



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
January 11, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, January 11, 2022.

The meeting was called to order at 9:01am.

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

Others present were, Nina Schatz (Peltier Winery), Betty Ann Spenker (Spenker Winery), and Liz Bokisch (Bokisch Vineyards).

Staff present were Jenny Heitman, and Katie Crippen.

Meeting minutes from the December 7, 2021, meeting was reviewed and approved. Bjork/Maley carried.

**Public Comments on Items Appearing on the Agenda**

No public comments.

**Winery Marketing Committee Strategy & Ideas**

**Strategic Planning** – The Commission recently put together a three to five year plan with the main points from the planning include developing a stable funding model, signature event, an integrated marketing plan, and a dynamic engaged winery community. Staff is in contact with Temecula Winegrower's as they just recently passed and implemented their business improvement district (BID).

**Educational Programming** – Staff just organized an in-person ABC Training with Jerry Jolly on January 10<sup>th</sup>, and had over 100 people in attendance. Additional topics the committee would like to see educational programming in: public relations on talking points of the region and telling your own story, email marketing, and best practices for hospitality. Staff will continue to look into educational programming for the year.

**Lodi Wine & Chocolate 2022**

The 2022 Lodi Wine & Chocolate Weekend, taking place February 4-6 format will be: winery experiences on Friday, grand tasting tour on Saturday, and a winemaker brunch on Sunday. As of today, tickets sales are at: 59 tickets for Friday evening experiences, 363 for Saturday winery tours, and 34 for the Sunday winemaker's brunch. Wineries are highly encouraged to let their wine clubs know they are participating and provide them



with a \$10 off code to the Saturday winery tours. This year's official chocolate sponsor is CocoTutti's Chocolates. They will be at Oak Farm Vineyard's on the Saturday, and Wine & Roses for the Sunday Winemaker's brunch.

**Celebrate Petite Sirah 2022** – The Staff reported helping with the Celebrate Petite Sirah promotion, it will be in the previous passport style format, no tickets required. This year's events will be hosted Saturday through Monday, January 15-17, 2022. Staff reported that brochures had been distributed to participating wineries.

### **2020-21 Year-to-Date Budget Review**

A budget for period ending November 2021 was presented. There were no questions.

### **Reports from Other Committees**

**Grower Marketing Committee** – Following the success of the 2020 mailing, a promotional mailing to buyers of Lodi winegrapes is planned for 2021. Like 2020, included collateral will be branded with the Lodi Wine Growers logo. A thank you letter will accompany each package. The Commission will be supporting the launch of Randy Caparoso's book "Lodi!" with a media mailing to 50-100 recipients. The book will also be available for purchase from the Lodi Wine Visitor Center. Staff is reviewing a proposal from Rindal & Co. to produce a series of videos which would highlight Lodi growers as well as the region. Included in the proposal is a video focused exclusively on old vines. The Commission will have a booth at Unified, and has the opportunity to have a booth at ZAP ZinEx, both taking place in January 2022.

**Lodi Rules Committee** – Staff informed the committee that LODI RULES sustainable winergrowing program continues to grow, currently there are 66,000 acres certified, half in Crush District 17, and half outside of the Crush District.

**REC Committee** – Staff informed the committee we just had an IPM breakfast meeting about Mealybug in the Jahant AVA as it is spreading leafroll virus. There is a rootstock focus group whose focus currently is on rootstock for the future. Staff is still currently looking to hire a viticulture research assistant to help initiate trials. Staff is also looking to host a meeting discussing ways to burn vineyards when the law goes into effect, bio-char has been researched to be better for the environment or the use of burn boxes was brought up.

### **Public Comment on Items not Appearing on the Agenda**

No public comments.

### **Agenda items for Future Meetings**

The committee requested that business improvement district be added to the agenda for the next meeting.



**Set Next Meeting Date**

The next meeting will be held at 9:00am on Tuesday, February 8, 2022.

**Adjourn**

The meeting was adjourned at 9:46am.

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).**