



WINERY MARKETING COMMITTEE
MEETING MINUTES
October 5, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30pm on Tuesday, October 5, 2021.

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

In attendance were committee members Tanya McMahan, Jon Bjork, Jorja Lerner, and Todd Maley. A quorum was established.

Others present were Tom Hoffman (Heritage Oak Winery).

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

Meeting minutes from the June 8, 2021, and July 13, 2021, meeting were reviewed and approved. Bjork/Maley 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. Heritage Oak Winery said they are feeling pressured to change their business model to match the other wineries of their size. Harney Lane Winery said the data has not helped their operations at this moment in time. Jon Bjork stated that Van Ruiten raised their bottle prices as a direct correlation with the data provided. The committee agreed we need more information, comparing to 2020 does not seem helpful.

Strategic Planning – The Commission held a retreat on August 18 and 19 to lead our winery community through a strategic planning session to be sure events, activities, and programming serve the long-term needs of our developing winery community and are relevant to today's challenges. Staff is currently waiting on a full write-up from Solterra Strategies. Comments arose that there seems to be a lack of engagement from the winery community, and if it is due to harvest. Communications via the weekly email do not seem to be cutting it, and suggestions of all winery meetings may need to be brought back.

Lodi Wine & Chocolate 2022



Staff presented ideas for elevating the 2022 Lodi Wine & Chocolate Weekend, taking place February 4-6. Ideas included hosting a separate event component for each day of the event weekend. For example, winemaker dinners on Friday, grand tasting tour on Saturday, and a winemaker brunch on Sunday. The committee discussed imposing an opt-out fee for wineries who elected not to participate in any events over the weekend. The committee was in favor of the suggestions.

2020-21 Year-to-Date Budget Review

A budget was not presented.

Reports from Other Committees

Grower Marketing Committee – The Commission will be celebrating its 30th Anniversary with an event at Hutchins Street Square on November 17. Invitations will be sent out to the grower and winery community later this month. The committee will be refreshing its Save the Old Vines Campaign in November. Paid advertising will take place with Wine Enthusiast and Wine Business. Staff plans to utilize the Lodi Wine Instagram account and email newsletters to augment paid advertising. New this year, the committee will extend the campaign to winery tasting rooms by offering marketing collateral in the forms of coasters, custom tissue paper and corresponding stickers, bottle neckers, and large-scale old vine displays. As part of public relations efforts, the Commission recently hosted an in-person media tour for six wine influencers from Sunday, September 19, to Wednesday, September 22.

Lodi Rules Committee – Staff informed the committee that certified acreage continues to expand. Nugget Markets in northern California are currently running a Lodi Rules promotion whereby they are featuring large scale displays alongside Lodi Rules wines and other wines which are certified sustainable. Staff has been working on a Spanish translation of Lodi Rules.

Public Comment on Items not Appearing on the Agenda

Tourism Recovery Grant – The Lodi Winegrape Commission and Visit Lodi were approved for a \$96,000 tourism recovery grant offered by SJ County to help revitalize tourism following the pandemic. The money will be used to augment existing programs including video series around old vines, and the people of Lodi winegrowing and winemaking community.

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 9:00am on Tuesday, November 2, 2021.

Adjourn

The meeting was adjourned at 3:38pm.



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).