



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
November 2, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, November 2, 2021.

The meeting was called to order at 9:02am.

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

Others present were Tom Hoffman (Heritage Oak Winery), Nina Schatz (Peltier Winery), and Faryn Schatz (Peltier Winery).

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

Meeting minutes from the October 5, 2021, meeting was reviewed and approved. Bjork/Lerner carried.

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

No public comments.

**Winery Marketing Committee Strategy & Ideas**

**Strategic Planning** –The Commission received and reviewed a draft, and the planning committee will meet again to go over and discuss how we present it to the rest of the community to get them on-board. The main points from the planning included developing a stable funding model, signature event, an integrated marketing plan, and a dynamic engaged winery community.

**Lodi Wine & Chocolate 2022**

Staff 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. The format would be: winemaker dinners on Friday, grand tasting tour on Saturday, and a winemaker brunch on Sunday. Wineries would be required to participate in one. The committee discussed imposing an opt-out fee for wineries who elected not to participate in any events over the weekend. Schatz reported that discussion with Rod and Gayla that an opt out fee for wineries that are struggling would feel like a tax or something negative. Felten suggested bringing to event to one location versus at individual wineries. Comments brought up were that if we bring it to one location that there is still a large overhead cost and that we would not generate the money we had previously and a reminder that this is a fundraiser event for the



committee's activities. Bjork began a motion to implement the three-day format, McMahan second the motioned. The motion was approved by the committee.

**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.

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

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

### **Reports from Other Committees**

**Grower Marketing Committee** – The Commission will be celebrating its 30<sup>th</sup> Anniversary with an event at Hutchins Street Square on November 17. Karen Ross will be speaking at the event. 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 will be sponsoring a lunch at TexSom, Elaine Brown will be the speaker at the lunch.

**Lodi Rules Committee** – Staff informed the committee that there will be Annual Lodi Rules Meeting in December. Nugget Markets in northern California just finished 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 the next gen pesticide model.

**REC Committee** – Staff informed the committee we just partnered with Gallo on a grower meeting talking about putting a vineyard to bed, which had around 125 people in attendance. We have a grant for the San Joaquin Education Workforce Development and toured the Wonderful Academy to see what programs they have implemented.

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

No public comments.

### **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, December 7, 2021.

### **Adjourn**



The meeting was adjourned at 10:13am.

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).**