



**Lodi Winegrape Commission  
Meeting Minutes - FINAL  
December 26, 2021**

The Lodi Winegrape Commission met on Monday, December 6, 2021.

1. The meeting was called to order by Chairman Aaron Shinn at 2:02PM.
2. Roll was called

<b><u>Commissioner</u></b>	<b>Present</b>	<b><u>Alternate Commissioner</u></b>	<b>Present</b>
Phil Abba		Dirk Heuvel	X
Jason Eells	EX	Joe Laranaga	EX
Bruce Fry	X	Joan Kautz	X
Curt Gillespie	X	Jacylyn Stokes	
Matt Lauchland	X	Todd Maley	X
Tom Murphy	EX	Colton Machado	X
Diego Olagaray		Mitch Spaletta	
Aaron Shinn	X	Garret Schaefer	
Brandon Sywassink	EX	Scott Armolea	EX

Also, in attendance was Larry Whitted, Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer and Stephanie Bolton. A quorum was established.

3. On a motion by Heuvel/Kautz the minutes of the October 20, 2021 meeting were approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Stuart Spencer gave a quick financial update. The Finance Committee did not have a quorum in October, but would be meeting on December 14, 2021 to review September & October financial statements and YTD budgets. As of November 30, 2021 the Commission had received \$601,425.64 in assessment revenue. This is up approximately \$60,000 from this point last year.
6. **Chairman's Report** – Chair Shinn updated the board on his activities as Chair. He participated in a recent meeting of the winery strategic planning team and felt confident in its direction. He also thought the 30<sup>th</sup> anniversary celebration went very well and that everyone seemed to enjoy themselves. He also noted the lively discussion from a recent Lodi Rules committee regarding the certification process. He also noted that Gary Daniel, local grower

and CPA with Bowman & Co would serve on the Finance Committee and need a board consent. Motion to approve Gary Daniel serving on the Finance Committee. Fry/Gillespie – Carried.

7. **Executive Director's Report** - ED Spencer updated the board on recent Commission activities (Exhibit B). He discussed several initiatives including the recent winery strategic planning outcomes, the 30<sup>th</sup> anniversary celebration, the workforce development education grant/project, and the Viticulture Research Specialist position.

8. **Committee Reports:**

Executive Committee – The committee met on November 15 to discuss and prepare for the 30<sup>th</sup> anniversary celebration. The committee will meet again in January.

Grower Marketing Committee – Committee Chair Joan Kautz and Stuart Spencer updated the board on recent marketing activities. The committee met on November 10 and is scheduled to meet on December 15. At the November 10 meeting they reviewed the final spring promotional program and discussed the fall “save the old” campaign. They detailed recent PR initiatives and activities including recent media visits. They also passed out an updated Lodi AVA map with detailed descriptions of each of the seven nested AVA’s. They also discussed some of the recent export promotions including a Lodi-hosted dinner with the head of the LCBO and upcoming spring activities.

Lodi Rules –Stephanie Bolton and Spencer updated the board on the recent Lodi Rules committee activities. The committee met on November 29, 2021 and had a robust discussion concerning the certification process and some of the challenges this past growing season. The committee is interested in improving the process. Acreage continues to grow! A tentative year end Lodi Rules meeting is schedule for January 11, 2022.

Research, Education, Communication – Committee Chair Larry Whitted and Stephanie Bolton updated the board on recent REC activities. The committee met on November 16 and approved the addition of 3 air quality sensors to better track wildfire smoke during the growing season. The committee cohosted a grower workshop with EJ Gallo and lunch on October 28 titled, “How to Shut Down a Vineyard for the Winter.” The December 7 CD11 IPM Breakfast meeting will feature Larry Whitted, Aaron Lange and Charlie Starr discussing area-wide collaborative pest management programs. A group of growers recently met with UC on the long-anticipated update to the vineyard cost study. They hope to have final numbers soon and present at Grape Day. The 70<sup>th</sup> Lodi Grape Day is scheduled for February 1, 2022.

Winery Marketing Committee – Spencer updated the board on plans for the 25<sup>th</sup> anniversary Lodi Wine & Chocolate weekend scheduled for Feb. 4-6, 2022. This year’s event will include Friday night dinners at wineries, Saturday grand tasting at participating wineries and a Sunday Winemaker’s Brunch on the grounds of Wine & Roses. The committee discussed that the event serves as the primary fundraiser for the committee’s activities. This message was

delivered at an All-Winery meeting on December 2 where Spencer detailed the recent strategic plan and the four priorities established.

**9. Other Organization Reports:**

CWEF – Spencer updated the board on Visitor Center activities. The Visitor Center has returned to being fully opened and staffed. Wine Club membership is growing, and sales are following. Wine & Roses has not returned to full capacity and has limited events compared to pre-pandemic. This has affected walk-in traffic that will hopefully return in 2022.

SJCFB – no report

LDGGA – Amy Blagg updated the Commission on recent legislative issues facing Lodi winegrowers. She talked about the ongoing redistricting process, the light parade, and the Tokay FFA vine pruning competition set for January 22.

Lodi Grape Festival – no report

CAWG – no report

**10. Public Comment – No comment**

**11. Agenda Items for Future Meetings – None**

12. The next meeting was scheduled for February 7 at 2:00PM.

13. The meeting adjourned at 4:11 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Curt Gillespie  
Secretary



**Lodi Winegrape Commission  
Meeting Minutes - FINAL  
October 20, 2021**

The Lodi Winegrape Commission met on Wednesday, October 20, 2021.

1. The meeting was called to order by Chairman Aaron Shinn at 2:03PM.
2. Roll was called

<u>Commissioner</u>	<u>Present</u>	<u>Alternate Commissioner</u>	<u>Present</u>
Phil Abba	EX	Dirk Heuvel	X
Jason Eells	EX	Joe Laranaga	X
Bruce Fry	X	Joan Kautz	X
Curt Gillespie	X	Jacylyn Stokes	X
Matt Lauchland		Todd Maley	X
Tom Murphy	X	Colton Machado	
Diego Olagaray	X	Mitch Spaletta	
Aaron Shinn	X	Garret Schaefer	
Brandon Sywassink	EX	Scott Armolea	X

Also, in attendance was Amy Blagg and Mirek Wilczek (CDFA Marketing Branch). Staff present Stuart Spencer, Stephanie Bolton and Jenny Heitman. A quorum was established.

3. On a motion by Olagaray/Gillespie the minutes of the July 22, 2021 meeting were approved (Exhibit A).
4. Public Comment on Items Appearing on the Agenda – None
5. **Financial Report** – Stuart Spencer informed the board that yesterday's Finance Committee did not have a quorum. Shinn and Olagaray were present at the meeting and reviewed the Commission's audits with Pauline Sanguinetti and Lyndsay George of Croce, Sanguinetti & Vander Veen. The firm reviewed the draft financial and agreed upon procedures audits and presented the Management Advisory Letter and the Communication with Those Charged with Governance letter. Shinn and Olagaray noted that there were no findings and that they were good with the audits. Motion to approve and accept the audits as presented. Fry/Gillespie – Carried.
6. **Chairman's Report** – Chair Shinn updated the board on his activities as Chair. He noted that he had stepped down as Lodi Rules Chair and appointed Phil Abba. He met with past

chair Altnow to discuss her time as Chair, and any priorities the Commission should address in the coming years. Shinn noted that Commission should explore outside human resources support and continue to evaluate the effectiveness of the Visitor Center operation moving forward.

7. **Executive Director's Report** - ED Spencer discussed several initiatives that he has been working on over the past couple months. He noted that the Commission, in partnership with Visit Lodi, had received a \$96,000 tourism recovery grant. The money will be split between the organizations and must be spent by June 30, 2022. He also noted that the winery community completed a strategic retreat in August. The two-day retreat was successful in building consensus around several key priorities. The strategic planning task force would soon be reviewing the final plan and disseminating to the broader community. Spencer also noted that he and Stephanie had met with the Stockton City Manager and Economic Development Director to discuss how Stockton can be more involved economically in the greater San Joaquin County ag community.

8. **Committee Reports:**

Executive Committee – The committee met last week to review Commission activities for the past couple months. The committee is scheduled to meet at Noon on November 15.

Grower Marketing Committee – Committee Chair Joan Kautz, Jenny Heitman and Stuart Spencer reviewed ongoing marketing activities. The Commission hosted a group of six wine “influencers” for a three-day immersion in Lodi vineyards and wine. Influencers are a rising category of media that are having a growing impact on the wine space. The influencers had the opportunity to hand pick grapes, ride a harvester, sort grapes at a winery and many other Lodi immersive experiences over the three days. Staff is also working on the next step in our storytelling campaign and would like to create a series of videos that tell the stories of individual growers and families. This would likely be part of our spring promotional campaign with advertising support. Currently, the Commission has a “content” promotional program running with Wine Enthusiast themed around our “Save the Old” campaign featuring Lodi’s old vines.

Lodi Rules –Stephanie Bolton updated the board on the recent Lodi Rules committee activities. Stephanie participated at the Tiburon Wine Festival in September featuring Lodi Rules wines. The committee and staff continue to work on a making the Pesticide Risk Tool (PRT) at useable and useful tool for LODI RULES growers. And they are working on scheduling a year-end wrap up meeting in December.

Research, Education, Communication – Stephanie Bolton reported that the Commission hosted an IPM Breakfast meeting on October 5 featuring Dr. Akif Eskalen discussing new biocontrol agents for pruning wounds, fungicide trials, and more. In addition, Stephanie is working with Dr. Keith Striegler (E&J Gallo) to cohost a grower workshop and lunch on October 28 titled, “How to Shut Down a Vineyard for the Winter.” She is also looking at hosting a “Grower Sales Skills” workshop in December.

Winery Marketing Committee – Spencer informed the board that in addition to the strategic planning process the winery committee has contracted with Community Benchmark to benchmark visitation and DTC sales for Lodi wineries. An estimated 28 wineries have initially signed up to participate in the service. Initial feedback has been positive, but once more time has passed, and more data is in the system, better conclusions can be drawn. The committee is also moving forward with 2022 Lodi Wine & Chocolate with modifications to address vintner concerns.

**9. Other Organization Reports:**

CWEF – Spencer updated the board on Visitor Center activities and noted that the Foundation board was scheduled to meet Monday, October 25 at 2:00PM. The board also discussed the plusses and minuses of restarting Lodi Row X Row/ZinFest in May 2022. The last ZinFest was held in May 2019. Following that event, the consensus was to rebrand the event for May 2020. The pandemic forced the cancellation in 2020 and 2021. Many believe we need a signature event for the region, but concerns exist over costs, and our ability to execute on a major event with current staff levels. CWEF will be discussing it more at next week's meeting.

SJCFB – no report

LDGGA – Amy Blagg updated the Commission on recent legislative issues facing Lodi winegrowers.

Lodi Grape Festival – Joe Valente reported via proxy Amy Blagg that 2021 Lodi Grape Festival was a success with great attendance, sales, and a safe event.

CAWG – no report

**10. Public Comment – No comment**

**11. Agenda Items for Future Meetings – None**

12. The next meeting was scheduled for December 6 at 2:00PM.

13. The meeting adjourned at 4:11 PM.

Respectfully submitted,

Stuart Spencer  
On behalf of Curt Gillespie  
Secretary



## Executive Director Report 12-1-21

### BOARD UPDATE

**30<sup>th</sup> Anniversary Celebration** – Thanks to all that attended and helped with the Lodi Winegrape Commission 30<sup>th</sup> Anniversary event on November 17. By all accounts the event was very well received growers, vintners, and community members enjoyed the opportunity to mix and chat.

**Winery Strategic Plan** – The winery strategic planning task force met on November 16 to finalize the plan developed over the past few months. See attached plan. The plan identifies four priority areas for the winery community moving forward. One of the key priorities is developing a stable and sustainable funding model to support winery specific marketing activities. The finalized plan was also presented to the rest of the community at an All Winery Meeting held on December 2. The priorities appeared to be well-received. There is a lot more work to do moving forward, but the group is committed to implementing and participating.

**Viticulture Research Specialist** - The job description has been reworked and reposted (see attached). We have an interview with a potential candidate on December 9. The candidate was previously unavailable when we posted the position in the spring but comes with solid and applicable skills and experience.

**Education/Workforce Development Project** – Stuart and Stephanie have both been involved in this project/grant. At this point, the team is looking to establish an early college high school program built around Viticulture Technology at Valley Robotics (Lodi Unified). Such programs allow students to take college classes while in high school and graduate with an AA degree and a streamlined path into a 4-year institution if desired. We also hosted two listening sessions with growers and vintners. The first brainstorming session explored skills and jobs needed now and in the future on the farming side, and the second session explored skills and jobs in the wine marketing and hospitality sector. An additional goal of the project is to develop better pathways or conduits between high school students and programs already available at Delta College.

As part of the project, Stuart and team leaders from Lodi Unified, Delta College, City of Stockton, and Holt of California visited the Wonderful College Prep Academy in Delano on November 7-8.

**Vineyard Removals** - Stephanie has been working with the air resources board to identify viable alternatives to burning pulled out vineyards – they have yet to identify a system that would work for trellised vineyards. A potential alternative has emerged that may allow for burning if the vineyard has been documented to contain diseases that would necessitate burning.

## LWC ACTIVITIES UPDATE

**Grower Marketing** – The Grower Marketing committee met on November 10 and is scheduled to meet on December 15. At the November meeting the committee reviewed the results of the spring campaign that featured the people and the place with grower profiles developed and utilized in social media. The committee also discussed the fall integrated “Save the Old” campaign that included paid media and winery activations.

The committee also sponsored a lunch at TexSom on November 15. TexSom is a leading trade/educational conference for wine professionals based in Texas. Wine writer Elaine Brown hosted the lunch which eight Lodi wines.

In response to a fall media pitch which featuring the diversity varieties grown in Lodi, the Commission has hosted several media visits over the past month and has several more in the works. Hosted Emma Krasov on 11/18 for two days. She is writing for a Russian language US based publication on wine tourism. Apparently 200,000 subscribers in CA. Also hosted Betsy Andrews on 11/21. She is a freelance writer working on a story on old vine Zinfandel.

Additionally, staff developed a new Lodi AVA map that includes descriptions of the seven nested AVA's of Lodi. The map is available to growers and vintners to use in education and promotion. Map can be downloaded here -

<https://www.dropbox.com/s/lel4mj9on7xlmy/FINAL%20AVA-Lodi-Handout-2021-Horz.pdf?dl=0>

**Export** – hosted a dinner in Napa with four Lodi vintners and the head of the Liquor Control Board of Ontario and two of their top wine buyers on November 4. The LCBO is one of the largest individual wine buyers in the world. Additionally, we hosted a meeting of export-minded vintners on November 10 to discuss 2022 opportunities. The Commission will be hosting a group of Ukrainian and Bulgarian importers on January 31 – February 1. Additional the Commission will have a booth at ProWein at the end of March in Germany and is hosting an extensive self-pour (machines) tasting of Lodi wines in the California educational pavilion. There is also an opportunity to host a series of Lodi Wine masterclasses in South Korea and Japan at the beginning of March. This trip would also include tastings and other events. All activities are somewhat tentative based on COVID-related travel and event restrictions.

**Research, Education & Communications Committee** – The REC committee met on November 16. The Commission partnered with EJ & Gallo to host a joint grower meeting on October 28 to discuss post-harvest vineyard management in a drought year. Well over 100 growers attended the morning workshop and stayed for the Commission hosted lunch. The Commission also contracted with Ted Rieger to write an extensive synopsis of the workshop. The write up with links to the presentation is available at lodigrowers.com -  
<https://www.lodigrowers.com/how-to-shut-down-vines-for-the-winter-prevent-delayed-spring-growth/>

On December 7 the Commission will host the monthly CD 11 IPM Breakfast Meeting featuring Larry Whitted, Charlie Starr and Aaron Lange in Burgundy Hall at the Lodi Grape Festival. They will be sharing thought and experiences regarding the regional approach to VMB/Virus management within the Jahant AVA.

The committee is also adding three air quality sensos to Lodi weather stations. There will now be 5 stations with air quality sensors covering the region which should be able to provide

ongoing data on air quality and smoke-related issues within Lodi. This data could play a role in managing smoke issues in the future.

**LODI RULES** – The Lodi Rules committee met on November 22 and had a lengthy discussion about the year's auditing process. Several non-committee members attended to share their experiences over the past year. The committee is concerned with the direction of the certification process is trending and worried that the original spirit of the program is getting compromised. Despite the frustrations, the program continues to grow and is attracting interest from new growers and the marketplace. Additionally, staff and committee members are continuing to work with Protected Harvest and IPMI on developing a usable version of the PRT.

**Winery Marketing** – The committee met on November 2 and adopted a 3-part program for the 25<sup>th</sup> anniversary Lodi Wine & Chocolate Weekend scheduled for February 4-6, 2022 – Friday Evening – vintners will host intimate wine and food experiences at their winery. Tickets will be \$125/person with the vintners getting \$25 and the committee keeping \$100. Saturday – will be the traditional passport style event. No reservations will be required, and attendance will be limited to better control the crowd. Tickets will be \$75/person Sunday – we will host a “Winemaker’s Brunch” from 11am – 2pm on the grounds of Wine & Roses featuring whites, roses, and sparkling wines. Wine & Roses chefs will create themed food experiences to match the wines.

Additionally, the committee just printed new wine trail maps. The last maps were printed in January 2020 right before the state forced wineries to close due to the pandemic.

The committee is also hosting a “Celebrate Petite Sirah” weekend January 15-17. 19 wineries are participating and will be featuring Petite Sirah themed tastings throughout the weekend.

## **COMMITTEE MEETINGS**

**December 7** – Winery Marketing Meeting (9:00AM)

**December 14** – Finance Committee Meeting (Noon)

**December 15** – Grower Marketing (2:00PM)

**January 10** – Executive Committee (Noon)

**January 11** – Research, Education & Communication Committee (Noon)

**January 18** – LODI RULES Committee Meeting (Noon)

# **Viticulture Research Specialist**

## **Lodi Winegrape Commission (LWC)**

### **11.1.21**

#### **Position**

The Viticulture Research Specialist is responsible for conducting and analyzing on-farm viticulture research trials within the Lodi region. The position will work closely with our Research & Education Director, Committees, growers, industry, and scientists to design cohesive, replicated trials across the region on topics of interest for Lodi winegrowers. Research will be designed to lead to meaningful and practical results which can be broadly disseminated through the Commission's robust outreach activities. A high level of engagement with a variety of viticulture research topics and funding channels will be necessary for success. The position also supports the extensive education and outreach functions of the Commission, as well as the globally recognized LODI RULES Sustainable Winegrowing program. Reports directly to the Research & Education/Sustainable Winegrowing Director. Some nights, early mornings, and weekends required.

#### **Job Duties**

- Work closely with the Research, Education & Communication/LODI RULES Committees and the Research & Education/Sustainable Winegrowing Director to design, implement, and analyze relevant on-farm trials
- Foster collaboration between the Commission, growers, industry, extension, and scientists
- Conduct thorough preliminary research utilizing available knowledge from growers, extension, universities, industry, and international sources
- Support outreach activities, meetings, and publications related to grower research, education, communications, and the LODI RULES Sustainable Winegrowing Program
- Create written and digital reports in grower language to summarize research results
- Attend relevant industry seminars
- Deliver presentations to growers, industry, and academics
- Organize and maintain relevant data in a clear, accessible format
- Support Commission activities and meetings as needed
- Seek viticulture research opportunities, funding, and collaborations for Lodi growers
- Act as a resource for Lodi growers wishing to design simple on-farm research trials
- Become an expert in Lodi viticulture over time
- Other duties as needed

#### **Qualifications & Skills**

- Master's degree in viticulture, plant pathology, agronomy, or similar field
- At least two years' experience designing, executing, and analyzing statistically significant vineyard trials
- Able to run basic statistical analysis of vineyard trial data
- Strong viticulture background
- Must maintain a professional demeanor and be good at interacting with growers, the public and industry stakeholders
- Strong ability to communicate in both academic research and farmer circles
- Hard working, respectful, pays attention to detail, organized, ability to meet deadlines, and can work independently and as part of a team
- Able to lift 40 lbs.
- No history of drug or alcohol abuse
- Interested in wine and agriculture

### **Organization**

In 1991, local winegrape growers voted to fund the Lodi Winegrape Commission to represent their common interest in marketing, education, and research activities. The Commission currently represents approximately 750 growers and 85 wineries farming 100,000 acres of winegrapes in the Lodi region. The Commission's activities include extensive marketing activities, managing the Lodi Wine Visitor Center, as well as a comprehensive grower outreach and education program related to farming winegrapes. The Commission also manages LODI RULES for Sustainable Winegrowing, the state's first sustainable viticulture certification program.

### **Compensation**

Wages commensurate with experience. Excellent benefits including health insurance and retirement plan. Opportunity to work collaboratively as a key role in an advanced viticulture community with generational farming knowledge and a high level of support and cooperation.

LODI WINEGRAPE COMMISSION

# Strategic Direction

2021 - 2024



## Vision

To be the most dynamic region in California for winegrowing and winemaking, so that our community is full sustained for generations to come.

## Mission

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.

## Core Values

Unity - We collaborate and challenge each other to be our best.

Heritage - We honor our history by building on the accomplishments and wisdom of generations before us.

Sustainable - We respect our land and invest in our community to ensure the longevity of both.

Innovation - We embrace progress by spearheading new technology, initiating research, and implementing modern ideas.

Leadership - We inspire our industry and cultivate and encourage future generations to exceed our legacy.

## What we do

We sustain

We empower

We collaborate and challenge

We honor

We respect and invest

We embrace, initiate and implement

We inspire, cultivate and encourage

Strategic Priorities	Objectives	Initiatives
Active Winery Group with a Clear Vision	<ul style="list-style-type: none"> <li>Build consensus among winery peers to engage strategic priorities, champion the vision and Lodi brand.</li> <li>Engage grower marketing committee to align and support strategic priorities.</li> <li>Foster relationships with elected officials and other agencies to create understanding of winery marketing needs.</li> </ul>	<ul style="list-style-type: none"> <li>Recruit a dedicated winery marketing committee representative of all wineries in the Lodi AVA.</li> <li>Evaluate long and short-term funding objectives and consider a task force for each within the winery marketing committee.</li> <li>Proactively connect with winery peers in a variety of ways – group meeting, written communication, one-on-one visits, etc. – to discuss strategic direction and earn respect and support for moving short-term and long-term objectives forward.</li> <li>Develop Lodi winery advocates who embrace the strategic priorities, champion the necessity of sustainable funding and integrate Lodi campaigns into their individual winery brand marketing plans.</li> <li>Develop a series of in person and virtual educational seminars designed to expand Lodi wine education and strengthen quality. <ul style="list-style-type: none"> <li>1. DTC</li> <li>2. Hospitality Audiences</li> <li>3. Lodi Wine Community</li> <li>4. Distributor and Sales Team</li> </ul> </li> </ul>
Sustainable and Equitable Winery Marketing Dollars	<ul style="list-style-type: none"> <li>Long term – Secure a sustainable funding model.</li> <li>Short term – Improve upon the current fundraising model – Lodi Wine &amp; Chocolate Weekend (held annually in February).</li> </ul>	<ul style="list-style-type: none"> <li><b>Sustainable Funding</b> <ol style="list-style-type: none"> <li>Evaluate and compare winery marketing budgets and revenue streams against competitive set for regional AVA marketing groups.</li> <li>Building upon the strategic priorities, develop a winery marketing plan to outline how the budget and increased funds will be prioritized.</li> </ol> </li> <li><b>Lodi Wine &amp; Chocolate Weekend</b> <ol style="list-style-type: none"> <li>Generate revenue (fundraiser) to support Winery Marketing Committee's activities.</li> <li>Encourage participation for the success of the weekend and annual marketing priorities.</li> <li>Guests Expectations – once winery options and sign-ups are finalized clearly market to guests how they can participate. Communicate new experiences, special ticket tiers an overall schedule for guests to plan their itineraries.</li> </ol> </li> </ul>
Integrated Campaign Strategy	<p>Develop and build out an annual calendar to highlight themes and regional messaging. Integrate content throughout all paid, earned, and owned marketing channels; invite winery and tourism partners to participate.</p> <ul style="list-style-type: none"> <li>Align with the Lodi Winegrape Commission marketing plan to develop overarching themes, which emphasize destination marketing.</li> <li>Develop campaigns with themes that are meaningful to wine enthusiasts.</li> <li>Focus on increasing quality tasting room visits.</li> <li>Identify key audiences: <ul style="list-style-type: none"> <li>External: trade, media, influencers.</li> <li>Internal: winery tasting room personnel, growers, winery owners, winemakers, etc.</li> </ul> </li> <li>Integrate content across all advertising, marketing and communication channels.</li> </ul>	<ul style="list-style-type: none"> <li>Build out strategies, tactics, and a timeline for campaigns</li> <li>Develop a marketing toolkit for each campaign: <ul style="list-style-type: none"> <li>Marketing toolkit could include – graphics, digital ads, key messages, sample social media posts, sample email campaign, pictures, etc. Develop a guide connecting ways winery partners can use this toolkit for their own marketing purposes.</li> <li>Invite partner organizations to collaborate and expand reach of campaigns.</li> <li>Consider micro-events that align with campaigns to engage visitor audiences, engage wineries, and create a special and unique Lodi experience.</li> <li>Integrate tourism-focused advertising with a specific message to visit Lodi into overall campaign plans.</li> </ul> </li> </ul>
Signature Event	<p>Secure a signature event to cohesively brand Lodi Wine and bring together wine enthusiasts, the wine community and trade annually.</p> <ul style="list-style-type: none"> <li>Revisit Row x Row to determine if goals, objectives, and format are still aligned.</li> <li>Evaluate event name.</li> <li>Plan resources and budget to host signature event in 2023.</li> </ul>	<ul style="list-style-type: none"> <li>Develop event experience and format: Friday, Saturday, Sunday <ul style="list-style-type: none"> <li>Finalize dates – May 2023.</li> <li>Finalize event name.</li> <li>Determine how wineries participate – hosting events, pouring at Grand Tasting, etc.</li> <li>Create budget to align with event experience. <ul style="list-style-type: none"> <li>Determine startup funds to secure personnel resources (e.g., event team).</li> <li>Identify new revenue streams.</li> <li>Outline expenses based on format.</li> <li>Establish ticket prices.</li> </ul> </li> <li>Build a yearlong marketing plan to create broad base awareness. <ul style="list-style-type: none"> <li>Save the date – announce in May 2022.</li> <li>Marketing toolkit specific to the event. Leverage marketing themes from quarterly campaigns to further the message and encourage wineries to engage in marketing to their guests, wine club members and customer lists.</li> </ul> </li> <li>Event team to outline a timeline for signature event weekend.</li> </ul> </li> </ul>