



WINERY MARKETING COMMITTEE
MEETING MINUTES
July 13, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30pm on Tuesday, July 13, 2021.

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

In attendance were committee members Tanya McMahan, Dan Panella, and Jason Eells. A quorum was not established.

Others present were Tom Hoffman (Heritage Oak Winery), Bob Weisenberg, (Woodbridge Uncorked), and Austin Lesley (Woodbridge Uncorked).

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

Meeting minutes from the June 8, 2021 meeting were reviewed but not approved due to lack of quorum. Minutes will need to be approved at the next meeting.

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. We have between twenty six and twenty eight wineries participating.

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. Solterra will be putting together a survey to be sent out in a few days. The team at Solterra will also be doing phone interviews for more in-depth conversations. 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. A strategic retreat will be held on August 18 and 19.

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. Following the event, staff surveyed two groups: event attendees, and participating wineries. 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 lack of enthusiasm or service from some of the participating wineries and having to much time between reservations.

2020-21 Year-to-Date Budget Review

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

Reports from Other Committees

REC Committee – The Commission, 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 leveraged for greater benefit. One key tenet of the planning is connecting our educational institutions with the ag industry for more effective programing, 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 money will be used to augment existing programs.

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, October 5, 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).