approved. Bjork/Lerner carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Community Benchmark – The Winery Marketing Committee contracted with Community Benchmark to provide sales and visitation benchmarking data for the Lodi region. The service anonymously collects sales and visitor data from all participating wineries monthly. The wineries can then compare their data to comparable wineries within the region to measure their progress. The service can also identify areas that wineries need help with and design educational programming to address it. The service provides regional statistics to the Commission to measure how tourism and DTC sales are growing over time. The launch event for the Lodi Wine region is taking place Thursday, June 17, at 10:00am during which time wineries may opt to claim an account.

Strategic Planning – The Commission has contracted with Solterra Strategies to lead our winery community through a strategic plan. Solterra assisted the Commission with our plan several years ago. The winery community needs a reset as the business has significantly changed and evolved over the past couple years. We need to make sure the events, activities and programming serve the long-term needs of our developing winery community and our relevant to today's challenges. We also need to reengage the owners and principals in moving Lodi forward.



Lodi Wine & Chocolate 2021

This year's event was hosted Saturday and Sunday, May 15 and 16, 2021, from 11:00am to 4:30pm. This allowed for one hour of tasting and thirty minutes of sales, clean up, and travel time between tasting reservations. In 2021, a total of 514 consumers attended the event. There was a total of approximately 1,100 tickets available. Following the event, staff surveyed three groups: event attendees, participating wineries, and past event attendees (did not attend in 2021). Event attendees liked the intimate or small group tastings, smaller crowds, and being able to meet the winery owners/staff. Event attendees did not like the smaller number of participating wineries, the reservation-based format, lack of chocolate offerings or pairings, and lack of enthusiasm or service from some of the participating wineries. Reasons for not attending the 2021 event included: dislike of the reservation-based format, being out of town or having other plans, uncomfortable attending due to COVID, and unhappiness over smaller number of participating wineries.

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 20 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. Ticket sales closed today, June 8, at 12:00pm. A total of 241 tickets out of approximately 500 were sold.

Winery Mixers

The committee suggested bringing back winery mixers with the state reopening as of June 15. Staff will reach out to wineries who were not able to host a mixer in 2020.

2020-21 Year-to-Date Budget Review

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

Reports from Other Committees

Lodi Rules Committee – The committee partnered with SommFoundation to host a virtual masterclass highlighting LODI RULES. Elaine Brown moderated a panel of Lodi growers which included Madelyn Kolber, Phil Abba, Aaron Lange, and Kevin Phillips. The virtual event was attended by approximately 115 trade and/or media.

REC Committee – The Commission along with Delta College, Lodi Unified, and San Joaquin A+ were recently awarded a \$200,000 Genentech Foundation grant to design a new, innovative high school program that provides Lodi student access to a dual enrollment and CTE curriculum to prepare students for a variety of professional careers within the winegrowing and hospitality industries. (Money will flow through San Joaquin A+), and Stephanie will serve as the point person on the steering committee guiding the project. One of the initial steps is assessing the breadth of ag education in SJ County and how that can be leverage for greater benefit. One key tenet of the planning is



connecting our educational institutions with the ag industry for more effective programming, class work, internships and mentorship opportunities.

Grower Marketing Committee – Ripple effects from our fall “Save the Old Vines” advertising campaign continue to extend into opportunities for outreach with trade and media audiences. Stuart Spencer recently spoke on Lodi’s leadership in old vine preservation on March 24 at the first The Old Vine Conference. The conference was started by Sarah Abbott MW, Tim Atkin MW, and Dr. Jamie Goode with the goals of building a global wine category for old vine wines and ensuring old vine vineyards a valued and enduring place within the global wine industry. The committee has discussed expanding on this program for 2021-22. Ideas include building a database of old vine grape buyers and mapping Lodi’s old vine vineyards.

Public Comment on Items not Appearing on the Agenda

Tourism Recovery Grant – The Lodi Winegrape Commission and Visit Lodi applied for a \$96,000 tourism recovery grant offered by SJ County to help revitalize tourism following the pandemic. Grants will be announced in early July. The goal would be to augment existing programs and not create a separate campaign.

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 held at 2:30pm on Tuesday, July 13, 2021.

Adjourn

The meeting was adjourned at 3:45pm.

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).